



4-H Volunteer Segmentation Report

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Background

National 4-H Council commissioned Harris Interactive to conduct a survey among volunteers, including both those currently volunteering for 4-H and those not volunteering for 4-H to find out what drives people to become volunteers, what a positive volunteer experience looks like, and how to better position 4-H to target and attract potential volunteers.

The purpose of this research is to find out:

- What current volunteers identify as the key mission of 4-H;
- What the attachment is to volunteering for 4-H (emotional, historical, etc.);
- What aspects of 4-H's mission most appeal to potential volunteers;
- How does 4-H best communicate its values to potential volunteers; and
- Which segments of current and potential volunteers are most attractive and most reachable?



Methodology

- This survey was conducted online within the United States
- Field Dates: August 16-September 10, 2010
- Totals: 2771 total completes split into three groups:
 - 4-H Sample (N=1024)
 - Current volunteers (N=1506), U.S. adults 18+ who have volunteered in the last year.
 - Future volunteers (N=241), U.S. adults 18+ who plan to volunteer in the next year.
- Sample for current and future volunteers came from the Harris Poll online database and were weighted for age, sex, race/ethnicity, education, region and household income to be representative of the US general population of adults 18+. Propensity score weighting was also used to adjust for respondents' propensity to be online.
- The 4-H sample came directly from the client and was made up of volunteers from 33 different states.



Methodology

- Throughout the report when referring to each of the sample groups 4-H Sample will be referred to as '4-H' or '4-Hers,' current volunteers from the general population will be referred to as 'current volunteers' or simply 'current' and future volunteers will be referred to as 'future volunteers' or simply 'future.'

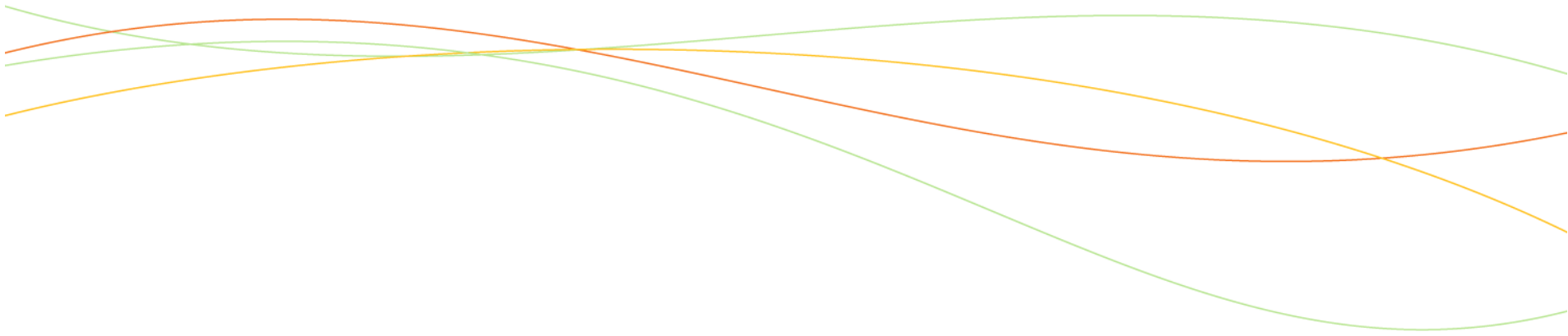
Executive Summary

- Current and future volunteers tend to volunteer for the same kinds of organizations as do 4-H volunteers, though in smaller numbers. Yet, these groups volunteer less than 4-H volunteers do, and less than they'd reportedly like to volunteer.
- While 4-H, current and future volunteers values related to volunteering are similar, 4-H'ers actual experience comes much closer to that ideal than does the volunteering experience of current volunteers.
- Majorities of all groups agreed that organizations focusing on “life skills” would be most effective in benefiting the country, employers and the economy. Further, relatively few agree that young people today are learning the life skills they need to reach their full potential.
- Familiarity with 4-H is low compared to other organizations in the competitive set, however favorability and trust were measured closer to the competitive set
- Top of mind descriptions of 4-H continue to reflect the historical origins of the organization – with majorities of current and future volunteers citing “agriculture/ animal husbandry” first.
 - In contrast, 4-Hers first mention the focus on education and not the content of that education.
- The proportion who are likely to volunteer for 4-H nearly doubles after learning a little about the organization.



Conclusions/Recommendations

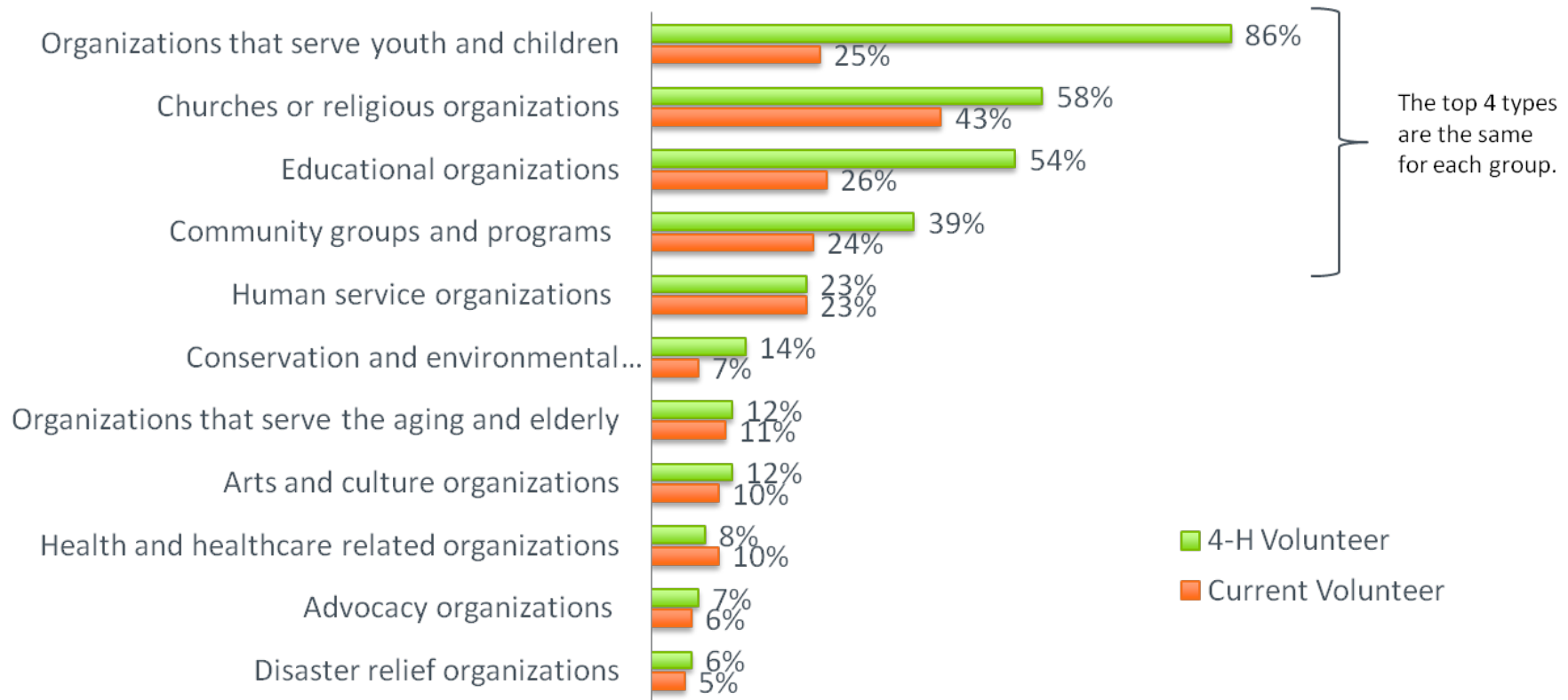
- Focus on getting the right message out about the organization – more education about **how** you do what you do and less on the specific subject areas
- Leverage “**word of mouth**” as method of recruitment – via current, and future participants as well as local organizations, churches, schools, etc.
- Leverage the current national discussion on education - position 4-H as an organization/way for young people to **develop life skills** that everyone believes are important and needed and relatively few actually think young people are getting
- Provide more opportunities for **episodic volunteering** – current volunteers more likely to describe positive volunteering as “giving back to the needy” perhaps suggesting a shorter term, instant impact event (i.e. serving meals in a soup kitchen) rather than having a longer-term impact. Diverse opportunities may help get people in the door to learn about 4-H.
 - Steer people into different kinds of opportunities based on their interests and motivations



Volunteering Profile

While there are gaps, both groups tend to volunteer for similar types of organizations – the highest ranking organizations have missions similar to the type of organization 4-H is

Types of Organizations Volunteered For in Past Year

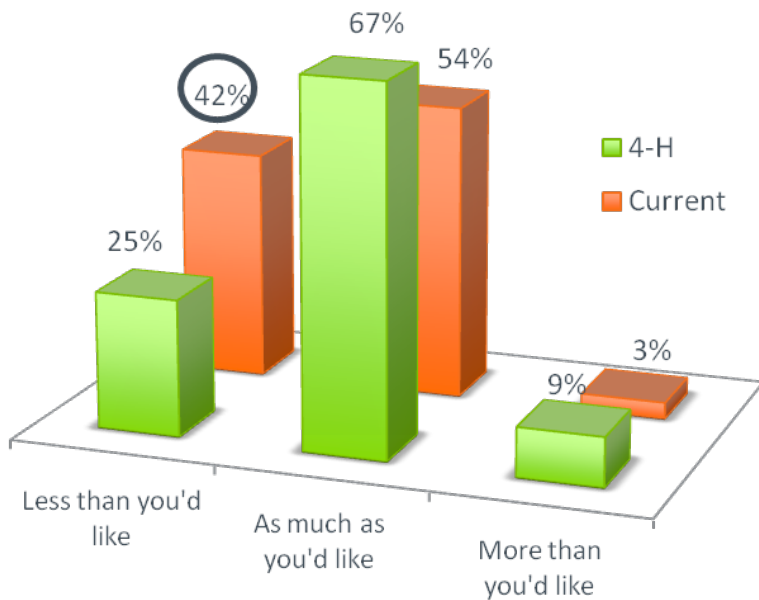


BASE: Volunteered in past year (4-H n=1000, Current n=1506)

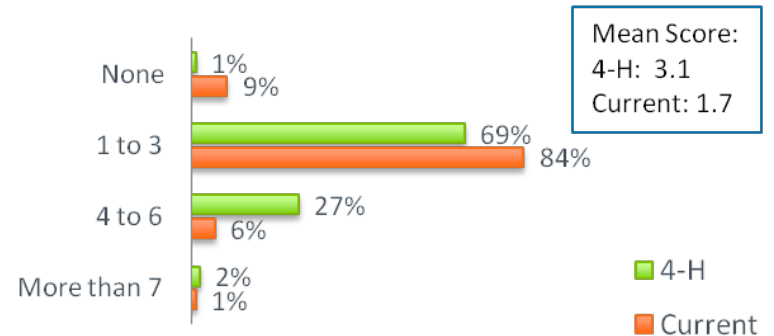
Q700. Thinking about your volunteering over the past year, for which type(s) of organization(s) have you volunteered?

4-Her's spend more time per month volunteering, while two-fifths of current volunteers report they do not volunteer as much as they'd like – over half volunteer between 1 and 10 hours per month

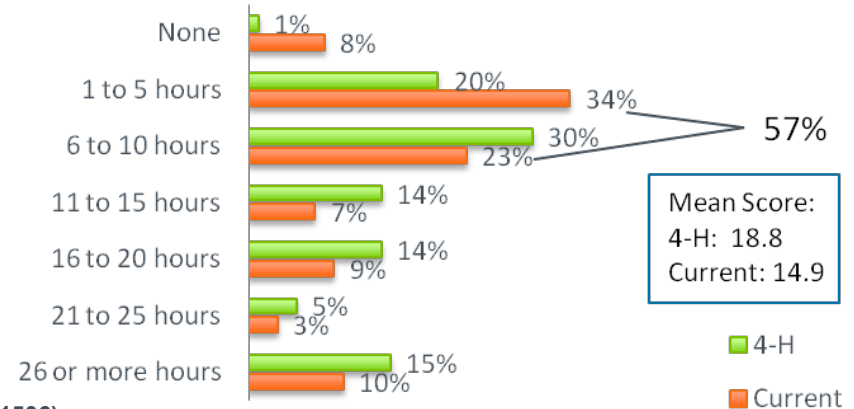
Volunteer Amount



Number of Organizations Volunteering With



Volunteering Hours Per Month



BASE: Volunteered in past year (4-H n=1000, Current n=1506)
 Q705. How many organizations are you currently volunteering with?
 Q710. About how many hours per month do you spend volunteering?
 Q711. Based on how often you volunteer now, would you say you volunteer...?

