Implementation Workbook

# ENGAGING THE NEXT GENERATION OF VOLUNTEERS

**A Practical Workbook For Volunteer Coordinators To Attract, Engage & Retain**

**Gen Z & Gen Alpha Volunteers**

HBNC

Creating Connected Communities

## About This Resource

This resource has been developed in collaboration with Scott Millar and the Hervey Bay Neighbourhood Centre to support volunteer coordinators in engaging the next generation of volunteers.

The strategies and ideas shared throughout this workbook are designed as practical starting points and should be adapted to suit the unique needs, communities and contexts of each organisation.

Thank you to Volunteering Queensland for supporting the development of this resource.

Proudly supported by:

Volunteering Qld

# TABLE OF CONTENTS


## PAGE 4

**Introduction**

Welcome To The Workbook

## PAGE 5

**Meet The Next Generation**

Meet Generation Impact

## PAGE 7

**Attract**

Strategy 1: Purpose Over Process

Strategy 2: Meet Them Online

Strategy 3: Micro-Volunteering

## PAGE 14

**Engage**

Strategy 4: Love Languages

Strategy 5: Adapt Your Approach

Strategy 6: Support Their Wellbeing

## PAGE 23

**Retain**

Strategy 7: Leverage Superpowers

Strategy 8: Harnessing Skills

Strategy 9: Reverse Mentoring

# WELCOME TO THE WORKBOOK

Volunteer organisations play a vital role in shaping stronger, more connected communities. As younger generations begin engaging with volunteering in new ways, organisations have an exciting opportunity to rethink how they attract, engage and retain the next generation of volunteers.

Raised in a world shaped by smartphones, social media and constant connection, Gen Z and Gen Alpha often approach community, communication and contribution differently from the generations before them. They are values-driven, digitally connected and looking for opportunities that feel meaningful, flexible and impactful.

This workbook has been designed to help volunteer organisations better understand the next generation and explore practical ways to create more engaging and future-focused volunteer experiences. Throughout this workbook, you'll find strategies, activities and planning tools designed to help your organisation strengthen communication, build stronger intergenerational connections and create volunteering opportunities that empower young people to contribute in meaningful ways.

The future of volunteering is not about replacing what has always worked. It is about evolving alongside the next generation and creating communities where people of all ages can connect, contribute and create impact together.

## What You'll Explore



### Attract

Explore how to better connect with the next generation through purpose-driven messaging, digital engagement and authentic communication.



### Engage

Discover strategies to create more supportive, flexible and meaningful volunteer experiences for young people.



### Retain

Learn how to build stronger intergenerational teams, encourage shared learning and create volunteering opportunities that keep young people engaged long-term.

# MEET GENERATION IMPACT

Born between 1995 and 2010, Gen Z is fast becoming one of the most influential generations shaping the future of work, community and volunteering.

Raised in a world of smartphones, social media and constant connection, this generation often approaches community engagement differently from those before them. They are highly values-driven, digitally connected and looking for opportunities to contribute to causes that feel meaningful and aligned with their identity.

For many young people, volunteering is not just about helping. It is about impact, belonging and creating positive change within their communities.

**65%**

**Prioritise Meaningful Work**
Over Salary When Considering Jobs
**2024 Gallup Survey**

**41%**

**Say Social Media Content**
Has Motivated Them To Donate
**State Of Social Giving Report**

**35%**

**Have Already Donated**
And 40% Have Fundraised
**Children's Hospital Foundation**



**50%**

**Share Causes Or Fundraisers**
At Least Once Per Week
**State Of Social Giving Report**

**40%**

**Research An Organisation's Website**
And Social Platforms Before Giving **Classy, Pursuant & Giving DNA Report**

**Young people are not disconnected from community, they are simply engaging with community in new ways.**

For volunteer organisations, this creates an exciting opportunity to rethink how the next generation connects, contributes and creates impact.

