



September, 2018

# Value of volunteering at WAGGGS

# Agenda

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2 Approach

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3 The contribution of volunteers

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# The study allows WAGGGS to understand and further improve the contribution of their volunteers

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## THE STUDY



This impact study explores the role and contribution of WAGGGS volunteers

- The study focuses on Roverway 2018 which took place in the Netherlands between July 23 and August 2, 2018
- The research is primarily qualitative, backed up with quantitative measures

## THE OBJECTIVE



The insights from the study could enable WAGGGS to

- Understand the value added of volunteers at Roverway and apply the learnings from the event to the overall work of volunteers at WAGGGS
- Show case the uniqueness of WAGGGS to a broader audience

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# We explored the contribution of volunteers through surveys and interviews around Roverway

RESEARCH QUESTION Three research questions allowed to define the contribution of volunteers\*:



How do volunteers make a difference with their work at WAGGGS?



What is the value volunteers add to WAGGGS?



How can WAGGGS further enable volunteers for stronger impact?

FAMILIARIZATION

A kick off meeting with WAGGGS directed our approach as well as familiarized us with the Roverway context

METHOD

Surveys and interviews were conducted at three stages during the study



A survey in the run up to Roverway focusing on the expected impact of volunteers at the event

*56 responses of volunteers*

Interviews at Roverway exploring how the volunteers make a difference at WAGGGS

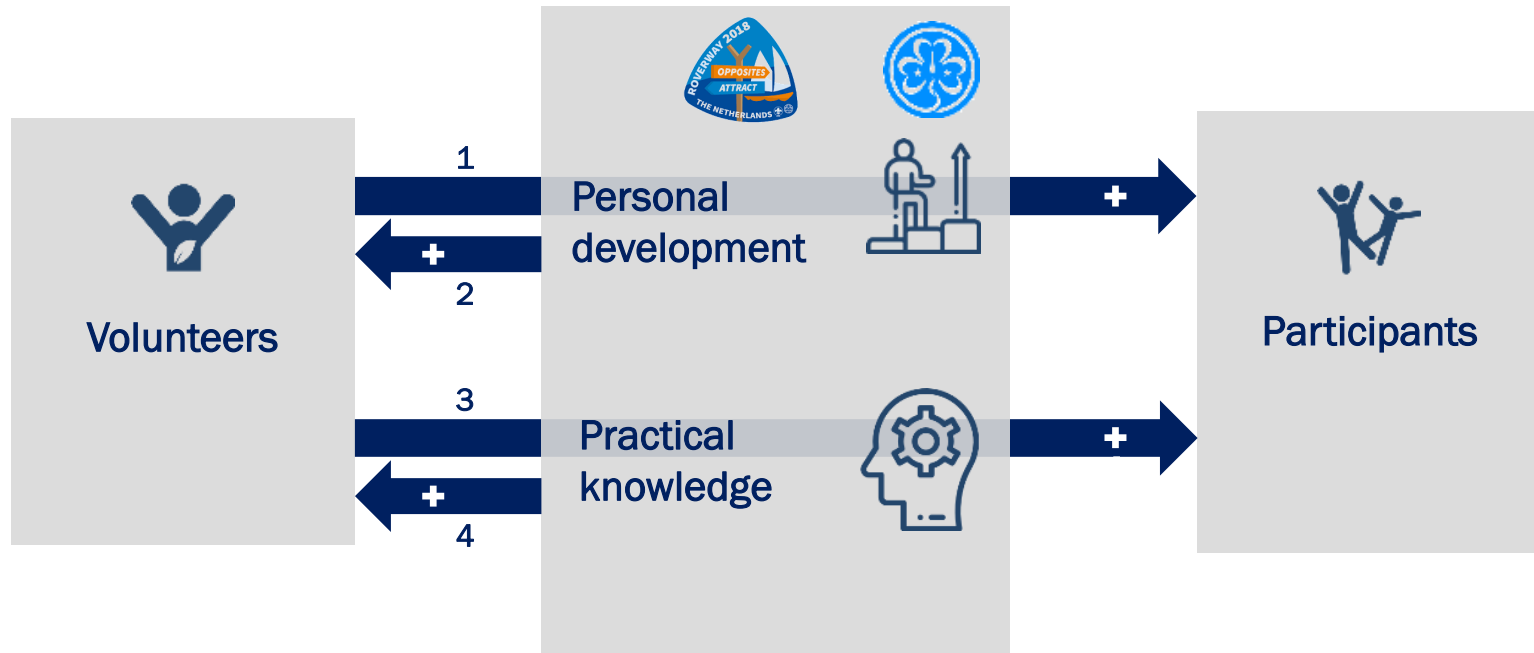
*32 interviews with volunteers  
15 interviews with participants*