Current Volunteers report other responsibilities are the biggest barriers to volunteering more

Obligation/Responsibilities (59%)

- Work/Job responsibilities (41%)
- Family obligations/responsibility (30%)
- School obligations (8%)
- Farm obligations/responsibility (<1%)

Convenience (32%)

- I am too busy/Time constraints (27%)
- Inconvenient location/Lack of transport (3%)
- Event schedule/timings (2%)
- Just moved to the area/new in the area (1%)
- Other convenience mentions (<1%)

Health (10%)

- Health issues (4%)
- Lack of energy (2%)
- Disabled (1%)
- Other health mentions (2%)

Financial Concerns (2%)

- Financial concerns/lack of funds (1%)
- Have to pay bills/Living expenses (1%)
- Added cost of travel/gas (<1%)
- Other financial concerns mentions (<1%)

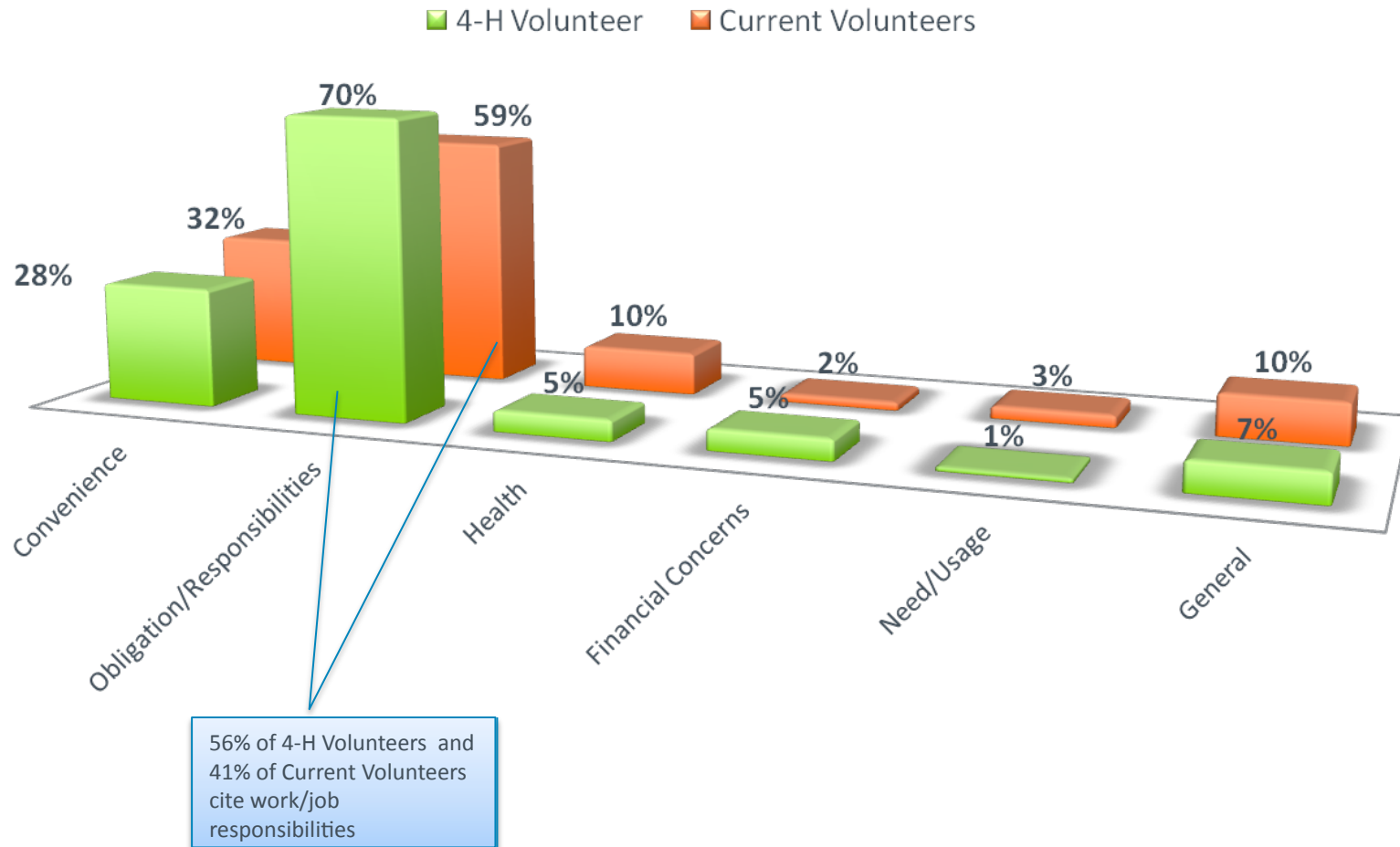
Need/Usage (3%)

- Have to look for work (1%)
- Not needed/required by the organization (1%)
- Have not found organization that fits my needs (1%)
- Other need/usage mentions (<1%)

General (10%)

- Travel a lot (3%)
- Lack of opportunity (2%)
- Laziness (1%)
- Lack of motivation (1%)
- Age (1%)
- Lack of awareness regarding volunteering opportunities (1%)
- Not interested/pursued any organization (1%)
- Other general mentions (2%)

When broken out by group, other responsibilities remains the largest reason for not volunteering



BASE: Volunteer less than like (4-H n=250 Current n=675)
 Q712. What prevents you from volunteering more?

What Makes a Positive Volunteering Experience

Appeal (45%)

- Making a difference/impact in people's lives (15%)
- Being valued/appreciated/recognized (10%)
- See smiling/happy faces (5%)
- Personal sense of satisfaction (5%)
- Having fun/Enjoying yourself/Having a good time (5%)
- Believing in the cause/organization (5%)
- Good/Positive experience (2%)
- Like the work/job (1%)
- It is rewarding/Feeling rewarded (1%)
- Other appeal mentions (4%)

Providing Assistance (36%)

- Helping people/community (22%)
- Providing help to needy/less fortunate people (6%)
- Helping children (3%)
- Giving back to community (3%)
- Good support from others (1%)
- Donating/Raising funds (<1%)
- Helping animals (<1%)
- Other assistance mentions (3%)

Work Progress (17%)

- Successful accomplishment of goals/Seeing results/ benefits (14%)
- Doing something good (1%)
- Teamwork/Coordination between volunteers (1%)
- Other work progress mentions (1%)

Interaction (14%)

- Meeting/Working with fun/friendly people (9%)
- Clear communication of expectations (2%)
- Working/Interacting with like minded people (2%)
- Receive feedback/positive feedback (1%)
- Other interaction mentions (1%)

Attitude (6%)

- Positive attitude (2%)
- Good attitude (1%)
- Expecting nothing in return (1%)
- Willingness/Passion to do things (1%)
- Other attitude mentions (3%)

- Organization Image (5%)
- Convenience (1%)
- Other (11%)

BASE: All respondents (4-H n=1024, Current Volunteers n=1506 Future Volunteers n=241)
Q713. What, in your mind, makes for a positive volunteering experience?

There is a difference between 4-Hers and current volunteers: current's are more likely to report helping people in their community, while 4-Her's report making a difference in other's lives

Highly valued by Current/Future Volunteers

Providing Assistance

- 27% of Current Volunteers, 22% of Future Volunteers mentioned "helping people or the community"
- 12% of Future Volunteers, 7% of Current Volunteers cited "providing help to needy/less fortunate people"

Highly valued by 4-H Volunteers

Interaction

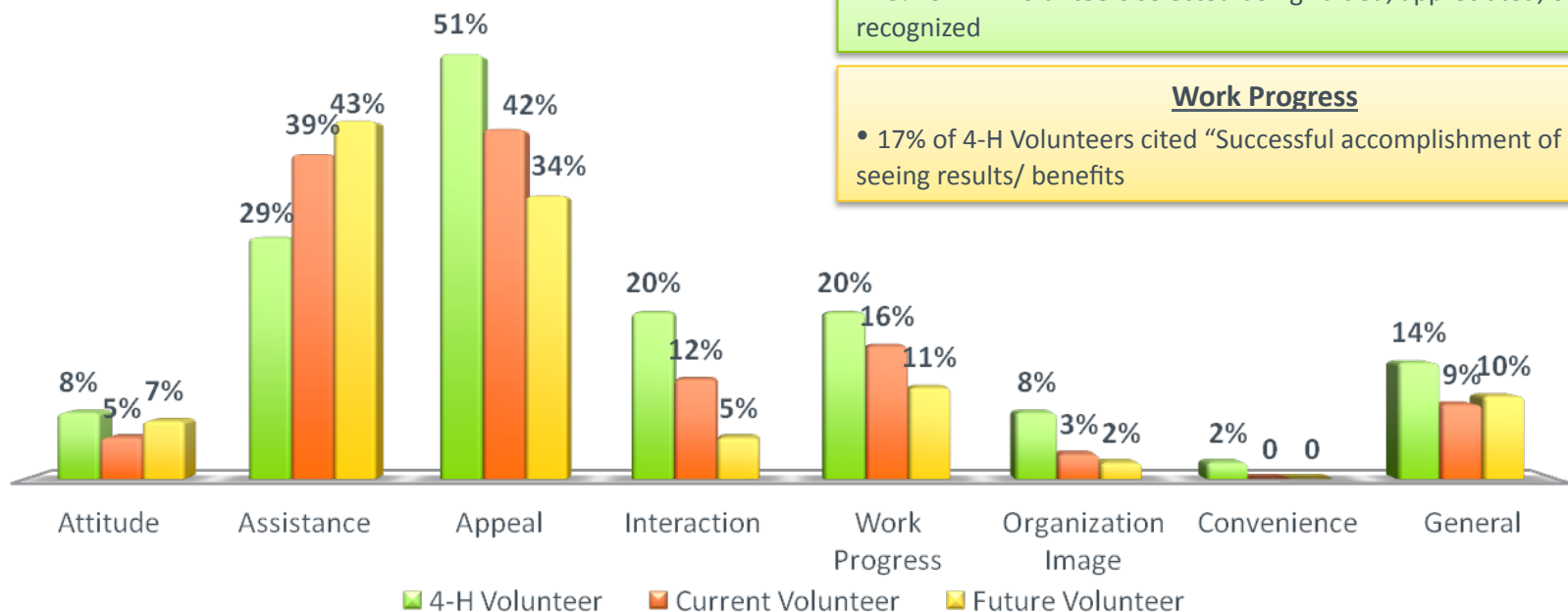
- 12% of 4-H Volunteers mentioned "meeting/working with fun/friendly people"

