

## **Recruiting and Managing Millennial Volunteers**

The following were shared in the Penn State Extension October 2020 Volunteer Management & Leadership Tip Email

Millennials, aged 25 to 40, are the largest generation of individuals since the Baby Boomers. They are an incredibly diverse group that is well connected and well equipped to adapt to changing technological and social environments. Millennials are an ideal group to recruit due to their younger age and their desire to give back to their communities. When it comes to recruiting and managing millennial volunteers it is important to understand how to communicate and motivate.

Here are some strategies to help achieve these objectives:

1. Use social media platforms to communicate. Millennials have grown up with social media. Use the platform that fits your organizational needs the best (Facebook/Instagram/Twitter/Snapchat)
2. “Fame” your volunteers. Share pictures of current volunteers in action through social media platforms like Facebook and Instagram. And ask them to share the information with their friends and followers.
3. Encourage millennial volunteers to invite their friends. Millennials are the most connected generation. Give them a chance and they will help you actively recruit their friends.
4. Recognize individuality and diversity. Millennials are the most diverse generation.
5. Use specific parameters when designing projects. Instead of creating a large-scale general program, divide the program into well-defined and manageable chunks with opportunities for creativity.

A few more suggestions:

Consider that some Millennials may be looking for opportunities to build skills and enhance their resumes and job interview success stories. Consider opportunities that allow them to consider a problem, identify and then implement a solution, and see tangible results.

Other Millennials may be raising families while also working full time. Parents may be hesitant to leave their children for volunteer activities. Offer family friendly opportunities. Offer babysitting during Board and project planning meetings?