A survey after Roverway evaluating the realized impact of the volunteers at the event

*46 responses of volunteers*

\*Study does not aim to investigate the impact of the organization on its members; Other studies made clear that being a scout brings positive effect on the individuals (amongst others: Hansen *et al.*, 2003; Tsikalas and Martin, 2013)

# The volunteers were expected to contribute through four major pathways



Through their work at Roverway, volunteers were expected to strengthen personalities as well as contribute to knowledge expansion of participants and themselves

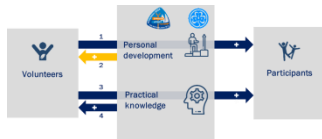
# The four pathways were tested during the study

## PATHWAY 1



Volunteers contribute to the personal development of participants. This includes helping them build their confidence, and encouraging them to embrace diversity.

## PATHWAY 2



Volunteering helps volunteers with their own personal development. This includes building their confidence, networks and professional skills.

## PATHWAY 3



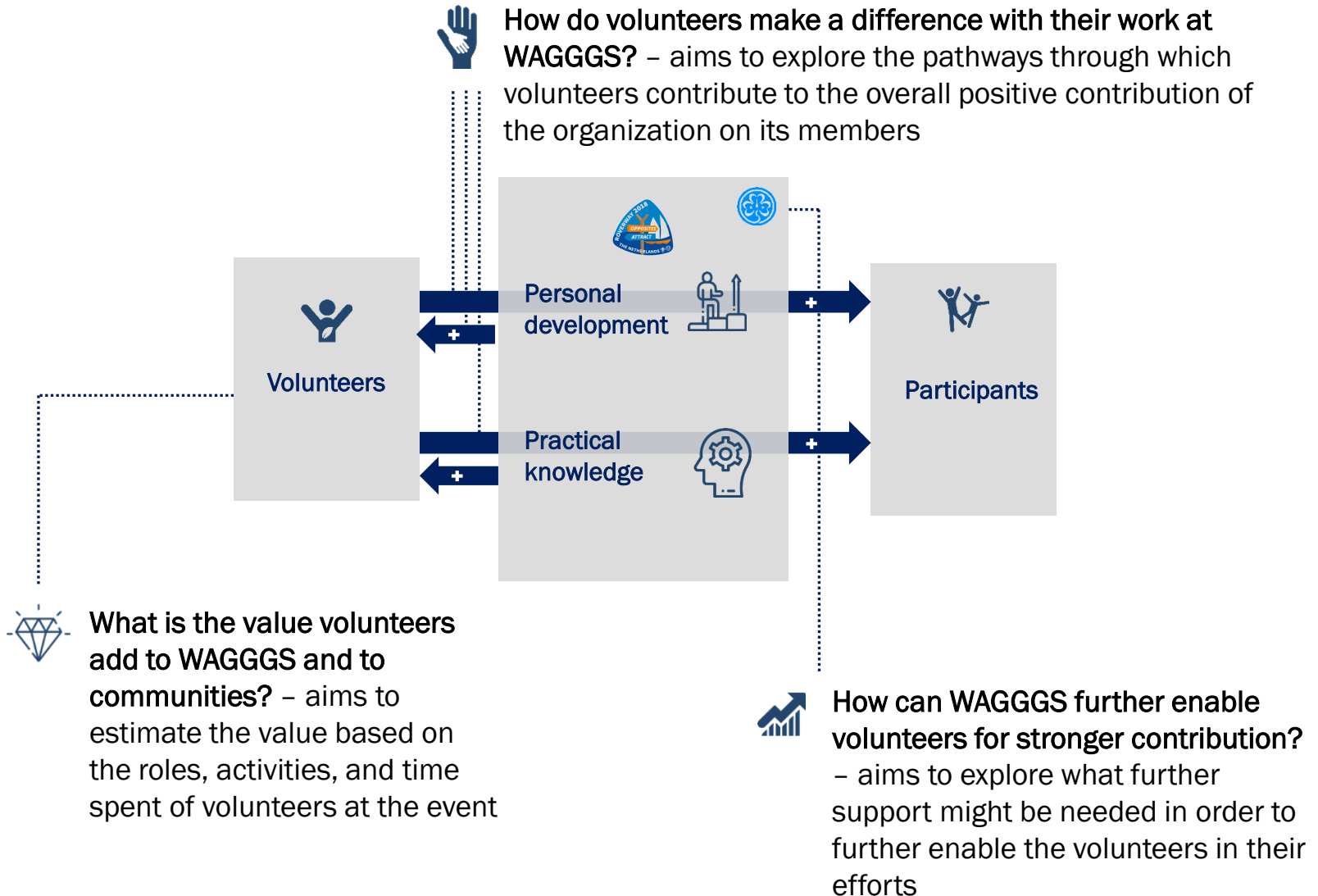
Volunteers help participants gain practical knowledge and become aware of global social and sustainability issues.