Appeal

- 15% of 4-H Volunteers selected being valued, appreciated, or recognized

Work Progress

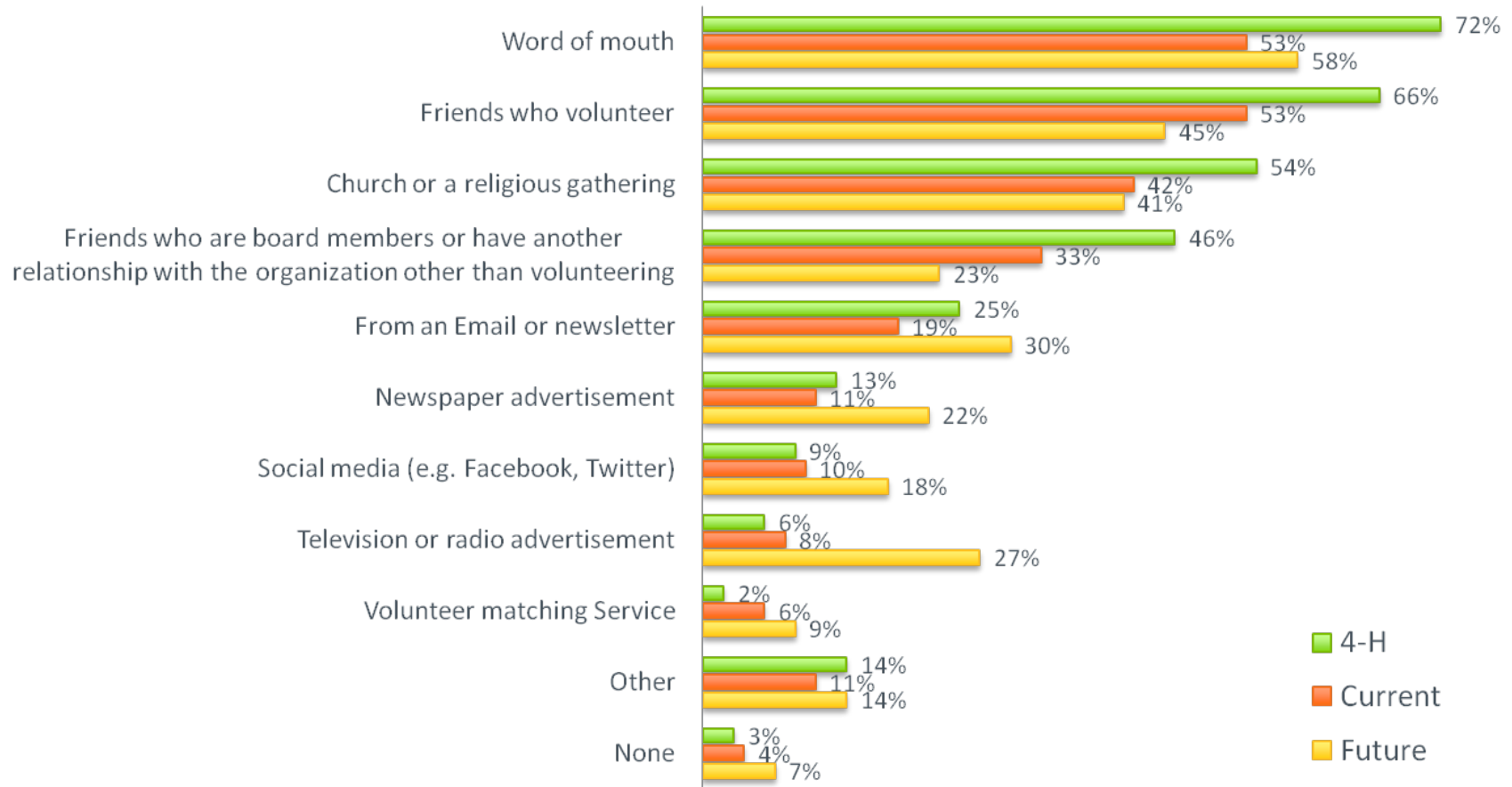
- 17% of 4-H Volunteers cited "Successful accomplishment of goals/seeing results/ benefits"



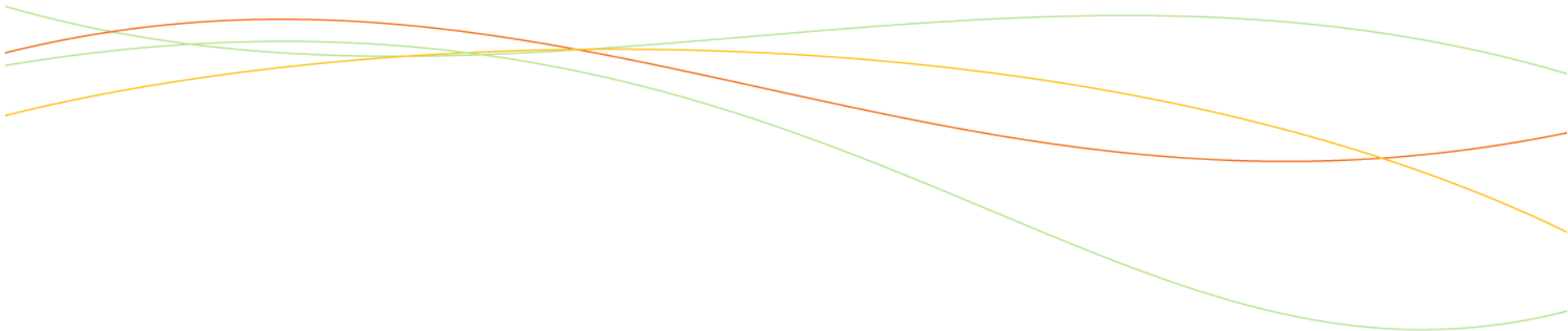
BASE: All respondents (4-H n=1024, Current n=1506, Future n=241)
Q713. What, in your mind, makes for a positive volunteering experience?

Generally, most people find out about volunteer opportunities through word of mouth

Where Learn About Volunteer Opportunities



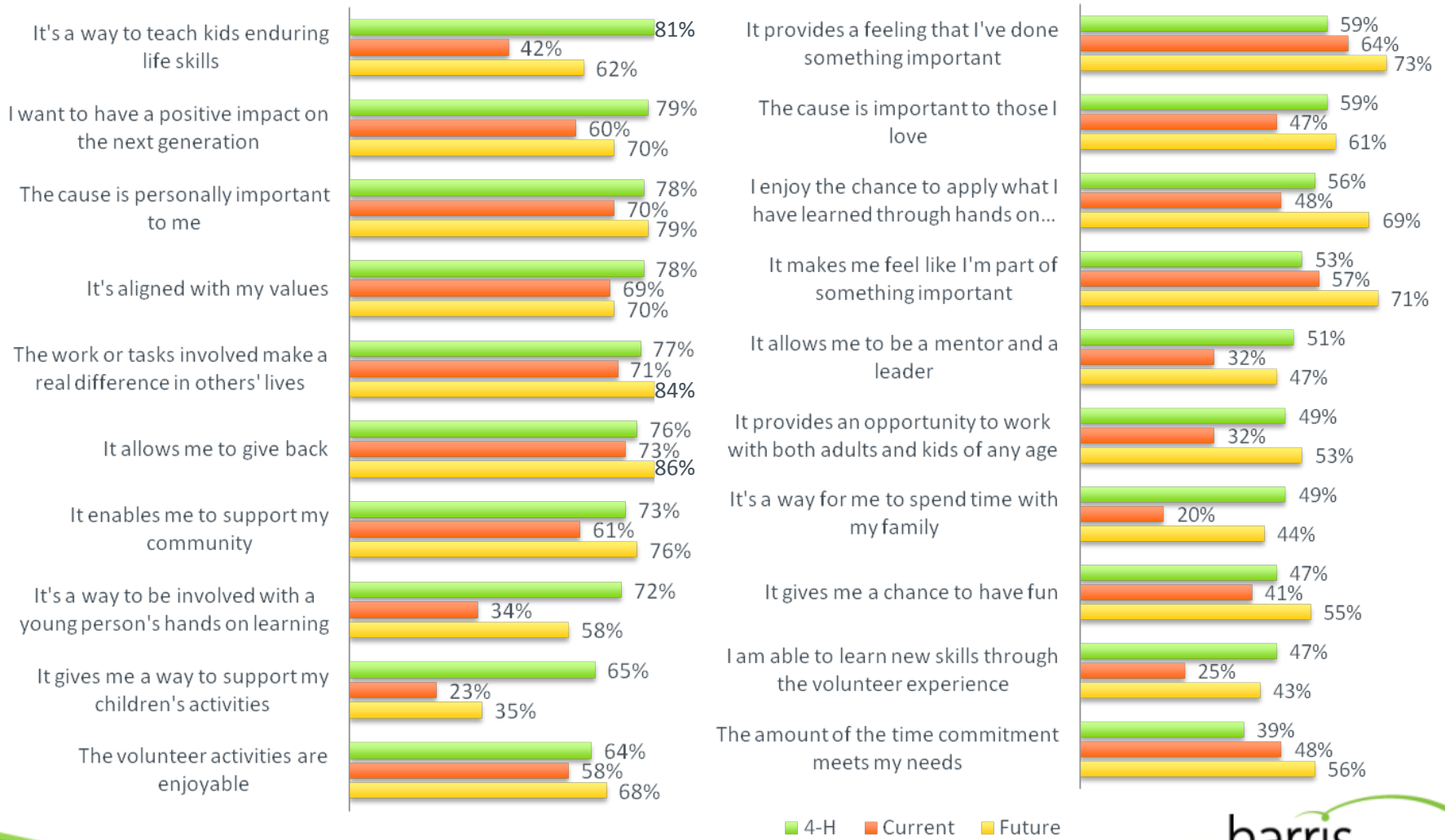
BASE: All respondents (4-h n=1024, Current n=1506, Future n=241)
 Q715. How do you learn about new volunteer opportunities?



Factors and Motivators for Volunteering

Each group reports similar important factors when deciding to volunteer

% Critically or very important



BASE: All respondents (4-H n=1024, Current n=1506, Future n=241)

Q721. Please read the list below and rate how important each factor is for you when considering whether or not to volunteer for a non-profit organization.

While the factors are the same, the order of importance shifts for each group. 4-H volunteers rate working with children highest, while the general population rates making a difference or giving back highest.

Top five critically or very important factors:

4-H

1. It's a way to teach kids enduring life skills (81%)
2. I want to have a positive impact on the next generation (79%)
3. The cause is personally important to me (78%)
4. It's aligned with my values (78%)
5. The work or tasks involved make a real difference in others' lives (77%)

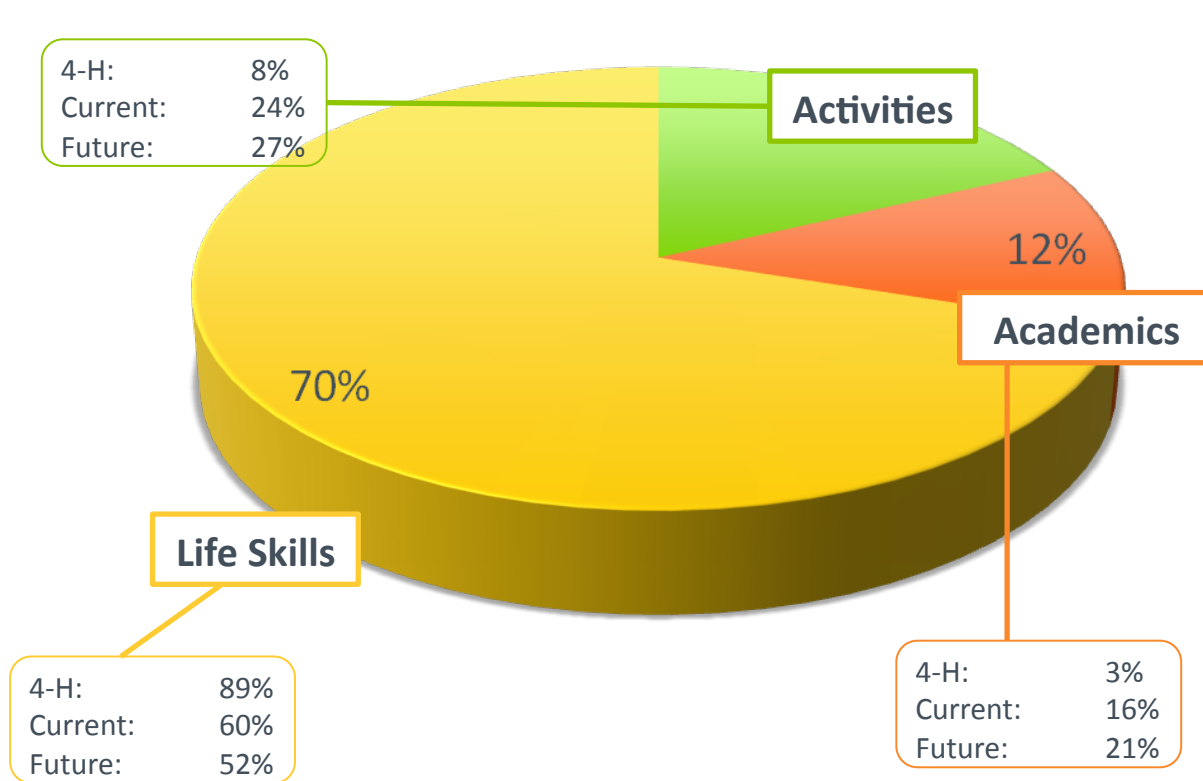
Current

1. The work or tasks involved make a real difference in others' lives (71%)
2. The cause is personally important to me (70%)
3. It's aligned with my values (69%)
4. It provides the feeling I've done something important (64%)
5. It enables me to support my community (77%)