***ALONE WE CAN DO SO LITTLE; TOGETHER WE CAN DO SO MUCH.***

— **HELEN KELLER**



Section 1:

# ATTRACT

## The Next Generation Of Volunteers



**Purpose**

Align With
Their Values



**Platform**

Meet Them
Where They're At



**Prompt**

Opportunities To
Get Involved

# PROMOTING PURPOSE OVER PROCESS

Gen Z and Gen Alpha are more likely to engage with volunteering opportunities when they understand the impact they are helping create.

While operational tasks and processes are important, younger volunteers are often motivated by purpose, contribution and feeling connected to something meaningful. They want to understand how their time, energy and skills are helping people, strengthening communities or contributing to a larger mission.

For many young people, volunteering offers a unique opportunity to be part of something aligned with their values and making a visible difference within their community.

Organisations that clearly communicate their impact, celebrate outcomes and connect day-to-day tasks back to their mission are often better positioned to attract and retain young volunteers.

## What This Looks Like In Practice

**INSTEAD OF SAYING:**

*"We need volunteers to help set up tables for the event."*

**TRY THIS:**

*"This event helps fundraise for families in our community, and your support helps create that experience."*

## Quick Insight

**65%**

of young people prioritise meaningful work over salary when considering jobs.
2024 Gallup Survey

## Simple Strategies For Success

**Start** volunteer briefings with impact stories, photos or outcomes.

**Celebrate** volunteer contributions and achievements publicly.

**Explain** why tasks matter, not just what needs to be done.

**Connect** day-to-day tasks back to the organisation's mission.

# REFLECTION & ACTION ACTIVITIES

Reflect on how your organisation currently communicates impact and purpose to volunteers.

**What currently helps volunteers feel connected to impact within your team?**

**Where could your team better communicate the "why" behind tasks?**

**How could your team celebrate impact more regularly?**

## Reflection Activity

Rate your team from 1–5 for each statement below.

**1. Volunteers understand the impact of their work**

☆☆☆☆☆

Not At All Absolutely

**2. We regularly share stories of community impact**

☆☆☆☆☆

Never All The Time

**3. We explain why tasks matter, not just what to do**

☆☆☆☆☆

Never All The Time

## Rewrite The Task Activity

Choose four volunteer tasks from your organisation and rewrite them using more purpose-driven language.

| Current Task: | Purpose Driven Rewrite: |
|---|---|
| **1.** Help clean up after the event. | Help create a welcoming and safe environment for our community. |
| **2.** | |
| **3.** | |
| **4.** | |

# MEET THEM WHERE THEY'RE AT

Gen Z and Gen Alpha are more likely to engage with organisations that are active online and easy to connect with digitally.

While flyers, posters and newsletters still have their place, young volunteers are often discovering opportunities through websites, Instagram, TikTok and digital content that feels authentic, visual and easy to engage with.

For many young people, an organisation's online presence becomes their first impression. If websites feel outdated, social media is inactive or content feels overly formal, younger volunteers may struggle to feel connected to the organisation and its community impact.

Organisations that showcase real people, stories and moments from their community are often better positioned to attract young volunteers and build stronger engagement online.

## What This Looks Like In Practice

**INSTEAD OF SAYING:**

*"Our flyer explains everything you need to know about us."*

**TRY THIS:**

*"Let's create content that helps young people see the rewarding work our organisation does in the community."*

## Quick Insight

**42%**

of Gen Z use TikTok to learn new skills every day.
McCrindle Research

## Simple Strategies For Success

**Refresh** your website so it feels modern, visual and adapts to mobile devices.

**Share** stories and behind-the-scenes moments on social media platforms.

**Create** simple and easy-to-read content for people scrolling on the go.

**Highlight** volunteers, impact and experiences through photos and videos.

# REFLECTION & ACTION ACTIVITIES

Reflect on how your organisation currently engages young people through digital platforms.

**How consistent is our current approach to social media and digital communication?**

**If a young person discovered us online today, what impression would our website and social media create?**

**What types of content would help young people connect with our community?**

## Reflection Activity

Rate your team from 1–5 for each statement below.