## PATHWAY 4



By attending Roverway, volunteers gain practical knowledge about WAGGGS

# The pathway framework is aligned with the three research questions





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# Roverway 2018 in a nutshell



Roverway took place from July 23 till August 2 in the Netherlands



Around **3500 Rovers and Rangers** aged 16-22 participated



It was organized by the European Regions of **WAGGGS** , **WOSM**, and **Scouting Nederland**



Some **700 volunteers** took part in the event



Of these, **76** were **WAGGGS volunteers**



**52 countries** were represented



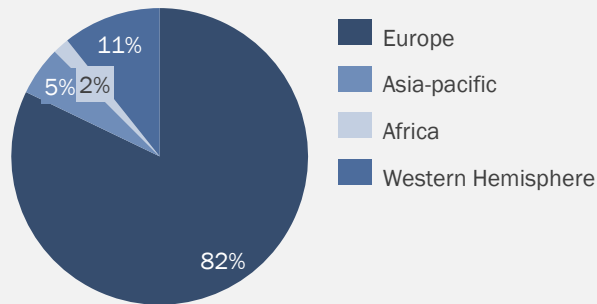
The event focused on **personal development** of the participants as part of their role in society. It aimed to create an environment in which Rovers and Rangers can **interchange experiences, knowledge and ideas**

# The majority of WAGGGS volunteers are young professionals from Europe..\*

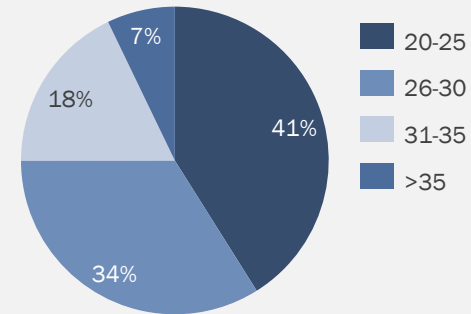


General

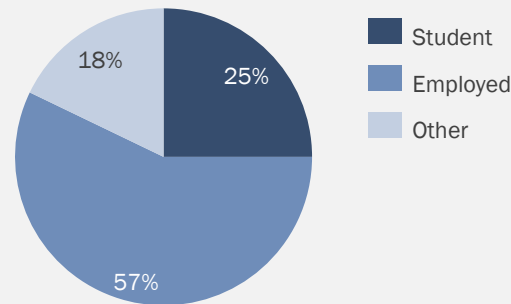
### Nationality



### Age



### Occupation



\*These figures are based on responses from ex-ante survey. Similarly, throughout this report, 'volunteers' refers to the volunteers who either participated in the survey or were interviewed during WAGGGS