Future

1. It allows me to give back (86%)
2. The work or tasks involved make a real difference in others' lives (84%)
3. The cause is personally important to me (79%)
4. It enables me to support my community (76%)
5. It provides the feeling I've done something important (73%)

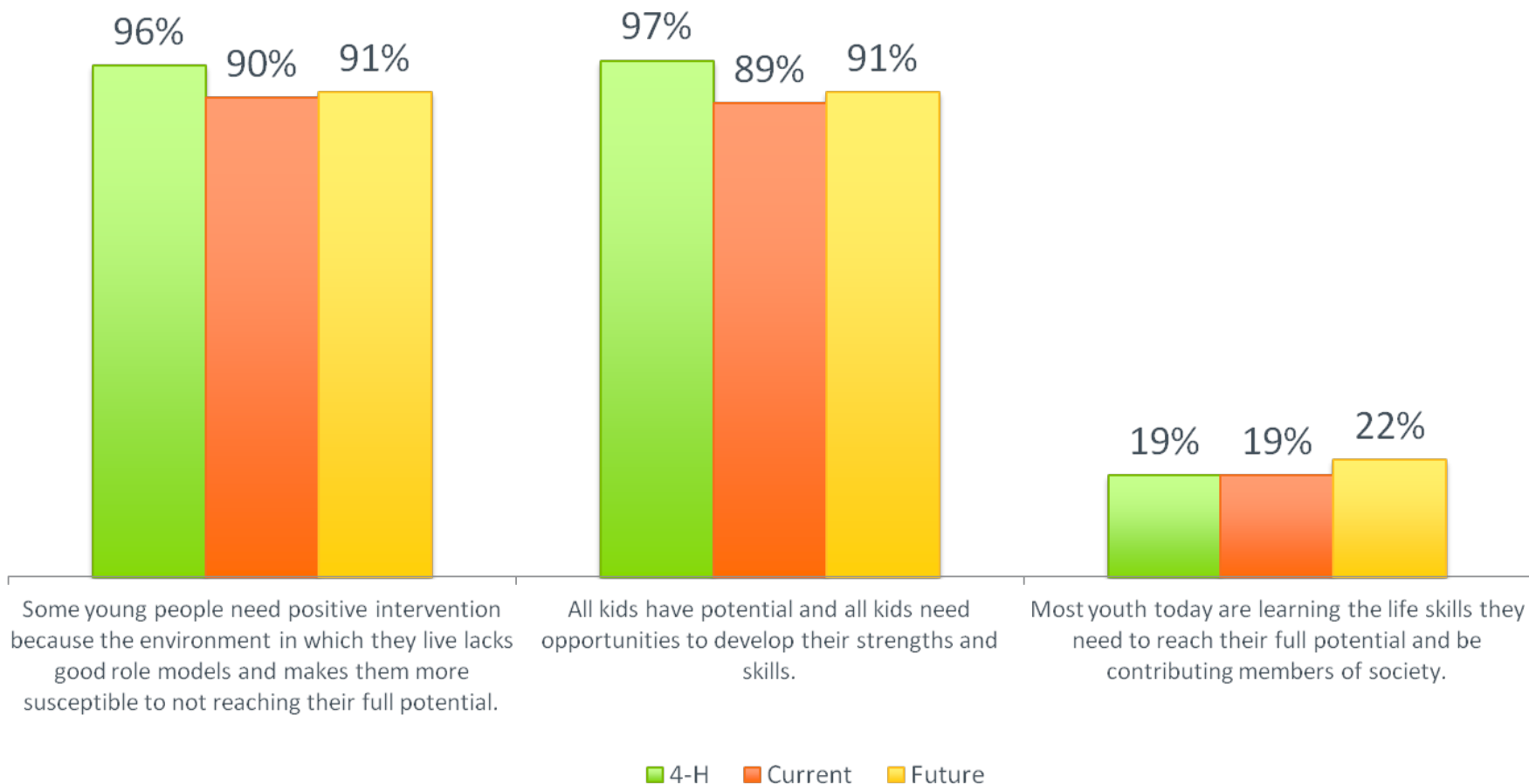
Life Skills is the most effective approach, according to all groups, to help the country, the economy, and employers in the future



- Organizations that focus on **activities**:
 Keeping youth engaged in activities like sports, field trips or the arts gives them alternatives to drugs, gangs and other things that could get them into trouble
- Organizations that focus on **academics**:
 Ensuring that youth are academically prepared for the future is the key to creating a better (country/economy/employees)
- Organizations that focus on **life skills**:
 Teaching youth leadership skills, responsibility and how to learn about topics that interest them will give them the kind of skills they need to be successful in all areas of their life.

BASE: All respondents (4-H n=1024, Current n=1506, Future n=241)
 Q723. Which of the following approaches do you think is most likely to help the country/economy/employers be successful in the future?

There is a strong consensus that all kids have potential, but that they are not learning life skills they need to reach it.

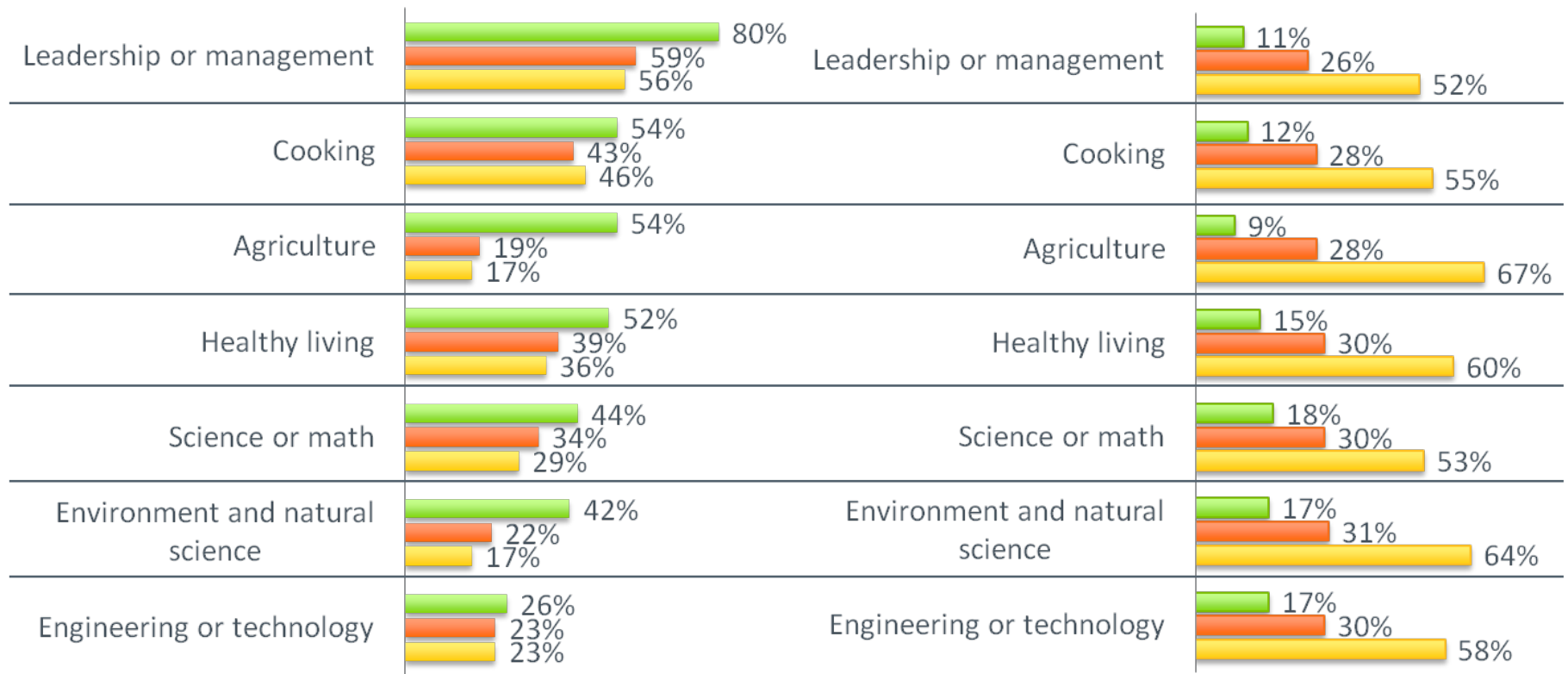


BASE: All respondents (4-H n=1024, Current n=1506, Future n=241)
Q724. Please state whether you agree or disagree with the following statements:

Future volunteers who have skills 4-H needs are more interested in volunteering if they knew those skills were needed

Has Formal Training or a Learned Skill Through Work or Other Volunteer Experience

More Interested in Volunteering with 4-H if Your Specific Skills Were Needed



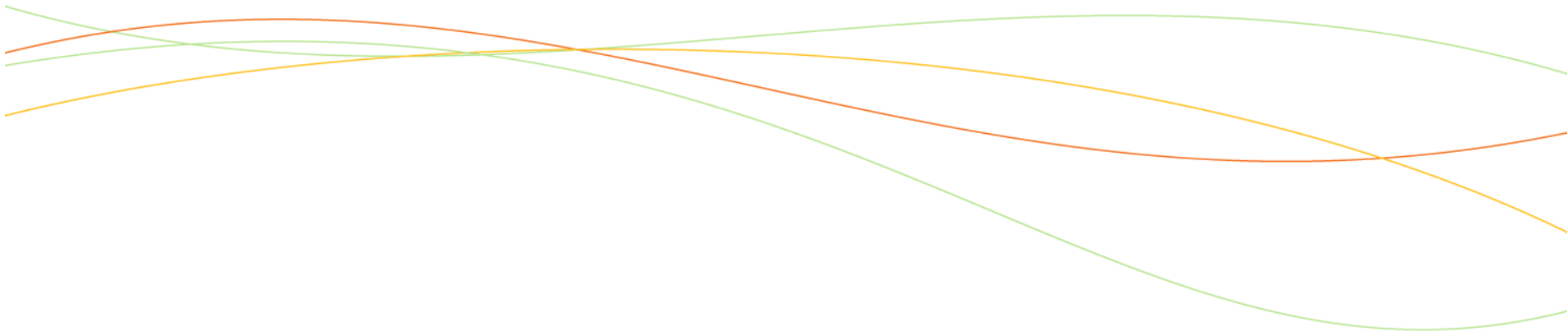
■ 4-H Volunteers ■ Current ■ Future

BASE: All respondents (4-H n=1024, Current n=1506, Future n=241)

Q1216. Do you have any formal training, skills learned through work or other volunteer experiences in any of the following areas?

BASE: Experience in ... (4-H n=453, Current n=536, Future n=75)

Q1221. Would you be more interested in volunteering with 4-H if you knew they specifically needed volunteers with formal training, skills learned through work or other volunteer experiences in any of the following?

