



Online Volunteering and How it Engages Millennials



Matthew Boyd

Co-Founder and CEO of Vollie

Matt has close to a decade of experience working with non-profits, having helped to raise more than \$2 million in funding and volunteer value across numerous organisations within the non-profit sector.

[Matthew's LinkedIn](#)

What does the future of volunteering hold?

The gig economy will play a key role.

Gig economy = the growing number of workers abandoning 9 to 5 employment in favour of working independently on a task-by-task basis.

"GIG VOLUNTEERING"

The trend toward a "gig" economy has begun; is the non-profit sector prepared?

In this digital age, the workforce is increasingly mobile = work can be done from anywhere.

Modern day professionals select temporary jobs, while organisations can select the best individuals from a larger pool.

WHAT THIS MEANS FOR THE NON-PROFIT SECTOR?

Digitisation + entrance of the millennial generation into the workforce **fuelling this change**. It is vital that non-profits effectively connect with millennial skill-sets to support their organisations work.

CONSIDER ON-DEMAND VOLUNTEERING?

A CLOSER LOOK AT THE GIG ECONOMY

- ✎ By 2020 = 40% of US workforce.
- ✎ Freelance work common in writing, consulting, design - now moving more broadly
- ✎ Many workers ditch 9 to 5 for flexible work.
- ✎ Unemployment drives demand

Whatever the motivation, it is indisputable that this mode of work is rapidly growing alongside the emergence of digital freelance marketplaces.

IN AUSTRALIA

The largest freelance category is web/mobile/software development (44%), design and creative (14%), customer and admin support (13%), sales and marketing (10%) and writing (8%).

Data revealed 4.1 million Australians (32%) had freelanced between 2014-15.

THE RISE OF GIG



INCREASING DEMAND

Increasing youth **demand for autonomous and flexible** work = generational shift towards freedom and entrepreneurship.

Although, **older workers** also want to set their own schedules, choose their tasks and work in an environment that suits them.

A recent study by recruitment firm Hays revealed that **55% of Australians** would take a **20% salary cut** in order to work from home. A further 22% would sacrifice 10% of annual income in return for flexible working arrangements.

Airtasker's 2015 survey of the future of work revealed that 85 per cent of Australians believe that the **traditional 9 to 5 office hours are inflexible.**

BUT IS IT IMPORTANT?

This way of work offers freedom...

...but also real economic effects. By 2025, McKinsey's supply-side analysis shows that online talent platforms could raise global GDP by up to **\$2.7 trillion** and increase employment by **72 million full-time equivalent positions**.

BENEFITS

👉 **Fast and flexible:** An average, 2.7 days to source freelancer Vs 34 days through traditional recruitment