# ..that are or were a Girl Scout or Guide and would like to give back to WAGGGS



## Experience

**Average membership**  
[Girls scout/ guide of WAGGGS]

16 years

**Previous volunteering**  
[general]

63%

**Previous volunteering**  
[Roverway /International camp]

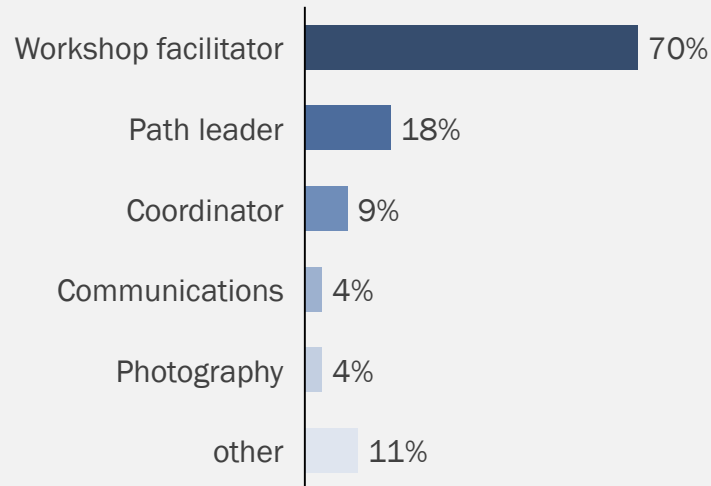
43%

**Previous participant**  
[Roverway]

16%

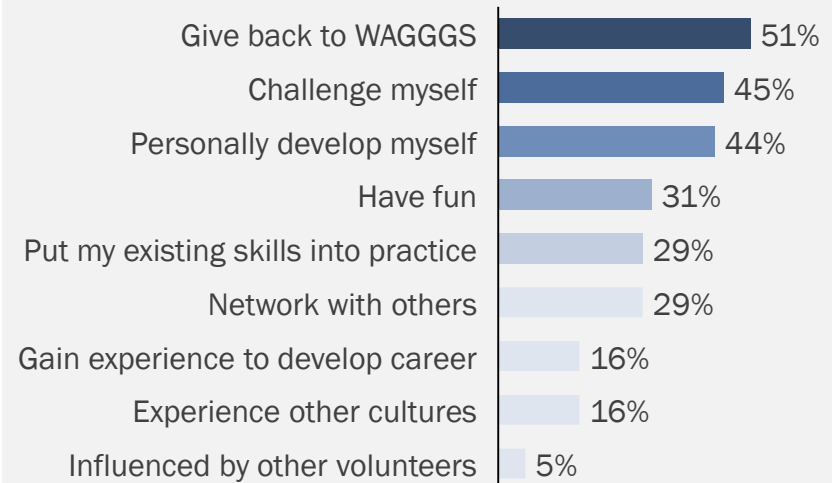
## Role

### Role at Roverway



## Motivation

### Motivation for WAGGGS



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**Pathways for difference**



Value of the volunteers



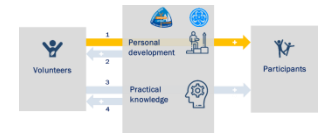
Ways for stronger contribution

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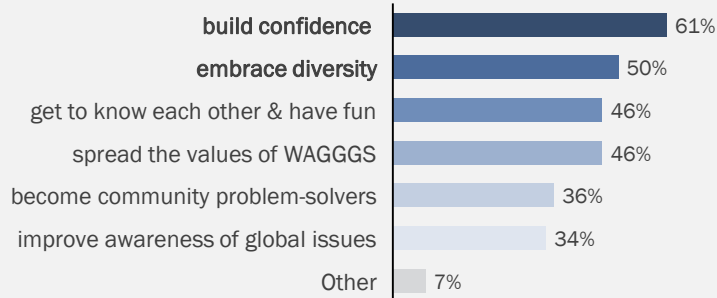
# Volunteers support participants to connect to their peers and build confidence...



