

Microvolunteering



*Activity Pack
For Nonprofits*

Thank You

By requesting this pack, you have taken the first steps in encouraging others to benefit worthy causes via microvolunteering actions

What is microvolunteering?

Microvolunteering can be described as easy, no commitment actions that benefit worthy causes that can be completed generally in under 30 minutes. They can be conducted either online or offline and performed on the go, on demand and on a person's own terms. The sheer flexibility of microvolunteering opportunities means they can be conducted at home, at the bus stop, the doctor's waiting room - anywhere really!

Who are we?

The organisation behind this pack is HelpFromHome.org. We are considered to be one of the leading microvolunteering platforms in the world, having promoted the concept since late 2008. We primarily collate third party run microvolunteering actions and use these to encourage people in all sorts of sectors of society to benefit worthy causes in their spare moments of time.

Our vision

Our vision is to spread awareness of the microvolunteering concept amongst the general public and voluntary sector alike, so that one day people will be aware that they don't necessarily have to be confined to the date, time and place restriction usually imposed by traditional volunteering opportunities.

Aim of this pack

This pack is designed to encourage your nonprofit to engage in the microvolunteering concept, either by:

- inviting your volunteer base to microvolunteer or
- create projects that involve bite-sized actions

We hope the suggestions in this pack will enable your nonprofit to benefit from the microvolunteering concept!

Impact

How can a seemingly inconsequential action that takes less than 30 minutes (10 seconds in some cases) create impact of any consequence? Through the power of crowdsourcing.

We've compiled a report that shows how much impact is being created. It might surprise you! <http://bit.ly/1kmmZnd>

Participation Ideas

Promoting Microvolunteering

Take part in a spot of 'chunking'!

Ask your staff to break down existing tasks into smaller bite-sized ones, otherwise known as 'chunking'. Then promote to your volunteers.



Story tagging

Ask your volunteers and / or employees to relate a short story about your organization's work, where each person contributes with one phrase at a time.



Ask for ideas and suggestions

Post an open call for help online, in newsletters or on social media. Ask for ideas on what bite-sized actions your volunteers would like to participate in.



Media mogul invites

Ask your volunteers / employees to take a photo of themselves while planning or carrying out a micro-action. Post in a blog or other social media account.



Witter on Twitter!

Tweet about the bite-sized actions you have available. Include for the time it takes to complete an action and what impact it creates. Also use the hashtag #microvolunteering



I luv 2 microvolunteer!

Ask your volunteers to use their social media accounts and post a 'I love to microvolunteer for' (insert your orgs name) that include pics and stories.



What makes your volunteers tick?

Ask your volunteers what microvolunteering means to them. Learn from their feedback and act on any suggestions or interesting avenues worth exploring.



Get the media hooked on Pjs!

Use the media to publicise your bite-sized tasks that volunteers can take part in. Grab the media's attention with an unusual 'hook', 'Microvolunteer in your Pjs'.



Project Ideas

Ideas To Benefit From Microvolunteering

Funding schemes

Consider including micro-actions into projects that could open up new funding streams, eg digital inclusion, or intergenerational schemes.



Repeatable actions

Encourage more visitors to your site, if you have an action that is repeatable by anybody for multiple users, eg click to donate schemes.



Mission aligned actions

Enable your volunteers to become more aware of your goals and aims via mission aligned actions that could be adapted to suit your organisation

<http://bit.ly/17XWET4>



Skills empowerment

Empower the people you cater to with more self worth, and self esteem via meaningful activities that are linked with work based skills

<http://bit.ly/150OSqH>



Microvolunteering Menus!

Could microvolunteering be used to spread awareness of your cause in a creative way, eg Microvolunteering Menu at events

<http://bit.ly/17ZcIGI>



Microvolunteering on the increase

The UK's Institute of Volunteering Research, concluded that demand for microvolunteering will increase. Are you ready to take advantage of it!

<http://bit.ly/HNcKVV>



Disabled and senior citizens

The disabled and senior citizens find it easier to participate in microvolunteering rather than traditional actions. Are you targetting these sectors?