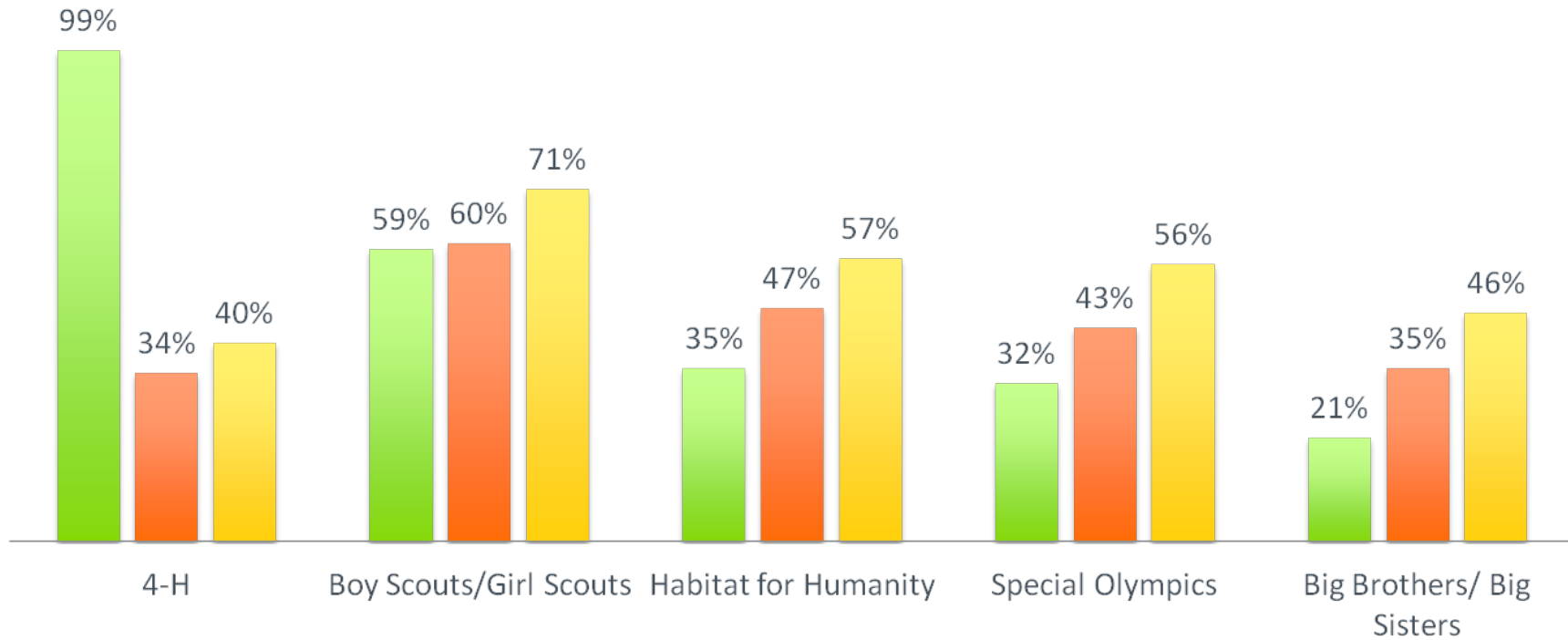


Perceptions of 4-H

4-H ranks lowest in familiarity for current and future volunteers

Extremely or very familiar

■ 4-H ■ Current ■ Future

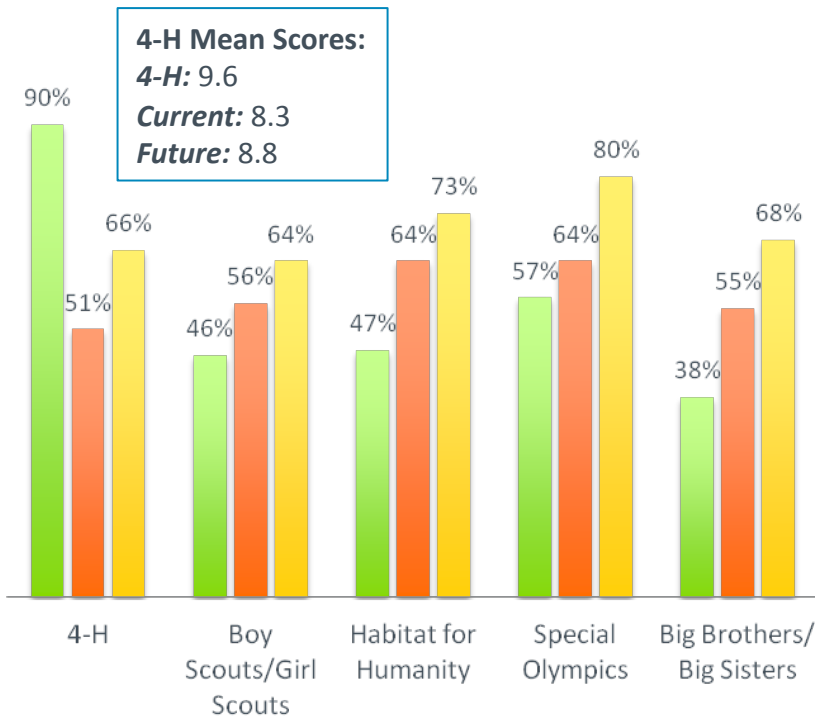


BASE: All respondents (4-H n=1024, Current n=1506, Future n=241)
Q801. Please rate your familiarity with each of the following organizations.

4-H was similarly evaluated compared to the peer set regarding favorability and trust, though current volunteers rated 4-H lowest on favorability of the three groups

Favorability (9,10 on a 10 pt Scale)

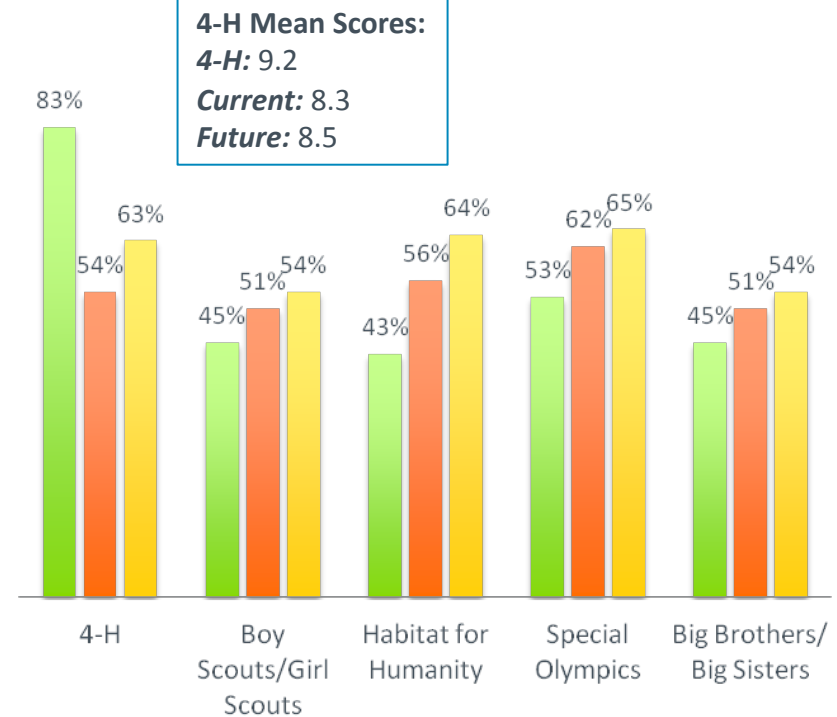
■ 4-H ■ Current ■ Future



4-H Mean Scores:
4-H: 9.6
Current: 8.3
Future: 8.8

Trust (9, 10 on a 10 pt Scale)

■ 4-H ■ Current ■ Future



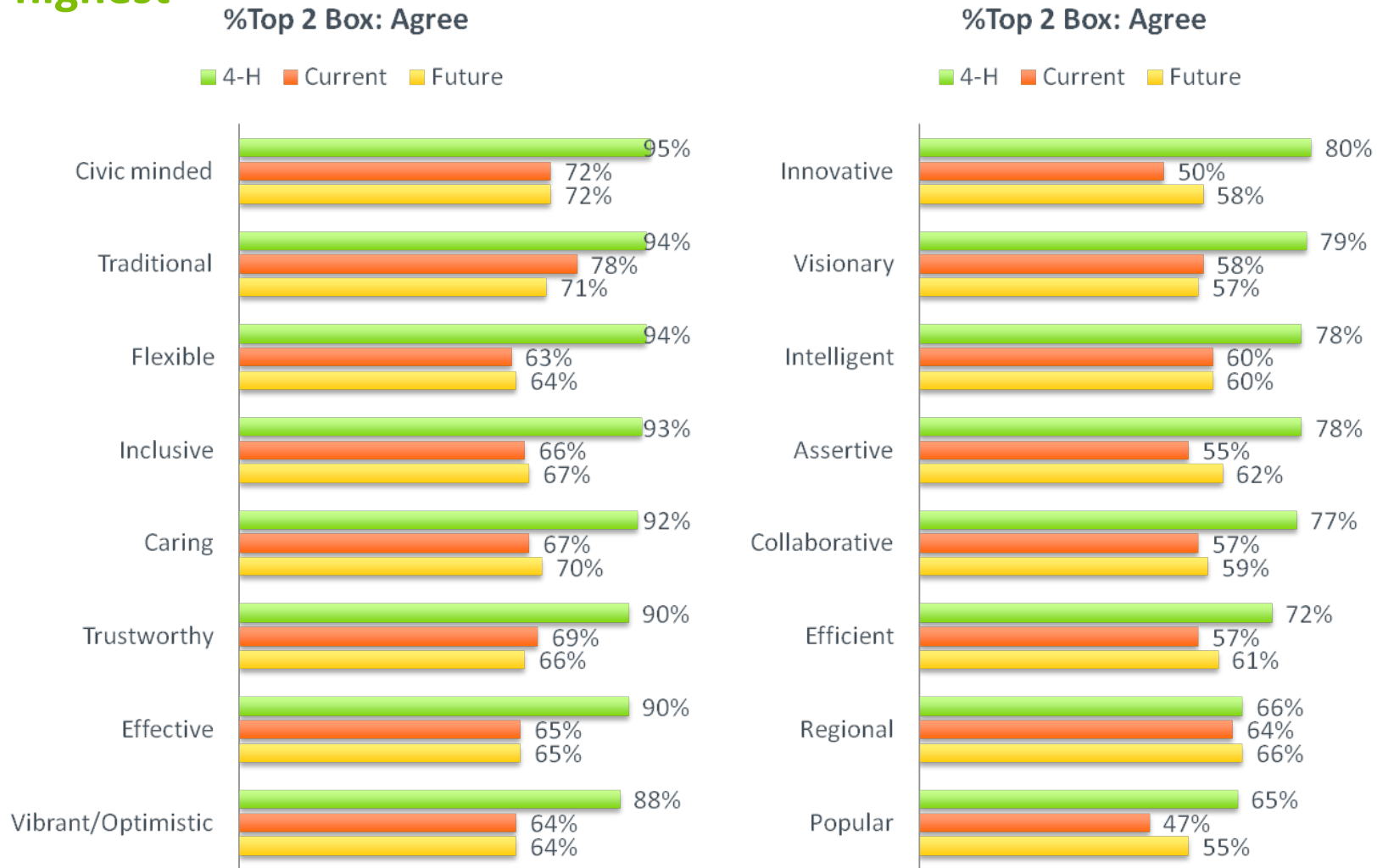
4-H Mean Scores:
4-H: 9.2
Current: 8.3
Future: 8.5

BASE: Familiar with organization (4-H n=978, Current n=1380, Future = 223)

Q805. Please rate how favorable you feel toward each of the following organizations, using a 1 to 10 scale.

Q811. Please rate the overall level of trust you have for each of the following organizations, using a 1 to 10 scale.

4-Her's associate all of the leadership traits with 4-H, while current and future volunteers view civic-minded, traditional, and caring highest



BASE: Familiar with organizations (4-H n=996, Current n=1077, Future n=166)
 Q841. Please indicate how strongly you agree these leadership traits are associated with ...