**1. Our organisation has a modern and mobile-friendly online presence**

☆☆☆☆☆

Not At All Absolutely

**2. We regularly share photos or updates from our volunteers and community**

☆☆☆☆☆

Never All The Time

**3. Our online presence feels relevant to younger audiences**

☆☆☆☆☆

Not At All Absolutely

## Create Your Content Plan

List ideas for digital content your organisation could share to better connect with young volunteers.

| Idea: | Platform | What It Would Involve |
|---|---|---|
| 1. "Day In The Life Of A Volunteer" video | Instagram | One of our volunteers filming short videos throughout their shift to show what they do. |
| 2. | | |
| 3. | | |
| 4. | | |

# MAKE IT EASY TO MAKE A START

Gen Z and Gen Alpha are more likely to volunteer when opportunities feel flexible, achievable and easy to explore for the first time.

For many young people, committing to long-term volunteering straight away can feel overwhelming, especially when they are still building confidence, exploring interests or balancing study, work and other commitments.

Creating low-pressure entry points through one-off events, short-term projects or trial opportunities can help young volunteers feel more comfortable getting involved and allow them to gradually build connection and confidence over time.

Organisations that offer flexible and accessible ways to get involved are often better positioned to attract young volunteers and support long-term engagement.

## What This Looks Like In Practice

**INSTEAD OF SAYING:**

*"We're looking for people who can help every single week."*

**TRY THIS:**

*"We've created flexible opportunities so people can explore volunteering before committing long term."*

## Quick Insight

**45%**

of workers across all generations say that flexibility is the biggest driver of loyalty. Flare HR's National Employee Benefits Index

## Simple Strategies For Success

**Offer** one-off volunteering days, events or short-term projects.

**Create** achievable tasks that help first-time volunteers feel successful.

**Build** pathways that support transition toward longer-term involvement.

**Invite** young people to trial volunteering before officially signing up.

# REFLECTION & ACTION ACTIVITIES

Reflect on how accessible and flexible your volunteering opportunities feel for young people.

**How easy is it for someone to try volunteering with our organisation?**

**What barriers could stop young people from getting involved?**

**Where could we create more flexible volunteer opportunities?**

## Reflection Activity

Rate your team from 1–5 for each statement below.

**1. Young people can explore volunteering without commitment**



Not At All Absolutely

**2. We offer flexible opportunities for different schedules and availability**



Never All The Time

**3. New volunteers are supported to build confidence gradually**



Not At All Absolutely

## Map The Volunteer Journey

List the first steps a young person currently takes to become a volunteer with your organisation.

| Step: | How Long It Takes | How Could We Simplify This? |
|---|---|---|
| 1. Complete the sign up form | 15 - 20mins | Shorten form and offer QR code sign-up |
| 2. | | |
| 3. | | |
| 4. | | |

***WE MAKE A LIVING BY WHAT WE GET. WE MAKE A LIFE BY WHAT WE GIVE.***

— WINSTON CHURCHILL



Section 2:

# ENGAGE

## The Next Generation Of Volunteers



**Understand**
How They Communicate



**Adapt**
Your Approach Across Cohorts



**Support**
Their Wellbeing As They Work

# UNDERSTAND HOW
## VOLUNTEERS LIKE TO BE APPRECIATED

Young volunteers are more likely to stay engaged when they feel recognised and appreciated in ways that feel meaningful to them personally.

While appreciation matters across every generation, Gen Z and Gen Alpha often respond strongly to regular encouragement, recognition and feedback. Understanding how different people prefer to receive appreciation can help volunteer coordinators build stronger relationships and create a more positive team culture.