## Ex-ante survey

**Volunteers expected to help participants build confidence and to encourage them to embrace diversity..**

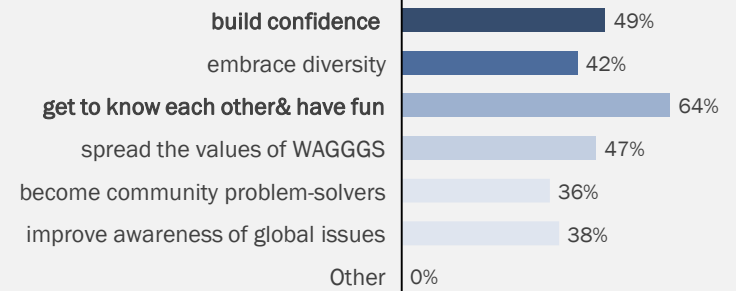
The volunteers would like to support the participants to:



## Ex-post survey

**..but felt they mostly contributed to the participants getting to know each other, build confidence**

The volunteers feel they contributed to personal development of participants in terms of:



## Interviews at Roverway

### Connecting people is the foundation of building personalities

92% of the volunteers felt they were supporting participants building confidence and embracing diversity. However, it became clear that in the first place Roverway is about connecting people.

*“Roverway is all about connecting with people, having fun and connecting to the movement. Your work as a volunteer is to listen to people and to engage with them.”*

# ... by encouraging connective conversations ...



Interviews at Roverway



## Volunteers make a difference because they encourage valuable conversations

Through conversations, volunteers:

- create a safe space for participants

*“I created a space where it was okay to share with others and make mistakes.”*

*“The important thing is not to lecture people, but to give them space to reflect and discuss on their experiences.”*

- lead by example

*“You have to lead by example. If you tell them something is important, you have to show them how you apply it. This is how you connect to the participants. Informal education is a great way to reach people, help them build their personalities.*

- share their experience that supports learning

*“We can help them with diversity through our own cultural diversity experiences.”*

- support participants to express themselves

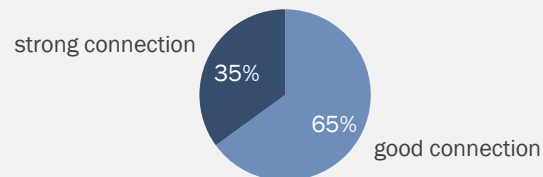
*“I would like to encourage open communication. This is the most important thing given that we have people from very different cultures. People need to know it is OK to talk about their insecurities.”*



## Participants feel a strong connection to volunteers

Q: How would you describe your connection with the volunteers?

[No connection / Slight connection / Good connection / Strong connection ]



# ... and by showing enthusiasm



Interviews at Roverway



## Furthermore, volunteers make a difference because they are motivated

Through their motivation, volunteers:

- inspire participants

*“They are very friendly and the workshops are very vibrant. Most importantly I feel they understand me. That’s very inspiring.” (participant)*

- bring topics alive

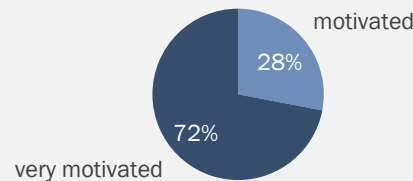
*“They are making this fun, it is appealing and interactive” (participant).*



## Participants confirm the motivation of volunteers

Q: : How motivated are the workshops facilitators, pathway leaders or other staff?

[Not motivated / Slightly motivated / Motivated / Very motivated]





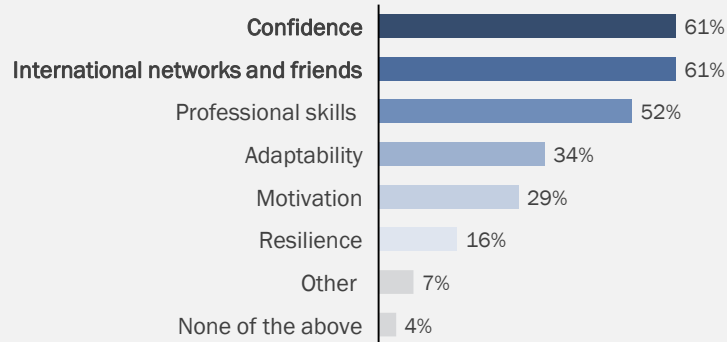
# Roverway volunteers build international friendships and learn to adapt to change..