<http://bit.ly/1ggTtxv>



Youth and microvolunteering

Increasing evidence that youth under the age of 24 are embracing the concept of microvolunteering more than any other age bracket. Are you reaching out to them?

<http://bit.ly/1JLeClh>



What Others Are Saying

Microvolunteering is going to grow. It's a fantastic concept, because at the end of the day, people are lazy or just too busy. They want to be part of a good initiative but don't know how, so they'll be happy to take simple steps to create maximum impact with minimum action.

Ali Husein
<http://bit.ly/QqBo32> Nov 2010

Even though I am housebound, I'm still able to feel that I am making a difference. This site is great for people with M.E. looking for somewhere simple and easy to start.

Anonymous, Action for M.E. member
<http://bit.ly/1QNGBQ8> Spring 2011

Yes I did make some impact as my first volunteer job I typed books from a Blind Library and then would return the typing that I did. The library would then turn the typing I typed of each book into Braille for the children to be able to read the books. I feel that really did impact quite a lot.

Cheryl Decker
via HFH Case Study Survey, Feb 2013*

I am still helping people when I only have five or ten minutes to spare. I would love to give more, and do, in other ways, more locally, but now even when I can't spend a whole afternoon raking leaves or packaging food for the food bank, I can still be doing something of merit. Everyone wants to feel useful, and everyone has dead time they can fill will something useful instead of looking at pictures of cats or something, you

Savannah
via HFH Case Study Survey, March 2013*

I'm retired and still have my skills along with some extra time. I wanted to use them in the service of non-profit organizations to contribute to their work and to feel good about it.

Jack Z
via HFH Case Study Survey, May 2013*

It was simple, easy and accessible from anywhere. I felt uplifted knowing I had done some things to make the world a better place and seeing how a lot of other people volunteer and want to do good.

Sarah Ede
via HFH Case Study Survey, July 2013*

I would recommend microvolunteering to others because it easy, fun, neat and interesting and it is also not very time consuming.

Koren Benjamin
via HFH Case Study Survey, July 2013*

Since it's done on the internet, literally anybody can log on and do simple actions that make a huge difference to a wide variety of people.

Mike Thoms
via HFH Case Study Survey, Oct 2013*

* HelpFromHome survey <http://bit.ly/1cPcxuF>

Where To Recruit Microvolunteers

The web being the web, there's quite a few microvolunteering platforms where a nonprofit can either promote or use to recruit microvolunteers to assist them with a particular bite-sized task. The list below shows a few examples, even non-english language sites, where you can always access them via your fave online translator.

[Help From Home](http://helpfromhome.org/)

<http://helpfromhome.org/>

[Zooniverse](https://www.zooniverse.org/)

<https://www.zooniverse.org/>

[Skills for Change](http://www.skillsforchange.com/)

<http://www.skillsforchange.com/>

[CrowdCrafting](http://crowdcrafting.org/)

<http://crowdcrafting.org/>

[vInspired](https://vinspired.com/search?category_id=17)

https://vinspired.com/search?category_id=17

[Elbi](https://www.elbi.com/)

<https://www.elbi.com/>

[Crowd 4U \(part English & Japanese\)](http://crowd4u.org/en/)

<http://crowd4u.org/en/>

[Collavol \(Japanese language\)](http://collavol.com/)

<http://collavol.com/>

[Um Sem Um Tam \(Czech language\)](http://www.umsemumtam.cz/)

<http://www.umsemumtam.cz/>

[Cause Corps](http://www.causecorps.co/)

<http://www.causecorps.co/>

In addition to the above list, check out an interactive online map of all the initiatives in the world where microvolunteering actions are being promoted!

<http://helpfromhome.org/where-to-microvolunteer>



Good Luck!

Have fun and thank you for spreading awareness about the microvolunteering concept.

Want to inspire others to microvolunteer?

Share your story / photos of Microvolunteering to:

challenge@helpfromhome.org



This 'Activity Pack' was compiled by Help From Home, a leading promoter of microvolunteering actions



<http://www.helpfromhome.org/>

Twitter: @helpfromhome

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