Volunteerism

• Five common motivations for volunteering:
  ▫ Values
    • “I volunteer because it is the right thing to do”
  ▫ Understanding
    • “I want to learn about a new culture or to grow as a person or improve my ability in a skill”

Clary et al. (1998)
Volunteerism

• Five common motivations for volunteering:
  ▫ Values
  ▫ Understanding
  ▫ Career
    • “Volunteering will allow me to get my foot in the door”
  ▫ Social
    • “I volunteer because people close to me volunteer”

Clary et al. (1998)
Volunteerism

• Five common motivations for volunteering:
  ▫ Values
  ▫ Understanding
  ▫ Career
  ▫ Social
  ▫ Enhancement
    • “Volunteering makes me feel better about myself as a person”

Clary et al. (1998)
Volunteerism

• Matching messages to motivations

  ▫ **Values motivation?**
  • Design advertisement that makes people feel like they can make a difference

  ▫ **Career motivation?**
  • Design advertisement that makes people feel like they will pick up useful skills and improve their resume

Clary et al. (1998)
GET CONNECTED
Powered by Galaxy Digital

OPEN YOUR HEART. LEND A HAND.
MAKE A DIFFERENCE.
Build Your RESUME...
VOLUNTEER!

• Gain skills and experience
• Learn about working in various environments
• Conduct Informational Interviews with Professionals

Find Volunteer Opportunities at:
Volunteer Match - http://www.volunteermatch.org/

For more information contact the Career Center
Phone: 909-389-3399
Located: Crafton Center, CCR 220
Email: Careercenter@craftonhills.edu
Website: www.craftonhills.edu/careerservices
WHY VOLUNTEER?

Help other people.

Improve your communication skills.

Make your community awesome!

Make new friends!

Test out career options.

Jump start your resume and college applications.

Discover new skills!

Feel good about yourself.
Volunteerism

• Matching messages to motivations
  ▫ More volunteer interest

• Matching experience to motivations
  ▫ More volunteer satisfaction and continued volunteer involvement

Clary et al. (1998); Maki et al. (2015)
Social Influence
Social Influence

• In 2010, 43% volunteers reported they volunteered because they were asked to

Social Influence

• Who is requesting matters:
  ▫ Expertise
Social Influence

- Who is requesting matters:
  - Expertise

Hovland et al. (1953) ; https://www.youtube.com/watch?v=qulNGHA2gMA
Social Influence

- Who is requesting matters:
  - Expertise
  - Likeability

Hovland et al. (1953)
Social Influence

• Who is requesting matters:
  ▫ Likeability
Social Influence

- Who is requesting matters:
  - Expertise
  - Likeability
  - Like-you-ness
Social Influence

- Who is requesting matters:
  - Like-you-ness

Hovland et al. (1953)
Social Influence

- Who is requesting matters:
  - Expertise
  - Likeability
  - Like-you-ness
Sense of Community

- Identifying with a community

- Workshop designed to create a sense of community between individuals affected by HIV/AIDS

- Workshop participants felt more connected, engaged in more AIDS-related activism, and performed more HIV prevention behaviors

Policy and Donations
Organ Donations

- 8,000 people die in the United States each year while waiting for an organ donor
  - 95% of Americans support organ donation
  - Only 54% of Americans are registered organ donors

Organ Donations

- Rates of organ donation across countries

Johnson & Goldstein (2003)
Total giving: 1975–2015
(in billions of dollars)

SOURCE: Giving USA Foundation | GIVING USA 2016

https://www.nptrust.org/philanthropic-resources/charitable-giving-statistics/
Donations

• Make donating:
  ▫ Have a clear goal
Donations

- Make donating:
  - Have a clear goal

Your Gift Will Help a Child!

Thaler & Sunstein (2008)
$15 will give an adult client with developmental disabilities 1 hour of service in our Community Connections program

$25 will help provide 1 hour of Supported Living Services to a client in the individual’s home setting or in the community

$75 will purchase 1 week’s supply of diapers for all of our early childhood programs

$100 will provide 1 child with half day preschool services for 1 month, increasing academic and social skills that build the foundation for later school success

$135 will provide 1 child with half day, state-licensed, NAECYC accredited child care for 1 month so his or her parents can work outside of the home

$150 will provide 4 hours of Habilitation services, classes that focus on goal-centered activities, to an adult client

$165 will allow 1 child to attend one month of Kindergarten Readiness class

$200 will purchase adaptive equipment to help children without verbal skills communicate with others

$250 will provide an adult client 1 day of services in our Residential Services program

Thank you for your support!
Donations

• Make donating:
  ▫ Have a clear goal
  ▫ Easy

Thaler & Sunstein (2008)
Donations

- Make donating:
  - Easy

Thaler & Sunstein (2008)
Donations

- Make donating:
  - Easy

Thaler & Sunstein (2008)
Donations

- Make donating:
  - Have a clear goal
  - Easy
  - Automatic

Altmann et al. (2014)
Donations

- Make donating:
  - Automatic
Donations

- Make donating:
  - Automatic
Donations

• Make donating:
  ▫ Have a clear goal
  ▫ Easy
  ▫ Automatic
  ▫ Expected

Goswami & Urminsky (2015)
Donations

• Make donating:
  ▫ Expected
Donations

- Make donating:
  - Expected

Goswami & Urminsky (2015)
Donations

• Make donating:
  ▫ Have a clear goal
  ▫ Easy
  ▫ Automatic
  ▫ Expected
  ▫ Rewarding

Cryder et al. (2013)
Donations

- Make donating:
  - Rewarding

Cryder et al. (2013)
Donations

• Make donating:
  ▫ Rewarding

Cryder et al. (2013)
Donations

• Make donating:
  ▫ Have a clear goal
  ▫ Easy
  ▫ Automatic
  ▫ Expected
  ▫ Rewarding

Cryder et al. (2013)
Summary

• Numerous factors linked to prosocial behavior
  ▫ Empathy
  ▫ Volunteer motivations
  ▫ Social influences, such as requests and sense of community
  ▫ Policy
"Life's most persistent and urgent question is, ‘What are you doing for others?’"
The intelligent way to be selfish is to work for the welfare of others.

-The Dalai Lama
We all do better, when we all do better.

Paul Wellstone
Thanks!

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