**Young volunteers often remember how an organisation made them feel more than the specific tasks they completed.**

## What This Looks Like In Practice

**INSTEAD OF SAYING:**
*"They signed up for this, they just need to get on with the job."*

**TRY THIS:**
*"As young volunteers build their confidence, we create a supportive environment to give them encouragement."*

**INSTEAD OF SAYING:**
*"We recognise every volunteer in exactly the same way."*

**TRY THIS:**
*"We take the time to understand how different volunteers feel most appreciated and supported."*

**INSTEAD OF SAYING:**
*"Young people expect a standing ovation every time they do a good job."*

**TRY THIS:**
*"Small moments of appreciation can often have a big impact on young volunteers."*

## Simple Strategies For Success

**Words of affirmation**
can be as simple as thanking them for their work.

**Quality Time**
can be offering a late start/early finish as a reward.

**Acts Of Service**
involves taking a task off someone's plate.

**Gifts**
could look like buying a snack or coffee to show appreciation

**43%** of Gen Z prefer real-time feedback over formal performance reviews.
The Workforce Institute Meet Gen Z Report

# REFLECTION & ACTION ACTIVITIES

Reflect on how your organisation currently recognises, encourages and supports volunteers.

## Appreciation Styles Mapping

How Does Your Organisation Currently Show Appreciation?

**Words Of Affirmation:**

**Acts Of Service:**

**Quality Time:**

**Gifts:**

## Scenario Brainstorming

Consider how small moments of encouragement can shape a young volunteer's confidence and overall experience within your team. Write your response to the following scenarios.

**A young volunteer has had a big week balancing study, work and volunteering.**

**A young volunteer has done a great job helping at an event for the first time.**

## Designing Volunteer Moments

Brainstorm moments where your team could recognise or encourage volunteers.

**Before A Shift:**

**During A Team Meeting:**

**After An Event/Shift:**

# ADAPT YOUR APPROACH ACROSS GENERATIONS

Every generation has grown up in a different world, and as a result, often communicates, collaborates and connects in very different ways.

While younger volunteers may prefer flexibility, instant communication and digital platforms, older generations often value structure, face-to-face interaction and traditional communication styles. Understanding these differences can help volunteer coordinators build stronger relationships and create more effective and inclusive team environments.

**Great leaders understand that different generations often need different approaches to communication, support and engagement.**

## What This Looks Like In Practice

**INSTEAD OF SAYING:**
*"Everyone should do things the way we have always done them."*

**INSTEAD OF SAYING:**
*"Young people just need to start answering emails properly."*

**INSTEAD OF SAYING:**
"They just don't understand how our organisation works."

**TRY THIS:**
*"We adapt communication styles to better support different generations within our team."*

**TRY THIS:**
*"Different generations communicate differently, so we create multiple ways for volunteers to connect."*

**TRY THIS:**
"We create conversations that help volunteers understand different perspectives."

## Simple Strategies For Success

**Adapt** communication platforms to suit different generations.

**Recognise** the unique skills that each generation brings to the team.

**Create** opportunities for intergenerational collaboration & learning.

**Understand** how different generations prefer to connect.

**62%** of people believe that generational differences play a significant role in creating conflicts in the workplace.
Real Research Study

# REFLECTION & ACTION ACTIVITIES

Reflect on how you currently support different communication styles across generations.

## Communication Across Generations

How Do Different Generations Prefer To Connect Within Your Team?

**Baby Boomers | Born 1945 - 1964:**

**Gen X | Born 1965 - 1980:**

**Gen Y | Born 1981 - 1994:**

**Gen Z | Born 1995 - 2010:**

## Scenario Brainstorming

As you work through the following scenarios, brainstorm ways your organisation could better support communication and collaboration across generations.

**Volunteers are no longer engaging with emails in the same way they once did.**

.....

.....

.....

.....

**Some volunteers suggest hosting virtual meetings, while others prefer face-to-face.**

.....

.....

.....

.....

## Build Your Communication Playbook

Brainstorm ways your organisation could better support communication.

| Situation | What Could We Trial? |
|---|---|
| Team Updates | |
| Volunteer Reminders | |
| Sharing Feedback | |
| Event Communication | |

# SUPPORTING THE WHOLE PERSON

Young volunteers are more likely to stay engaged when they feel seen as people, not just volunteers completing tasks.

While outcomes are important, young volunteers value environments where managers take the time to check in on them both professionally and personally. Creating supportive and flexible environments can help volunteers feel more connected, confident and comfortable within your organisation.