👉 **Tap into a world of talent**

👉 **Increased productivity:** Due to specialised requirement and accountability

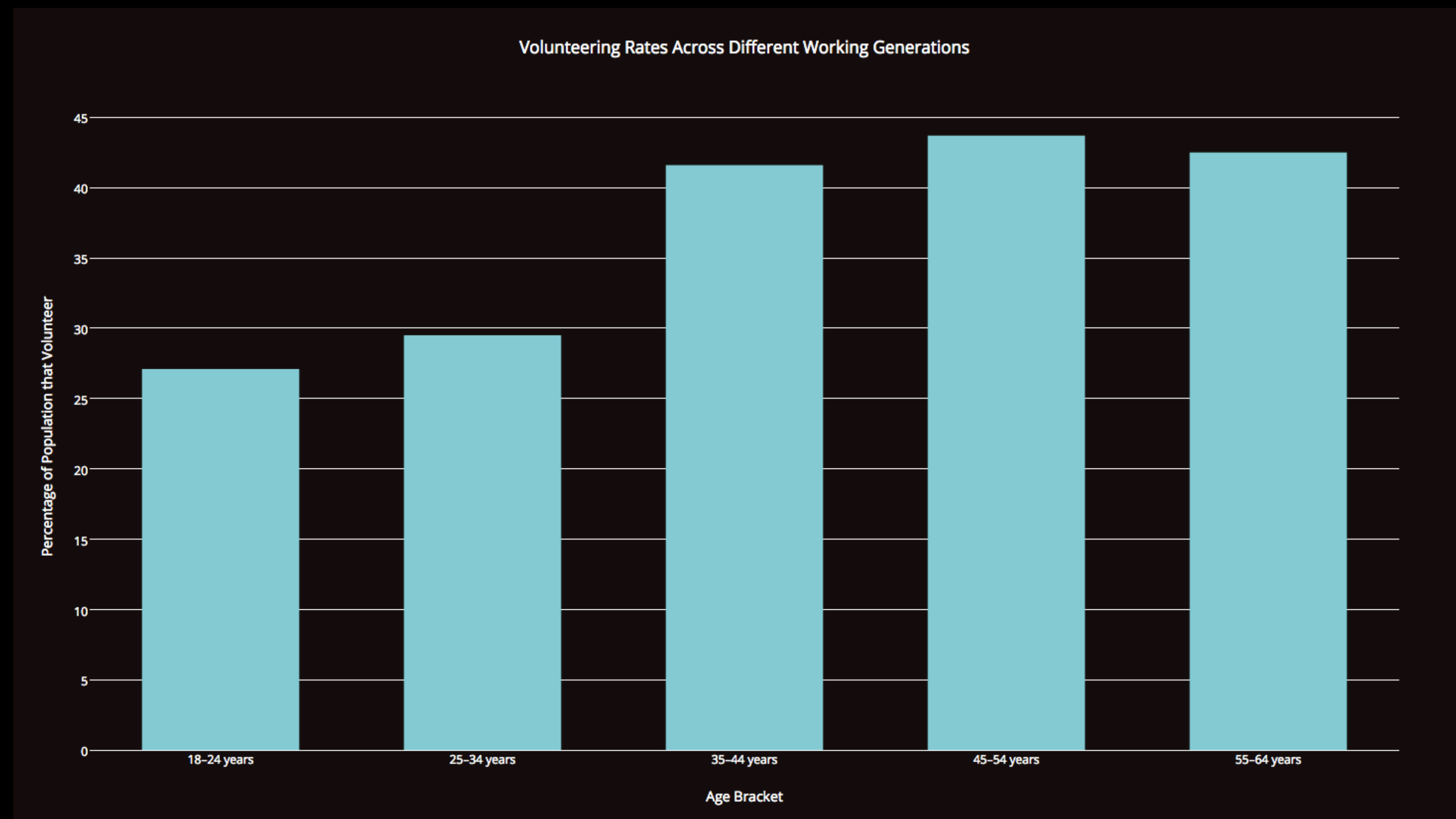
👉 **Valuable for smaller organisations:** no long-term commitment/costs

THE PROBLEM WE NEED TO SOLVE

The current volunteer rate for the youngest working generation (millennials) is only 30%, the lowest of all employed generations in Australia.

Volunteering Australia has highlighted a need to engage the next generation of volunteer more successfully and utilise technology to do so.

...but the next generation of Australians aren't volunteering as much.



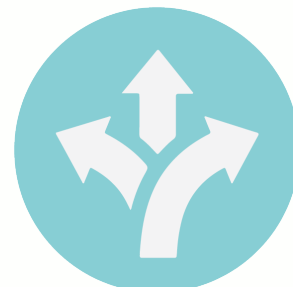
WHY MILLENNIALS DON'T VOLUNTEER



A lack of flexibility in current volunteering programs



A lack of support for online volunteering



Don't know where to start



Millennials still want to change the world, but they want to do it in such a way that affirms their sense of purpose.

