

Re-inventing your volunteer engagement

Pwy ydym ni?

- 30 mlynedd o weithio gyda mudiadau gwirfoddoli
- Arweinydd syniadau byd-eang ar ymgysylltu â gwirfoddolwyr
- Awdur, siaradwr, hyfforddwr ac ymgynghorydd
- Cleientiaid rhyngwladol
- Casglwr cerddoriaeth, carwr llyfrau a ffanatig F1

Who am I?

- Thirty years working in the volunteer movement
- Global thought leader on volunteer engagement
- Writer, speaker, trainer and consultant
- International client base
- Music collector, book lover and F1 fanatic

Y Sesiwn hon This Session

- Deall Tirwedd Wirfoddoli Heddiw
- Understanding Today's Volunteering Landscape



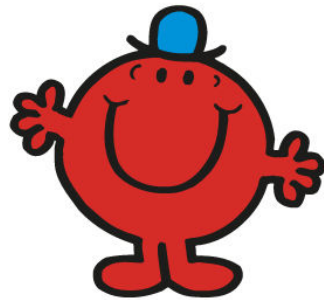
Deall Tirwedd Wirfoddoli Heddiw

Understanding Today's Volunteering Landscape





Dwy duedd allweddol



Two key trends

Pam mae pobl yn rhoi llai o amser?

Why are people giving less time?



Mae pobl heddiw...

- Yn wahanol i'r hyn oeddent
- Yn fwy amrywiol
- Yn teimlo bod ganddynt lai o amser
- Eisiau hyblygrwydd
- Yn byw mewn argyfwng costau byw
- Eisiau gweld eu heffaith
- Yn deall technoleg yn well

People today...

- Are different from before
- Are more diverse
- Feel they have less time
- Want flexibility
- Are living in a cost-of-living crisis
- Want to see their impact
- Are more tech savvy



Mae pobl heddiw yn wahanol

- Mwy deallus ac yn gofyn am fwy
- Teimlo wedi'u llethu
- Sinigiaeth sefydliadol

People today are different

- More discerning and demanding
- Feel overwhelmed
- Institutional cynicism



Mae pobl heddiw yn fwy amrywiol

- Cenedlaethau a chamau bywyd
- Hil, rhywioldeb, anabledd a llawer mwy



People today are more diverse

- Generations and life stages
- Race, gender, sexuality, disability and so much more

Mae pobl heddiw eisiau hyblygrwydd

- Mae pobl eisiau i'w gwirfoddoli ffitio o amgylch eu bywydau, nid ffitio'u bywydau o amgylch ein hanghenion gwirfoddoli
- Mater o farn?



People today want flexibility

- People want their volunteering to fit around their lives, not fit their lives around our volunteering needs
- An issue of perception?

Pobl heddiw a chostau byw

People today and cost-of-living

- Problem ariannol
- Problem reoli
- Problem o ran cydraddoldeb, amrywiaeth a chynhwysiant (EDI)



- A financial issue
- A management issue
- An EDI issue

Mae pobl heddiw eisiau gweld eu heffaith

People today want to see their impact

- Dau gymhelliad cyffredin: gwneud gwahaniaeth a pheidio â gwastraffu amser
- Sut ydym yn dangos effaith pan mae pobl yn rhoi llai a llai o amser i ni?

- Two common motivations: making a difference and not wasting time
- How do we show impact when people are giving us less and less time?



Mae pobl heddiw yn deall technoleg yn well

- Mae mwy nag erioed o bobl yn defnyddio technoleg fel rhan o'u gwirfoddoli
- Allgau digidol



People today are more tech savvy

- More people than ever are using technology as part of their volunteering
- Digital exclusion

20th century volunteer leadership was being at the helm of a battleship with all members of the organisation aboard the same ship and going in the same direction; while in the 21st century volunteers are a school of empowered fish, passionate about their beliefs and agendas, and each wanting to swim in their own direction, and the job of the leader of volunteers becomes to mobilise their action with a unifying cause.

Laura White (Sutherland)'s Post
[linkedin.com](https://www.linkedin.com)

Advancing
the professi



CWESTIYNAU? QUESTIONS?

Trafodaeth

- Sut byddech yn graddio'r rhain ar gyfer eich gwirfoddolwyr/eich ardal?
- Beth arall fyddech chi'n ei ychwanegu at y rhestr o sut mae gwirfoddolwyr heddiw yn wahanol?
- Pa rai y mae angen i chi fynd i'r afael â nhw?

Discussion

- How would you rank these for your volunteers / your area?
- What else would you add to the list of how today's volunteers are different?
- Which ones do you need to address?



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Adeiladu Ein Camau Gweithredu

Beth yw un cam gweithredu y byddwch chi'n ei gymryd ar unwaith?

Beth yw un cam gweithredu y byddwch chi'n ei gymryd erbyn diwedd Mehefin 2024?

Building Our Actions

What is one action you will take immediately?

What is one action you will take by the end of January 2025?



Cysylltu



Getting in touch

- rob@robjacksonconsulting.com
- +44 (0)7557 419 074
- www.robjacksonconsulting.com
- <https://linktr.ee/robjacksonconsulting>