## Ex-ante survey

### Volunteers expected to gain more confidence and broaden their network through Roverway

Volunteers expected to developed in terms of:



## Ex-post survey

### Besides enlarging their networks, they felt they became more adaptive and motivated

Volunteers feel they developed in terms of:



## Interviews at Roverway

### This is a reflection of the nature of the event and the responsibilities of the volunteers

The event is especially an opportunity to meet people.

*“First you come for the confidence, then you realize it is for friends and contacts”*

Interviews illustrated that Roverway is a dynamic event where volunteers play many roles, having to adapt to changing situations, inadequate communication and different cultures

# ..through connecting to international contacts while in a dynamic environment



## Interviews at Roverway

**The attending volunteers and organizations make Roverway a great opportunity to make international friends, whereas challenging roles require you to be flexible and push yourself**



WAGGGS offers great exposure to international contacts with similar interest

*"I am mostly here for the contacts, it is a great place to meet people from many cultures, but with similar interest"*

*"I loved the international feeling, the atmosphere, sharing values with everyone and getting to know people from all over the world, both volunteers and participants"*

*"At WAGGGS we create something bigger. You make true friends. I really liked sharing and discussing gender and diversity with various people (ages and country)"*



Next to their regular tasks, volunteers have to respond to unanticipated events, sometimes face unclear communication and cultural barriers

*"What I did not expect is how many diverse tasks you get. Next to my workshop I get all kinds of questions which require attention. There is no coordination so I just have to go with the flow; I give my best."*

*For example no one told me until I arrived at the camp that my workshop materials weren't printed. If I'd know I would have organised it myself. Volunteers are flexible and giving it their all"*

*"Some people do not speak as much English, and even though everyone is part of the scouting community, there are still some culture barriers"*

*"You lead people from various countries, with different ideas and habits. You have to find a way to bring everyone together, show them that this will only work out if we work together, make compromises."*

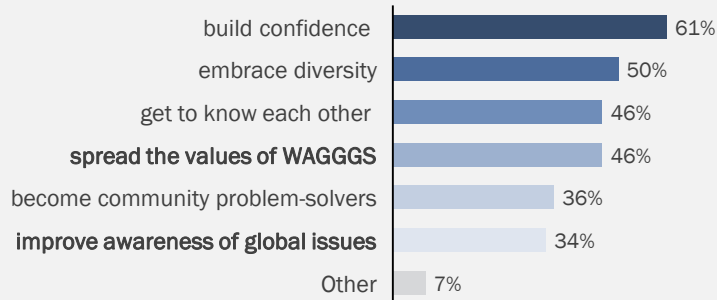
# Volunteers learn about WAGGGS, but do not focus on teaching knowledge to participants



## Ex-ante survey

### Increasing knowledge of participants on social and sustainability issues was the least important for volunteers ..

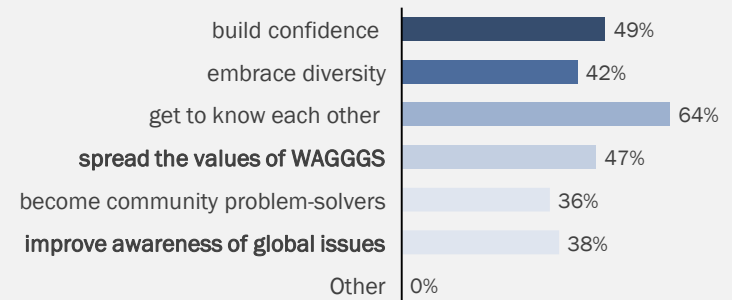
The volunteers would like to support the participants to:



## Ex-post survey

### .. and indeed did not feel like a major outcome of their work

The volunteers feel they contributed to participants in terms of:



## Interviews at Roverway

### This is not surprising given the purpose of the event.

The event focused on personal development of the participants as part of their role in society.

*“Yes, the workshops cover important issues, but it is mostly the conversations with the volunteers that help you learn. It is not so much about a topic but about who you want to become.”*

Rather than teaching about global issues, volunteers support a critical mind on these issues.

