

20 NATIONAL
23 VOLUNTEERING
CONFERENCE
THE FUTURE IS NOW

D2: Youth volunteering



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Advertising campaign

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



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

① ② ③

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

① ② ③

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



From a memory can't think 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



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Recruiting Volunteers

CONTENT TO INSPIRE ACTION





VWA
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