**Young volunteers often stay connected to organisations where they feel supported as people, not just contributors.**

## What This Looks Like In Practice

**INSTEAD OF SAYING:**
*"As long as the job gets done, everything is fine."*

**TRY THIS:**
*"We want to make sure our volunteers enjoy working with us and we find ways to make the work sustainable."*

**INSTEAD OF SAYING:**
*"Everyone should leave their problems at the door when they arrive."*

**TRY THIS:**
*"We understand volunteers may be balancing study, work, family and other responsibilities."*

**INSTEAD OF SAYING:**
"Volunteers should speak up if they need help."

**TRY THIS:**
"We proactively connect with our volunteers to monitor their wellbeing and workload to make sure they're at their best."

## Simple Strategies For Success

**Check In** with volunteers regularly and create space for genuine conversations.

**Recognise** when volunteers may need additional support.

**Build** relationships with volunteers beyond their rostered tasks.

**Support** young people in building confidence, skills and connections.

**40%** of Gen Z and Millennials highlighted that culture plays a big part in their desire to stay with their employer.
2022 EY US Generation Survey

# REFLECTION & ACTION ACTIVITIES

Reflect on how your team currently supports volunteer wellbeing, flexibility and connection beyond day-to-day tasks.

## Support & Wellbeing

How Do You Currently Support Volunteers In Your Team?

**Team Meetings/Check-Ins**

**Building Culture & Community**

**Conversations About Performance**

**Onboarding New Volunteers**

## Scenario Brainstorming

As you work through the following scenarios, brainstorm ways your organisation could better support volunteer wellbeing, flexibility and connection.

**A volunteer has become quieter and less engaged during recent shifts and events.**

**A young volunteer is struggling to balance volunteering with their other commitments.**

## Developing Strategies For Support

Brainstorm simple ways your team could better support volunteers during challenging periods.

| Situation | How Could We Better Support Volunteers? |
|---|---|
| Feeling Overwhelmed | |
| Balancing Study Or Work | |
| First-time Nerves | |
| Feeling Disconnected | |

***THE PEOPLE WHO ARE CRAZY ENOUGH TO THINK THEY CAN CHANGE THE WORLD ARE THE ONES WHO DO.***

— **STEVE JOBS**



Section 3:

# RETAIN

## The Next Generation Of Volunteers



**Leverage**
Generational Superpowers



**Create**
Skills Based Opportunities



**Curate**
Reverse Mentoring

# LEVERAGE GENERATIONAL SUPERPOWERS

Every generation brings different strengths, experiences and perspectives to a volunteer team.

Young volunteers are more likely to stay engaged when organisations recognise and leverage the unique “superpowers” that different generations bring to the team and wider community.

Strong volunteer organisations create environments where volunteers across generations can contribute their strengths, learn from one another and work together toward shared goals.

**80%**

of corporate leaders said multigenerational workforces are key to growth.
The Living, Learning, and Earning Longer Collaborative Initiative

## Each Generation Brings

**BABY BOOMERS**
**Born 1945 - 1964**
*Experience, community relationships and leadership insight*

**GENERATION X**
**Born 1965 - 1980**
*Independence, problem-solving and the ability to take initiative*

**GENERATION Y**
**Born 1981 - 1994**
*Collaboration, communication and adaptability*

**GENERATION Z**
**Born 1995 - 2010**
*Digital fluency, creativity and fresh perspectives*

## Common Mistakes

- Focusing too heavily on generational differences instead of the strengths each generation brings to the team.
- Giving volunteers roles based on age instead of strengths and interests.
- Relying too heavily on one generation to lead communication, technology or decision making.

## What This Looks Like In Action

**Shared Strengths**
Strong teams create opportunities for different generations to contribute their strengths.

**Experience & Insight**
Experienced volunteers bring valuable knowledge, relationships and perspectives.

**Digital Confidence**
Younger volunteers can support areas like technology and digital engagement across the team.

# REFLECTION & ACTION ACTIVITIES

Brainstorm ways different generations could collaborate, contribute and learn from one another within your organisation.