Top of mind, over half of all respondents reported associated 4-H with education and training

Education/Training (52%)

- Ethics/Values (21%)
- Building leadership skills (15%)
- More education/learning opportunities (11%)
- Learning to work hard/complete projects (7%)
- Learning teamwork/working together (4%)
- Learning about public speaking/demos/presentations (4%)
- Learn by doing activities/Hands on experience (4%)
- Baking/Cooking (3%)
- Home skills (3%)
- Learning about citizenship (3%)
- Arts and crafts (2%)
- Sewing (2%)
- Building self esteem/confidence (2%)

Agriculture/Animal Husbandry (39%)

- Animal husbandry (25%)
- Agriculture/Farming (23%)

Appeal (37%)

- Kids/Youth oriented (21%)
- Having fun (7%)
- Family oriented (4%)
- Good friendship (3%)
- Interacting/Meeting people (3%)
- Positive impact/influence (2%)
- Suitable for all (2%)

Scope of Activity (24%)

- Fair exhibits/county fair (10%)
- Rural/Limited to rural areas (5%)
- Competition/Ribbon awards (3%)
- Choose/Participate in hobbies/activities interested (3%)
- Offers opportunities (2%)

Image (19%)

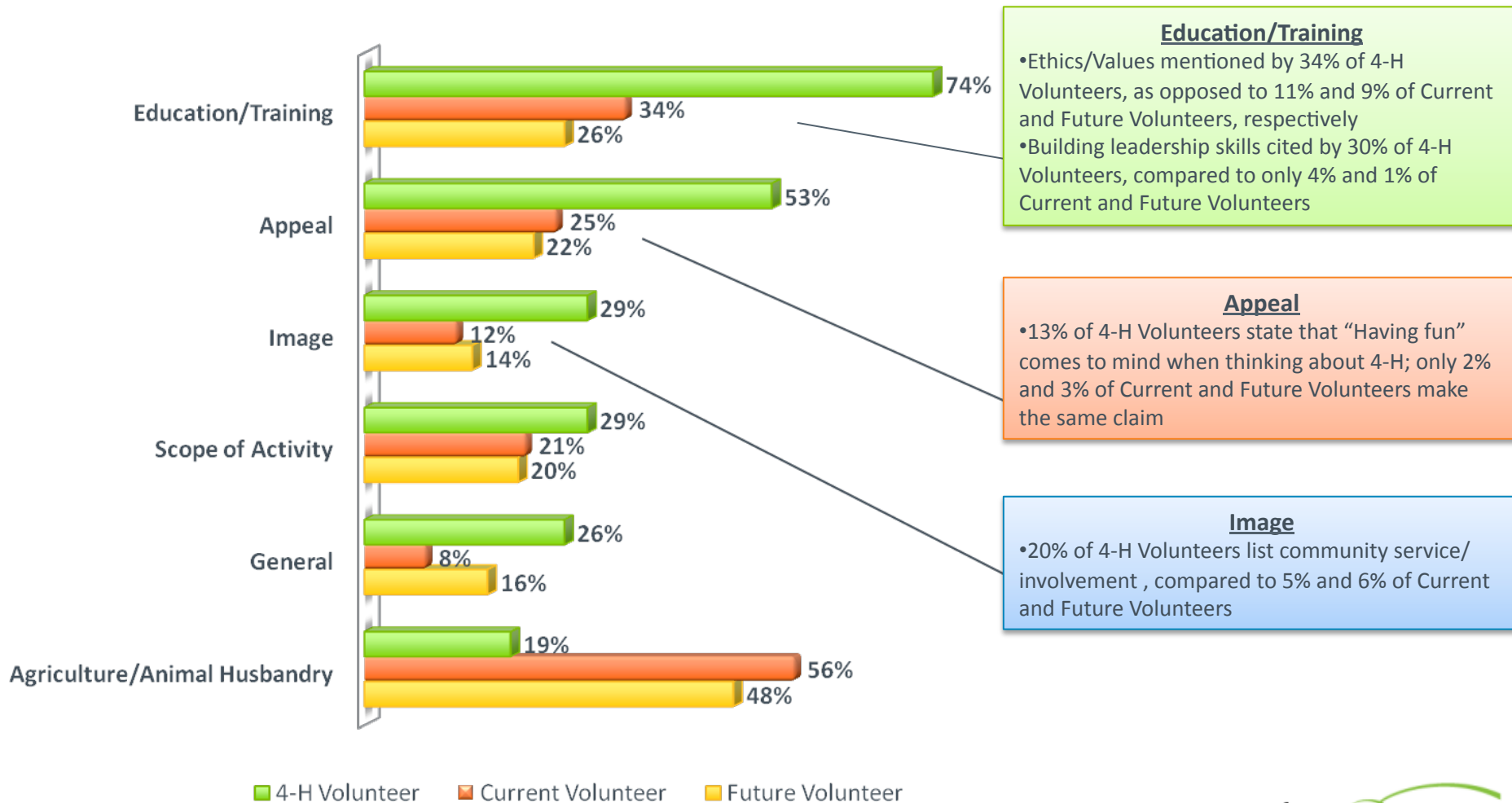
- Community service/involvement (12%)
- Old fashioned/Traditional (2%)
- Care about nature/environment (2%)
- Good organization (2%)

General (16%)

- Negative/Neutral mentions - General (5%)
- The 4-H/Head Heart Hands Health (3%)
- Adults helping/partnering with kids/youth (3%)
- Involved/Part/Member of 4-H (2%)

NOTE: Only mentions of >1% shown

When comparing groups current and future volunteers associate 4-H most with agriculture while 4-Her's associated 4-H mostly with education

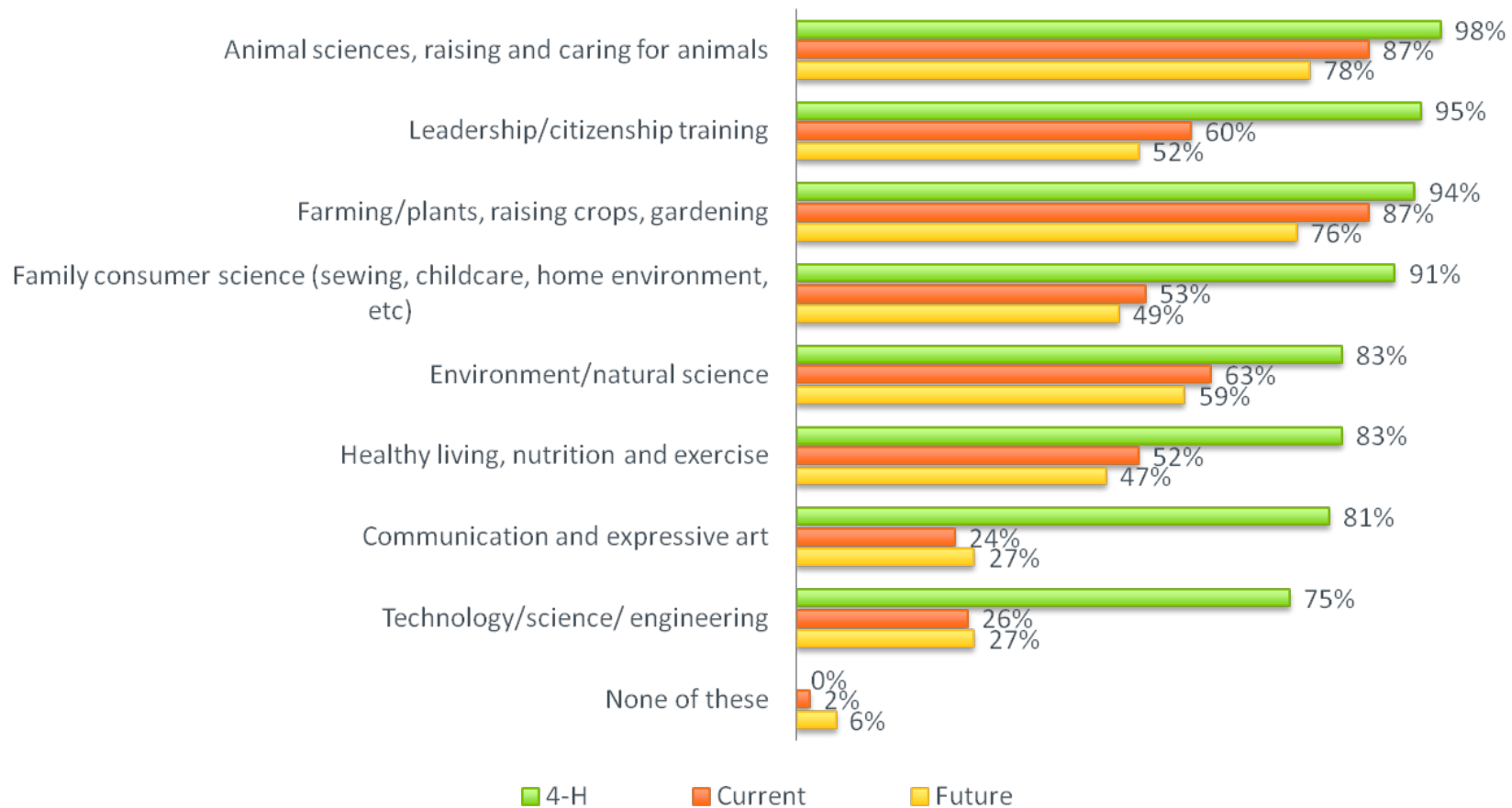


BASE: Familiar with 4-H (n=2275)

Q815. When you think about 4-H, what are some things that immediately come to mind?

Non-4-Her's associate 4-H most commonly with animal sciences and farming, but also show strong associations with leadership and the environment

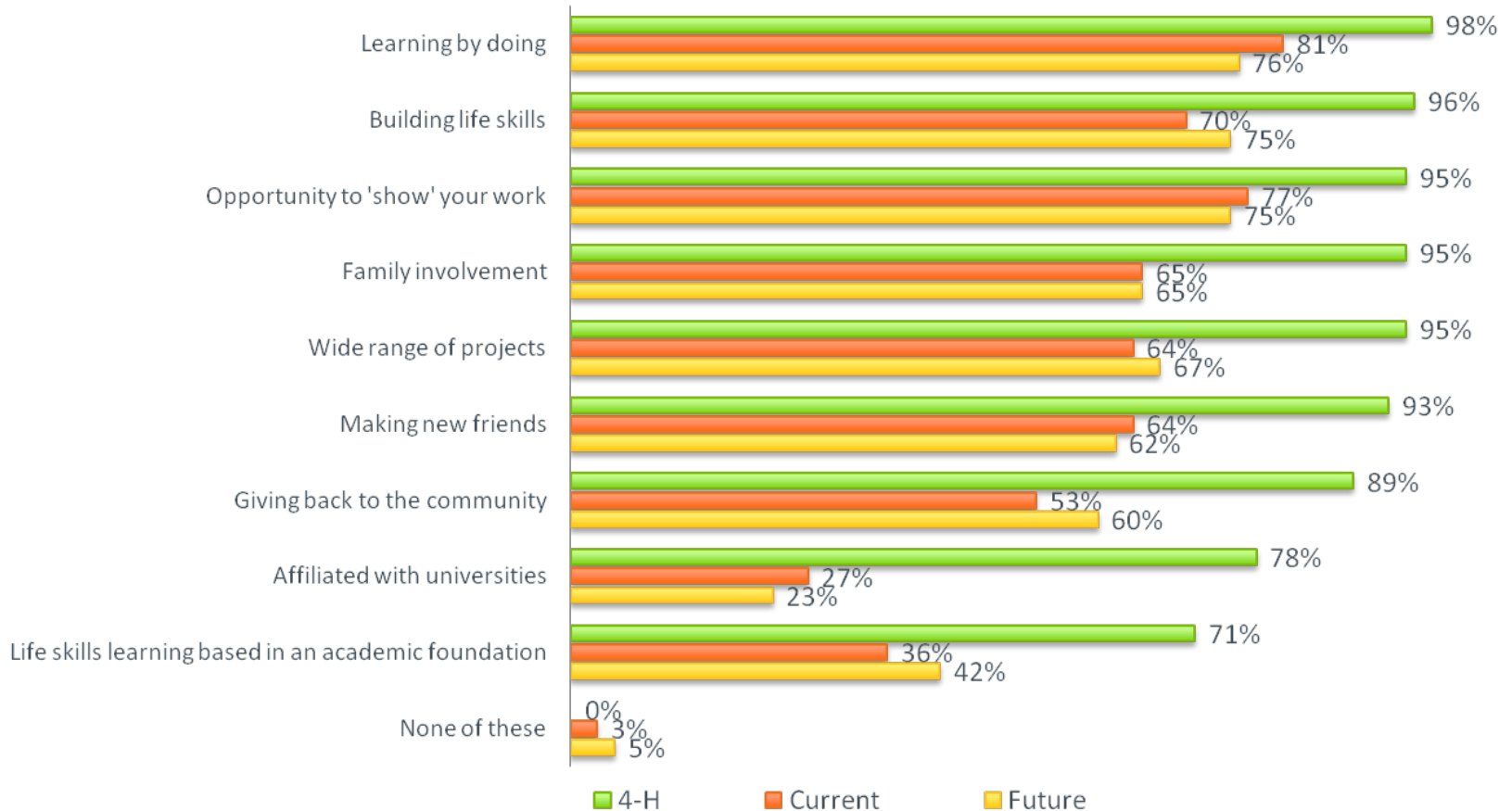
Subjects Associated with 4-H



BASE: Familiar with 4-H (4-H n=1024, Current n=1085, Future n=166)
 Q821. Which of the following attributes do you associate with 4-H?