*“I’d like to bring the vision of WAGGGS; creating critical minds and help people shape opinions on these issues. It’s more about how to get a critical mind than how to get the knowledge.”*

For volunteers the event is about learning about and spreading the values of WAGGGS.

*“For me it’s about learning what WAGGGS is.”  
“I wanted to gain a better understanding of WAGGGS Europe and experience it from a different perspective.”*

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# When expressed quantitatively, the value of volunteers is estimated at ~ € 184 thousand..

 Volunteers make Roverway possible because of the time, knowledge & resources they commit to the event

This value of volunteers is estimated at **€184,000**; based on

1. Estimated value of the time spent of all volunteers is **€154,000\***

| ACTIVITY  | AVERAGE TIME<br>( # HOURS) |
|---|----------------------------|
|  Roverway 2018                             | 70                         |
|  Training from WAGGGS (e.g. Dream the way) | 31                         |
|  Logistics                                 | 5                          |
|  Other self - preparation                  | 39                         |
| <b>AVERAGE TIME PER VOLUNTEER</b>   | <b>145</b>                 |

2. Estimated travel expenses of all volunteers is **€30,000\*\***

This is a significant contribution given than the total organization costs for Roverway were € 155,000

\*Calculated based on 145 hours, the minimum wage for education in the Netherlands and 76 WAGGGS volunteers. (Based on UK minimum wage; € 196,000) **steward redqueen**<sub>21</sub>

\*\* Calculated based on % European and non European-volunteers (see slide 11) and an average European and non-European ticket prices (€300 : € 800 resp.)

# .. yet great additional value arises from the volunteers being truly motivated brand ambassadors

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The value is in the intrinsic motivation of volunteers

- **74%** of the volunteers interviewed at Roverway would not do their role as a fulltime paid job

*"I couldn't do it. Too intense. There's so much stress involved and the financial dependency would create too much pressure. I would maybe get a burnout and it would lose the happiness and joy."*

*"There is no point of paying me, I actually pay to be here"*

- The intrinsic motivation is driven by the fact volunteers chose to do this voluntarily

*"The value is in the fact we do this for fun. It would lose its enjoyment if this was a job. It would be a different experience for the participants too; it would get more polished but less personal. As a volunteer I go the extra mile."*

Volunteers would sign up again and would recommend it to others

- **93%** of the volunteers would sign up as a volunteer at Roverway or another international camp again in the future

*"It took a lot of hard work, some tears and effort managing work and personal life in order to be able to volunteer in this project, but I would do it again anytime."*

- **98%** of the volunteers would recommend others to volunteer at Roverway in the future

*"International experience, different points of view, interacting with other people, great for self development, supportive environment , taking ideas and best practices to our own member organisation."*

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Value of the volunteers



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# Overall, volunteers think Roverway is a great event yet they see opportunities for further improvement

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Volunteers had a great experience at WAGGGS and suggest ways to further facilitate their work

- Volunteers rank their overall impression of WAGGGS a **7.9/10** on average

*"It was wonderful to be part of the WAGGGS team - it felt like a real community, the branding and presence was great and the activities really showcased our work well."*

- **89%** of the volunteers have ideas on what WAGGGS could do better in order to facilitate their work

*"Fantastic event, lots of events / opportunities for young people, beautiful venue. Not giving 10, because there are some aspects of previous events that I have found better, e.g. more organisation / structure to workshop locations, evening entertainment"*

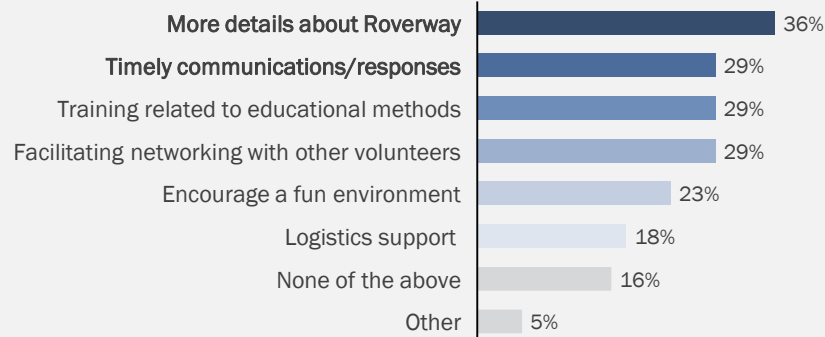


# WAGGGS could further facilitate the work of volunteers by professionalizing communications and expectations..

## Ex-ante survey

### Volunteers needed timely communications, including practical information on the event, to prepare for Roverway

In preparation for Roverway, the volunteers needed:



