



## D2: Youth volunteering





**Holly Hazel**  
**Marketing and Communications Manager**  
**Volunteering WA**





Advertising campaign

**Reframe and redefine** what  
volunteering looks like to  
young people



When we spoke to young people; **three barriers** emerged

①②③

Volunteers were the epitome of  
a selfless 'saint-like' person

①②③

# Too many competitors for a young person's time

① ② ③

There are so many incredible ads  
vying for a young person's attention

① ② ③

you can't  
remember a  
moment without  
thinking about

We made ads that  
showed *'People like  
you, do things like this'*







You don't have to be  
a saint to volunteer



**You can find connection  
and community through  
volunteering**





# Your challenge

Are you perpetuating the saint-like image of volunteering?

Acknowledge how your volunteering experiences can  
bring value

Try a social volunteering activity





DEAR  
STORYTELLER



[Download PDF  
Handout](#)

# Recruiting Volunteers

CONTENT TO INSPIRE ACTION







**VWA**  
VOLUNTEER SOCIETY

  
volunteeringWA