4-H has strong associations among all groups for most of these attributes: learn by doing and building life skills ranking highest

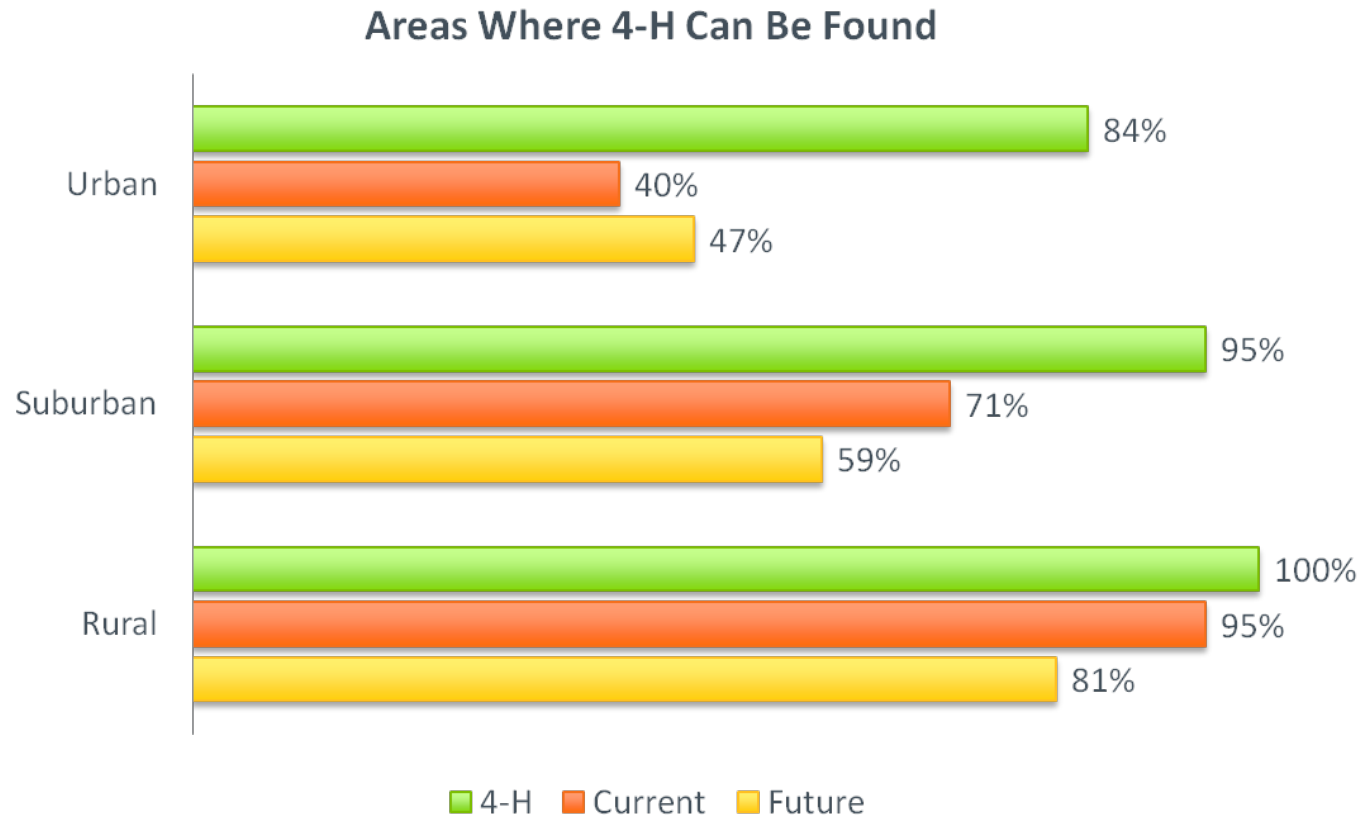
Attributes Associated with 4-H



BASE: Familiar with 4-H (4-H n=1024, Current n=1085, Future n=166)

Q821. Which of the following attributes do you associate with 4-H?

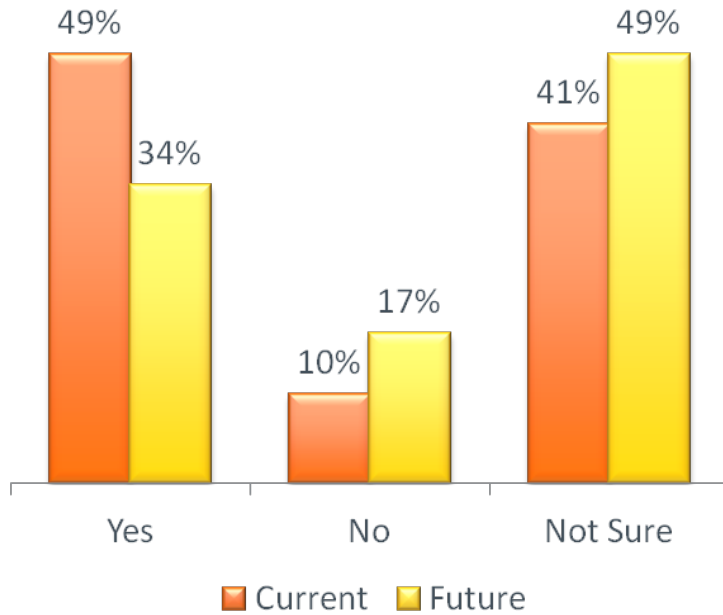
Two in five current volunteers know 4-H is in urban areas, though most people associate 4-H with rural or suburban areas



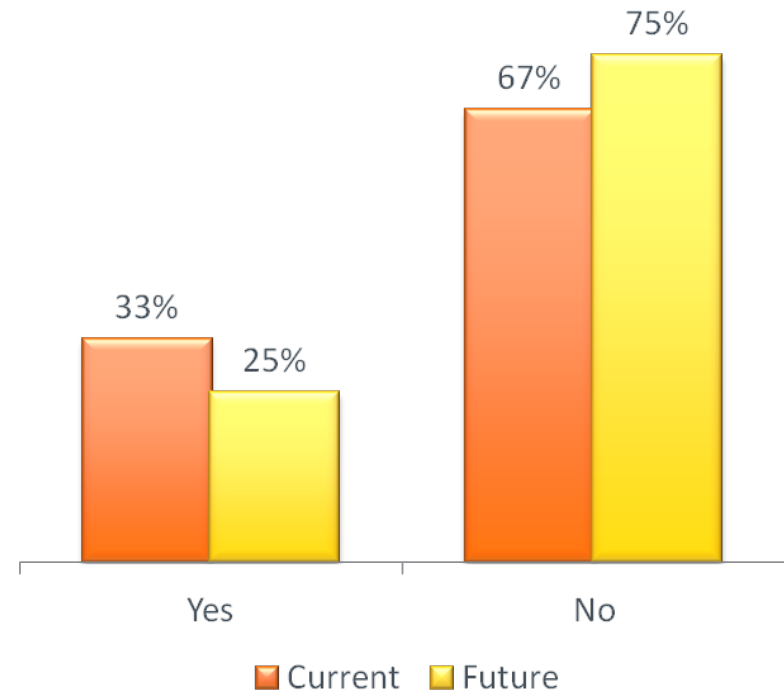
BASE: Familiar with 4-H (4-H n=1024, Current n=1085, Future n=166)
Q826. Do you think the 4-H is in...?

A large portion of current and future volunteers don't know if there is a 4-H in their community, and of those who do the majority don't know where the meetings take place

Have 4-H in Your Community



Know Where Meetings Are Held

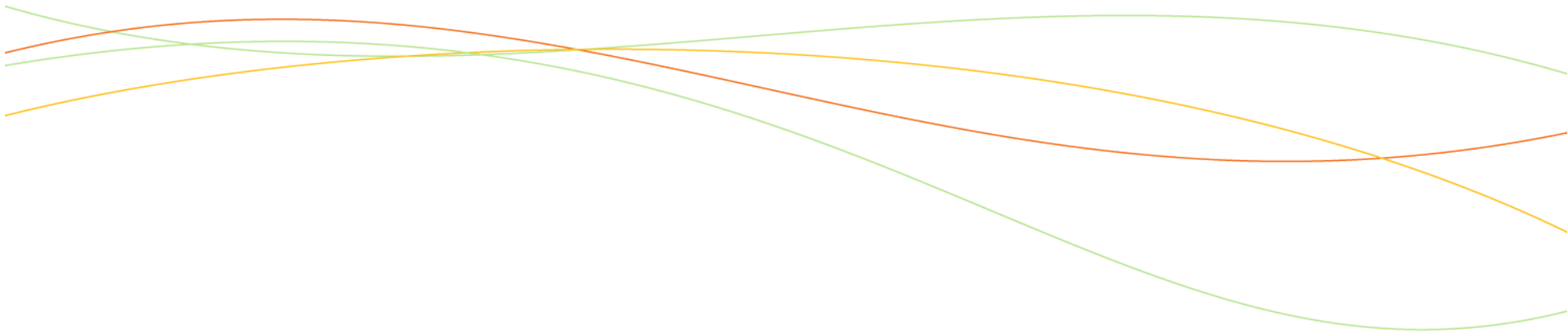


BASE: Familiar with 4-H (Current n=1085, Future n=166)

Q835. Do you have a local 4-H in your community?

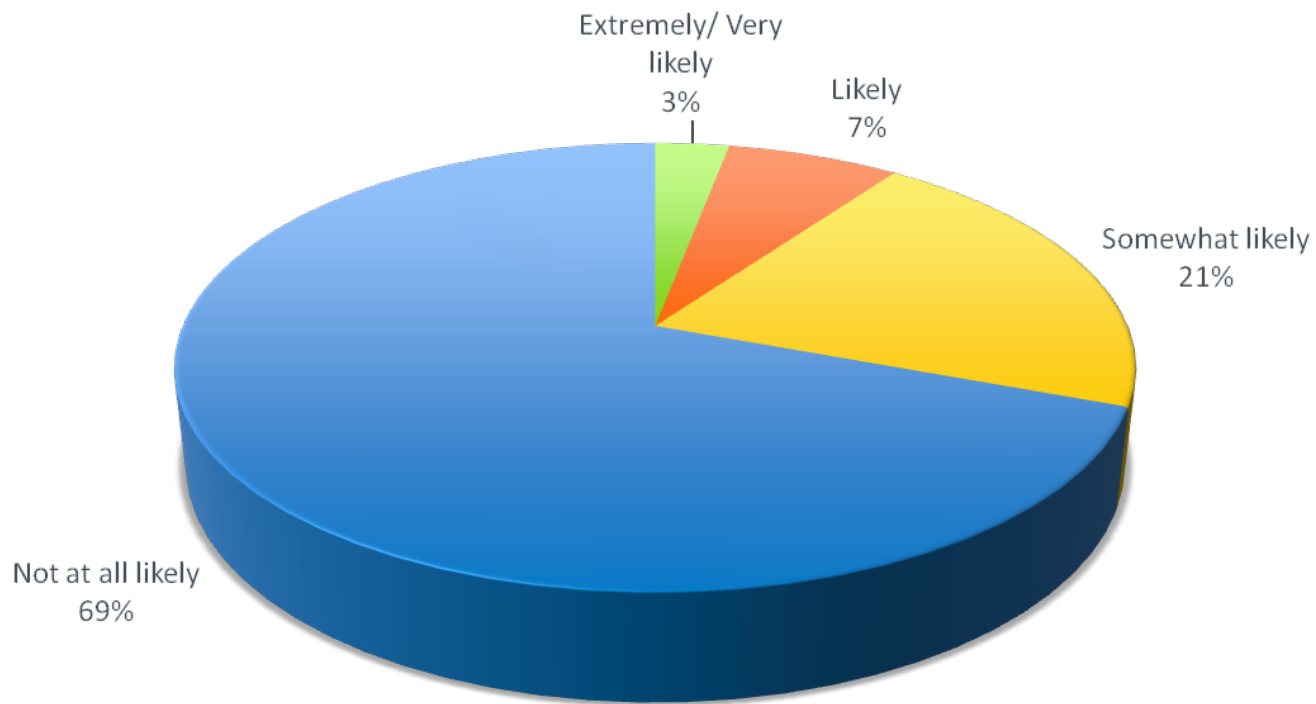
BASE: Has 4-H in community (Current n=585, Future n=70)

Q836. Do you know where the meetings are held?



