Recruiting Board Members and Volunteers

Christine M. Vinson
Chair Elect of Crimestoppers Greater New Orleans



Where Do You Fall?

Generation	Birth Year
Traditionalists	1927-1945
Baby Boomers	1946-1964
Generation X	1965-1980
Millennials/Generation Y	1981-2000
Generation Z	After 2001



Who "They" Are Vs. Who We Think They Are



Who "They" Are Vs. Who We Think They Are

- 24/7 work never ends
- 1/3 have a full time job **and** an additional part-time job
- Twice as to have spouse/partner who works full-time (than likely Baby Boomers)
- 84% said making a positive difference is more important than professional recognition
- 5 out of 6 connect with organizations via social media

https://www.agencyascend.com/blog/41-revealing-statistics-about-millennials-every-marketer-should-know

https://www.inc.com/ryan-jenkins/this-is-what-millennials-value-most-in-a-job-why.html

https://www.forbes.com/sites/reneemorad/2016/09/29/survey-more-than-one-third-of-working-millennials-have-a-side-job/#65c96b72132f

https://www.bentley.edu/centers/center-for-women-and-business/millennials-workplace

How to Reach Them

Rome wasn't built in a day

 Leave your fancy invitations at home

Digital is key

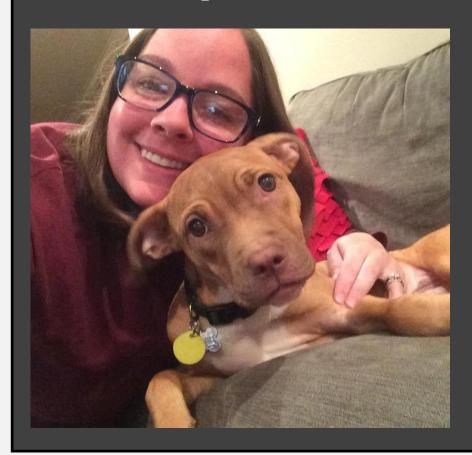


Example of Desired Volunteer Opportunity Information

- Name: Dog-Walking
- Start Date and Time: Friday, 9/18/18 at 5:30 pm
- End Date and Time: Friday, 9/18/18 at 8:30 pm
- Description: Provide dogs with the exercise they love and need! Walk between 10 and 18 dogs to ensure they've expended their energy and are ready to scarf down some food.
- Location: Love On A Dog, LLC 111 Love Dogs Lane, Dog Love, LA 70113
- Contact: Christine M. Vinson, cvinson@vinsonguard.com or 504-529-2260

Sample Call for Volunteers

Help Our Community – Volunteers Needed!



Do you like dogs? Does making an impact in your community sound appealing?

Join Love On A Dog, LLC and make a difference today!

Love On A Dog has adopted 50,000 dogs into the community from shelters.

Many volunteer opportunities are available at loveonadog.com.

We especially need help walking dogs on Friday evenings from 5:30 pm.

How to Engage Them

Offer diverse volunteer options

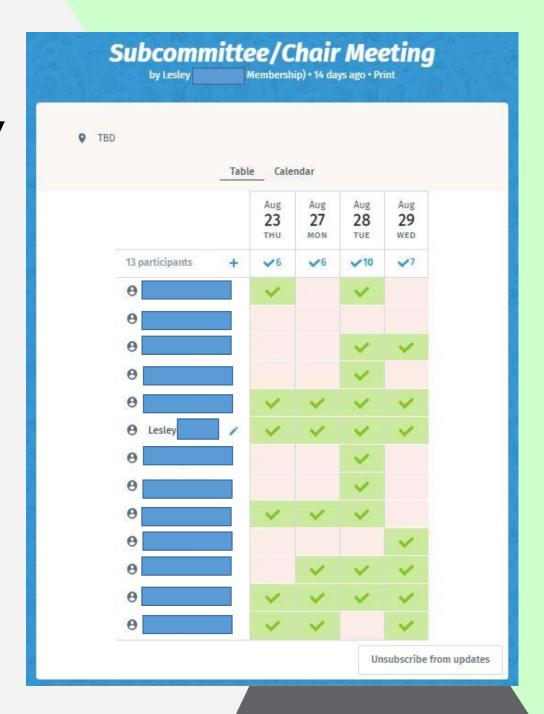
 Tie value of volunteering to overall impact

Don't waste a volunteer's time



Tools Required to Collaborate Effectively

- Doodle
- Slack
- GroupMe
- Google Docs
- Calendar Invites



Partner with Other Organizations



Thank you!