D2: Youth volunteering
Reframe and redefine what volunteering looks like to young people

Advertising campaign
When we spoke to young people; three barriers emerged

① ② ③
Volunteers were the epitome of a selfless ‘saint-like’ person.
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.
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
Recruiting Volunteers

CONTENT TO INSPIRE ACTION