## Ex-post survey

### Similarly, communication seems to be key for further improvement



About 50% of the volunteers state that WAGGGS could better facilitate the work of the volunteers at Roverway through improved communications

## Interviews at Roverway

### Better communications and management of expectations will improve the work of volunteers



Improve communication to volunteers as well as between the facilitating organizations

*"We received some information quite late, but also conflicting messages from different people. This caused some confusion."*

*"What could be better is information management and cooperation between WAGGGS and WOSM"*



Manage expectations from and to volunteers

*"I feel like I don't know enough about WAGGGS resources and communication policies to do my work."*

*"WAGGGS doesn't dare to clearly communicate what they expect from volunteers so they don't know what is expected from them."*

# .. and by offering tailored training and exploiting volunteers' previous experience

## Ex-ante survey

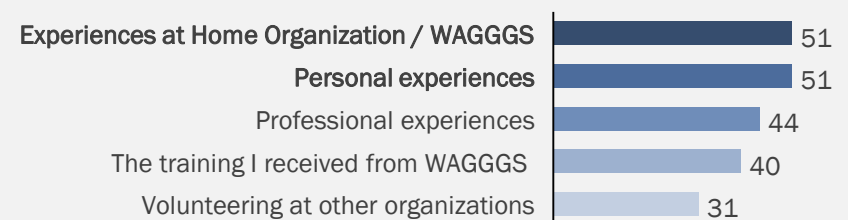
### The training of WAGGGS very much focused on sessions and workshops

The training from WAGGGS helped the participants to:



### Previous experience better prepared volunteers for their role, than the training offered by WAGGGS

The following factors helped volunteers to:



## Interviews at Roverway

### Yet volunteers shared ideas on how WAGGGS could further help them improve their performance



Offer separate training for the different roles

*"I think that there was more emphasis on workshop facilitation in the training; it was not very relevant for me as a Path Leader."*

*"The training was too much focused on the workshop facilitators. Not focused on the tent facilitators/coordinators and pathway leader. A solution would be to have different trainings for different roles."*



Make the training fit the experience level

*"We've been a very heterogeneous group with different level of experience. There wasn't much for the ones with previous experience"*

*"Training was very basic; they need to offer classes for advanced volunteers - who have been here before, or work in the education field."*

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# The intrinsic motivation of volunteers drives contribution to personal development

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## THE DIFFERENCE

### VOLUNTEERS MAKE



Volunteers contribute to the personal development of participants and of their own

- Volunteers make a difference because they are motivated and encourage conversations
- Volunteers create a safe space and lead by example
- The attending volunteers and organizations make Roverway a great opportunity to network, whereas challenging roles require them to be flexible and push themselves
- Volunteers support a critical mind on global issues

## THE VALUE OF

### VOLUNTEERS



The time committed by and the intrinsic motivation of volunteers makes them priceless

- The time volunteers are willing to commit and share with the organization is estimated at ~ € 156,000
- Yet great additional value arises from the volunteers being truly motivated brand ambassadors

## STRONGER IMPACT



WAGGGS could further facilitate the work of volunteers by;

- professionalizing communications and expectations
- offering tailored training



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# References

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Hansen, D. M., Larson, R. W., & Dworkin, J. B. (2003). What adolescents learn in organized youth activities: A survey of self-reported developmental experiences. *Journal of research on adolescence*, 13(1), 25-55.

Tsikalas, K., & Martin, K. L. (2015). *Girls' Challenge Seeking: How Outdoor Exposure Can Support Girls in Taking Positive Risk*

# Volunteers contribute to the personal development of participants and themselves and learn about WAGGGS