## Team Strengths Mapping

What strengths currently exist within your volunteer team?

| Strength | Who Brings This Strength? | How Could We Use It Better? |
|---|---|---|
| Leadership | | |
| Digital Skills | | |
| Creativity | | |
| Mentoring | | |
| Planning | | |

## Collaboration Canvas

Brainstorm ways your organisation could create more opportunities for different generations to collaborate and learn from one another. Write down what these opportunities might look like on your team.

**Mentoring**

**Shared Projects**

**Digital Support**

**Leadership Opportunities**

**Community Engagement**

## Future Planning

What is one opportunity your organisation could trial in the next 6 months to better leverage the strengths of different generations within your team?

# CREATE SKILLS-BASED OPPORTUNITIES

Young volunteers are more likely to stay engaged when they feel their skills, ideas and interests are being recognised and utilised in meaningful ways.

While many organisations rely on volunteers for operational support, younger generations are often also looking for opportunities to develop skills, build confidence and contribute in ways that align with their strengths and future goals. Creating more skills-based opportunities can help volunteers feel more connected, empowered and invested in your organisation.

**2 in 5**

Gen Z workers see professional development opportunities as a major contributor to job satisfaction McCrindle | Job Mobility Is On The Minds Of Young Workers

## What Young Volunteers Bring

**SOCIAL MEDIA**
**And Content Creation**
*Photography, video creation and digital storytelling*

**EVENT DESIGN**
**And Experience Curation**
*Designing activations, ideas and engagement experiences*

**TECHNOLOGY**
**And Digital Tools**
*Websites, online tools and digital communication*

**COMMUNITY**
**Connection With Youth**
*Connecting with younger audiences and communities*

## Common Mistakes

- Giving young volunteers only repetitive or low-impact tasks.
- Assuming younger volunteers have limited skills because they have less experience.
- Overlooking opportunities for volunteers to contribute creative, digital or strategic ideas.

## What This Looks Like In Action

### Digital Projects
Ask for help in areas like social media, photography, video content and digital engagement.

### Leadership Opportunities
Giving ownership over projects to help build confidence and engagement.

### Fresh Perspectives
Source new ideas, insights and creative thinking that can strengthen your team and your initiatives.

# REFLECTION & ACTION ACTIVITIES

Strong volunteer organisations create opportunities for volunteers to contribute their skills, ideas and interests in meaningful ways.

## Team Skills Mapping

Where Could A Young Volunteer With These Skills Add Value In Your Team?

| Skills | Where Could This Skill Be Applied? |
|---|---|
| Social Media & Content Creation | |
| Events & Experiences | |
| Technology & Digital Tools | |
| Community Engagement | |
| Leadership & Coordination | |

## Modern Volunteering Opportunities

Choose two existing volunteer roles within your organisation and brainstorm how younger volunteers could contribute additional skills, ideas or digital strengths within the role.

**Example:**

**Role Title:**

Event Volunteer

**Standard Responsibilities:**

- Setting up spaces
- Assisting With Registration
- Pack Down & Clean Up

**How Gen Z Could Add Value:**

- Social media posting
- photography

**Role 1:**

**Role Title:**

**Standard Responsibilities:**

**How Gen Z Could Add Value:**

**Role 2:**

**Role Title:**

**Standard Responsibilities:**

**How Gen Z Could Add Value:**

## Future Planning

What is one new skills-based opportunity your organisation could trial over the next 6 months to better engage younger volunteers?

# CURATE REVERSE MENTORING PROGRAMS

In today's fast-moving world, every generation has something they can teach and something they can learn.

While younger volunteers can learn from the experience, insights and knowledge of older generations, experienced volunteers can also learn from the fresh thinking, digital confidence and new perspectives younger volunteers bring. Creating opportunities for shared learning can help strengthen relationships, break down silos and build stronger volunteer cultures across generations.