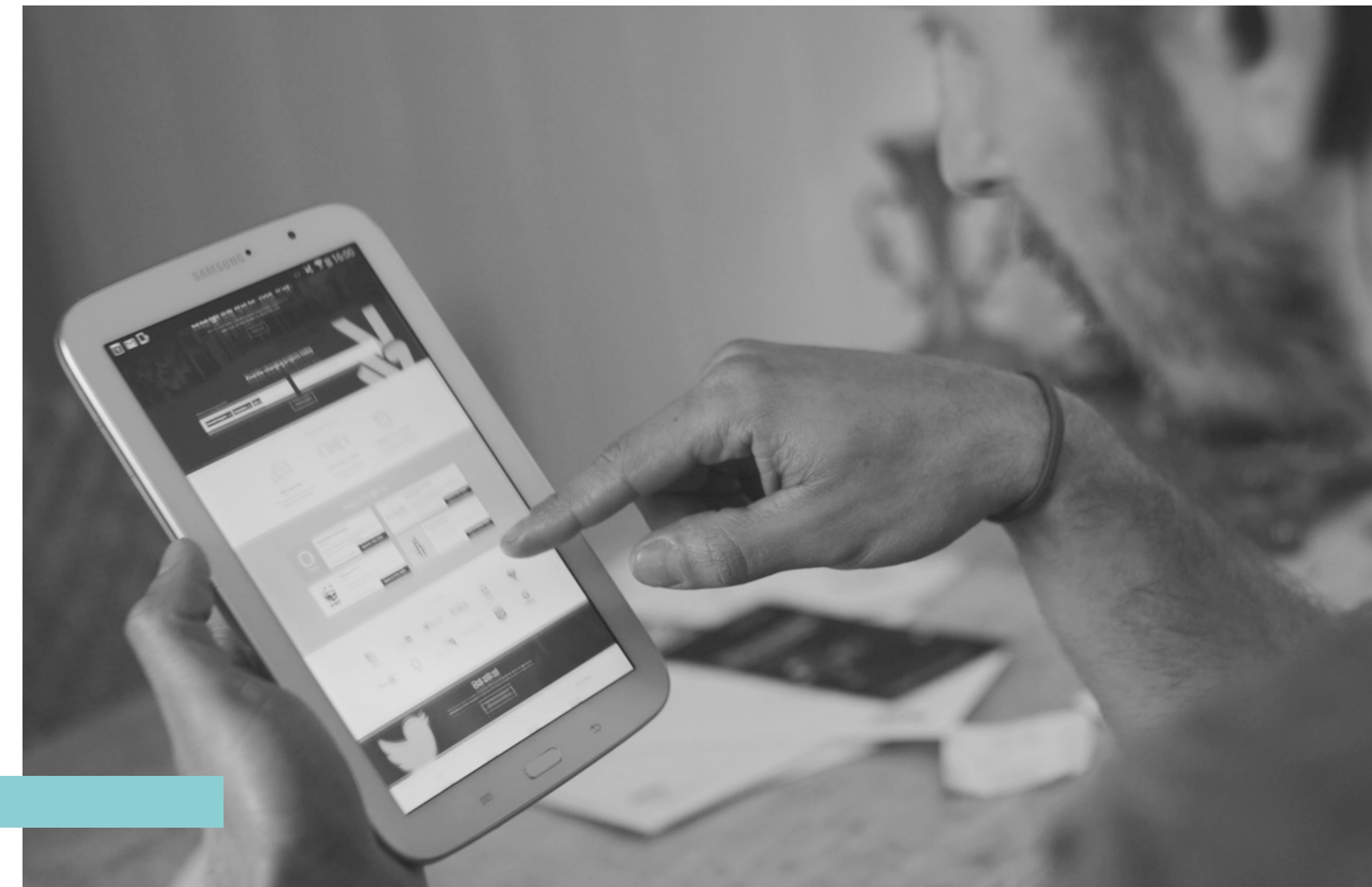
VOLLIE: THINK OF US AS ON-DEMAND VOLUNTEERING

Like Tinder for charities! Like Upwork for Volunteering!

Vollie is an online marketplace that connects non-profit needs with the skills & experience of modern day professionals. Projects are exclusively online, meaning that people can support the causes they care about from any location, & around their busy schedule.

VOLLIE VS TRADITIONAL VOLUNTEERING

- ✌️ **Fast:** applications in 4 clicks.
- ✌️ **Cost effective** for non-profits
- ✌️ **Convenient:** Remote opportunities, perfect for the gig economy
- ✌️ **Scalability** in our offering means non-profits can tap into a global talent market



VOLLIE BY NUMBERS



20 MONTHS OF OPERATION



363 PROJECTS LIVE



6,711 VOLUNTEERING HOURS



\$326,863 VALUE GENERATED



AVERAGE PROJECT VALUE: \$901



Question Time!



matt@vollie.com.au