**30%**

Increase in team performance is found on average when there is a highly inclusive environment.
Gartner Study

## Reverse Mentoring In Action

**MATCH VOLUNTEERS**
*Pairyounger and experienced volunteers based on interests, skills or goals*

**SHARE LEARNINGS**
*Create opportunities for both volunteers to share knowledge, ideas and experiences*

**LEARN TOGETHER**
*Encourage open conversations, collaboration and shared problem-solving*

**REFLECT & GROW**
*Regularly reflect on what both volunteers are learning from each other*

## Common Mistakes

- Assuming learning only flows from older generations to younger generations.
- Keeping volunteers separated by age, experience or communication styles.
- Overlooking opportunities for volunteers to share knowledge and learn from one another.

## What This Looks Like In Action

**Breaking Down Silos**
Build stronger relationships and understanding across different generations.

**Driving Culture Change**
Build more adaptable, connected and future-focused volunteer culture.

**Encourage Inclusion**
Create more inclusive team environments where different perspectives and experiences are valued.

# REFLECTION & ACTION ACTIVITIES

Strong volunteer organisations create opportunities for volunteers across generations to teach, learn and grow together.

## Learning Exchange Canvas

Brainstorm opportunities for volunteers across generations to learn from one another.

| Younger Volunteers Could Share | Experienced Volunteers Could Share |
| --- | --- |
| | |

## Reverse Mentoring Framework

Brainstorm the structures, expectations and ground rules that could help a reverse mentoring program feel valuable and respectful for everyone involved.

**What Structure Will The Meetings Follow?**

**How Frequent Will Meetings Be Held?**

**How Will Volunteers Be Matched?**

**How Will Volunteers Build Mutual Respect?**

**How Will Knowledge Sharing Occur?**

**How Will Feedback Be Collected & Actioned?**

## Future Planning

How could you trial a reverse mentoring program over the next six months? Who will be involved and what will success look like?

# ENGAGING THE NEXT GENERATION OF VOLUNTEERS

Young people are not disconnected from community. In fact, many Gen Z and Gen Alpha volunteers are actively searching for opportunities to contribute, build skills, create impact and be part of something meaningful.

The volunteer organisations that will thrive into the future are those willing to adapt, listen and create volunteering experiences that feel purposeful, flexible and genuinely human.

Small changes can often create the biggest impact. Whether it's improving communication, creating more flexible opportunities, recognising volunteer contributions or building stronger intergenerational collaboration, every step forward helps create more engaging and inclusive volunteer communities.

The future of volunteering is not about replacing what has always worked. It's about evolving it to better support the next generation of volunteers and the communities they will help shape.

### Post Workbook Check-In

- What is one thing your organisation could implement immediately?
- What is one barrier preventing young people from engaging with your organisation?
- What is one area your team should continue exploring?
- Who could help champion these ideas within your organisation?

## About Your Authors



### Hervey Bay Neighbourhood Centre

The Hervey Bay Neighbourhood Centre supports and connects the local community through programs, services and initiatives that strengthen wellbeing, inclusion and community connection.

To find out more, head to:
www.hbnc.com.au



### Scott Millar
### Generational Consultant

Scott Millar is a trusted voice on the future of work, helping organisations understand the trends shaping Gen Z. Scott brings fresh insight into the shifts transforming workplaces, industries and communities.

To find out more, head to:
www.iamscottmillar.com

## The future of volunteering is already here. Is your organisation ready?

Today's young volunteers are motivated by purpose, flexibility, belonging and the opportunity to make a genuine impact. Yet many volunteer programs were designed for a different generation.

Engaging the Next Generation of Volunteers is a practical implementation workbook that helps volunteer coordinators, community organisations and not-for-profits rethink how they attract, engage and retain Gen Z and Gen Alpha volunteers.

Packed with practical strategies, real-world examples, reflection activities and implementation tools, this workbook will help you:

- Attract young people through purpose-driven messaging and meaningful opportunities.
- Build engaging volunteer experiences that foster confidence, wellbeing and connection.
- Retain volunteers by recognising strengths, developing skills and creating intergenerational teams that thrive.
- Turn ideas into action with planning templates, self-assessments and practical exercises.

Whether you're welcoming your first young volunteer or transforming an established volunteer program, this workbook provides the tools to build a volunteer culture that is relevant, inclusive and ready for the future.

Creating Connected Communities
HBNC