Experience with 4-H: Non-Volunteers

Based on what they know now, almost 7 in 10 non-4-H volunteers are not at all likely to become a volunteer



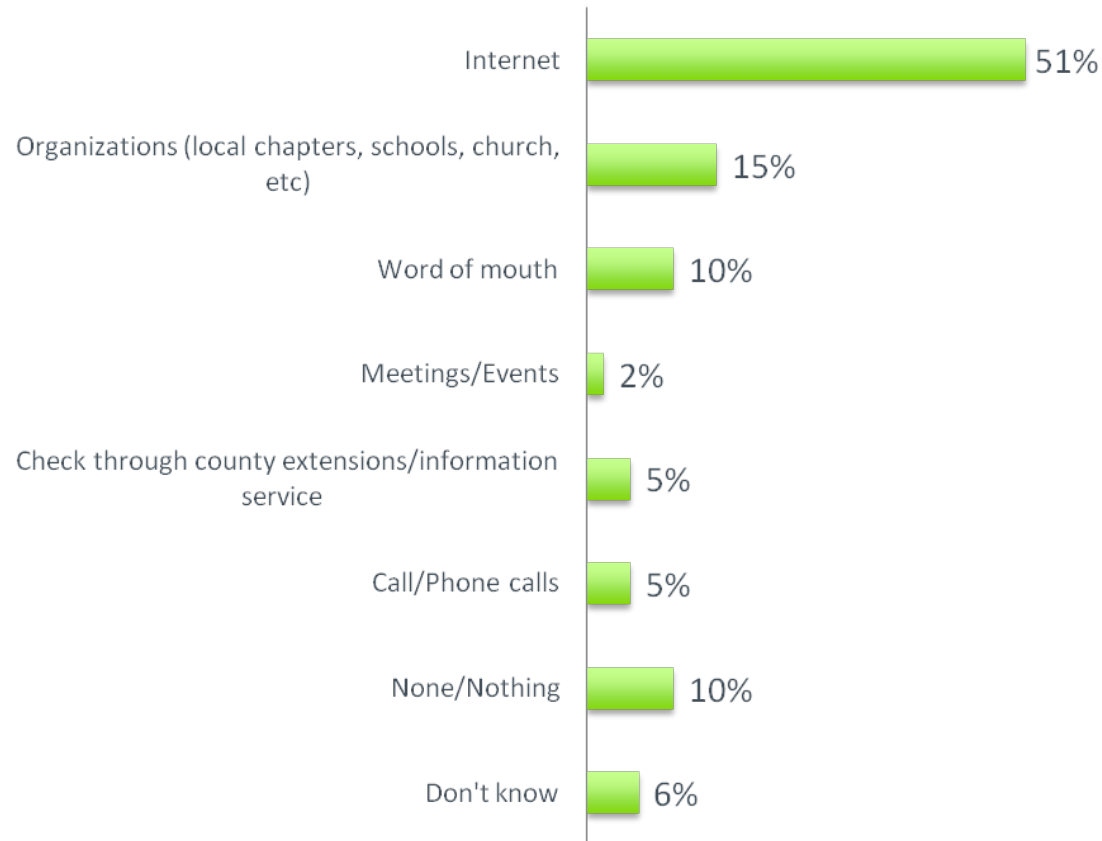
BASE: Non-4-H Volunteers (n=1714)

Q950. Based on what you currently know about 4-H how likely are you to try to become a volunteer with the organization in the near future?

Q937. If you were interested in getting involved in 4-H as a volunteer, how would you go about finding out more information about 4-H?

The majority would look on the internet to find out about 4-H

Sources of Information About 4-H



BASE: Non-4-H Volunteers (n=1714)

Q937. If you were interested in getting involved in 4-H as a volunteer, how would you go about finding out more information about 4-H?

Non-Volunteers Knowledge About 4-H

4-H is an experiential learning youth education program for boys and girls ages 8-19. 4-H promotes practical life skills education in the following areas:

*Animal Sciences
Horticulture/Plants
Environment/Natural Science
Healthy Living
Family Consumer Science
Communication and Expressive Art
Technology/Science/Engineering
Leadership/Citizenship*

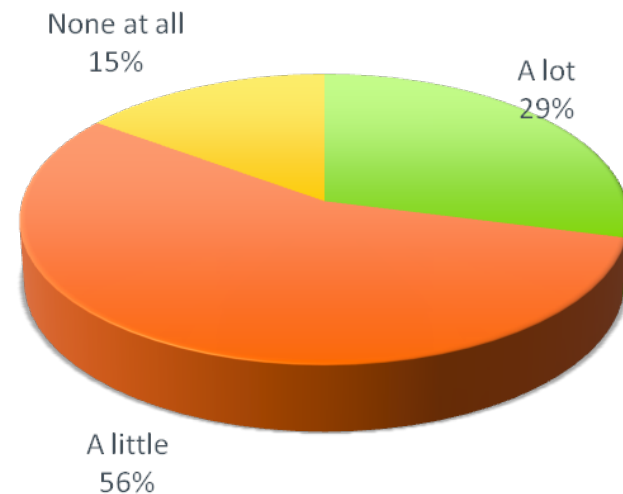
This education can reach any kid ... anywhere ... any time through 4-H clubs, camps, after-school programs and events. 4-H has offices in every state and every county in the US. Their programs take place in rural, suburban and urban environments.

With the guidance of 4-H volunteers, youth:

*Learn by doing
Develop leadership and life skills
Make new friends
Give back to the community
Build connections with others
Prepare, do and share*

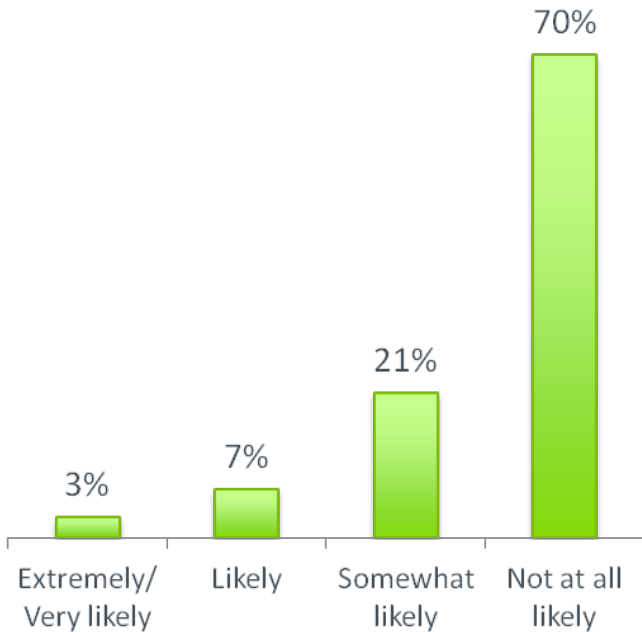
4-H volunteers and professionals have a great deal of latitude in determining when, where and how 4-H "learn-by-doing" activities take place. More and more youth need the values, skills and guidance 4-H offers. As a 4-H volunteer, you are supported by 4-H professionals locally.

How Much of This Did You Already Know?

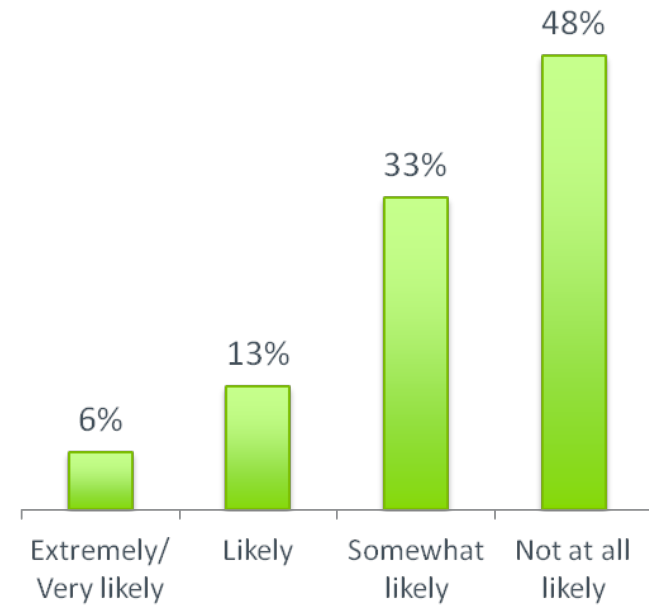


After reading the description about 4-H likelihood to volunteer shifted towards more non-4-H volunteers becoming more likely to volunteer

Likelihood to Become 4-H Volunteer Before Reading Description



Likelihood to Become 4-H Volunteer After Reading Description



	Change in % Points
Extremely/Very likely	+3 %
Likely	+6%
Somewhat likely	+12%
Not at all likely	-21%

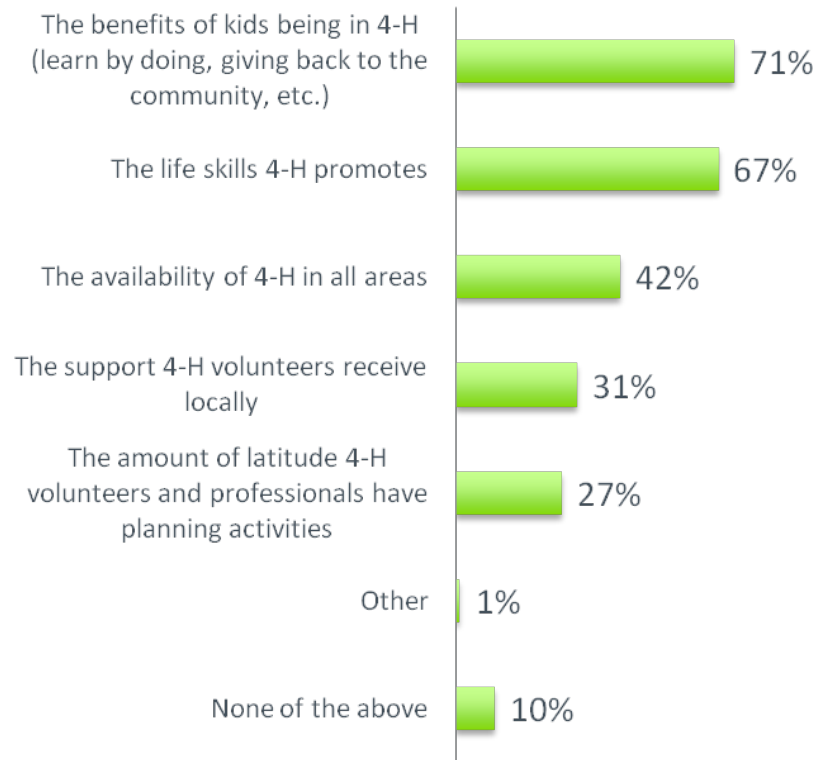
BASE: Non-4-H Volunteers (n=1714)

Q950. Based on what you currently know about 4-H how likely are you to try to become a volunteer with the organization in the near future?

Q975. Based on this description how likely would you be now to volunteer with 4-H?

The benefit to kids and life skills 4-H promotes were cited as the most attractive parts of the description

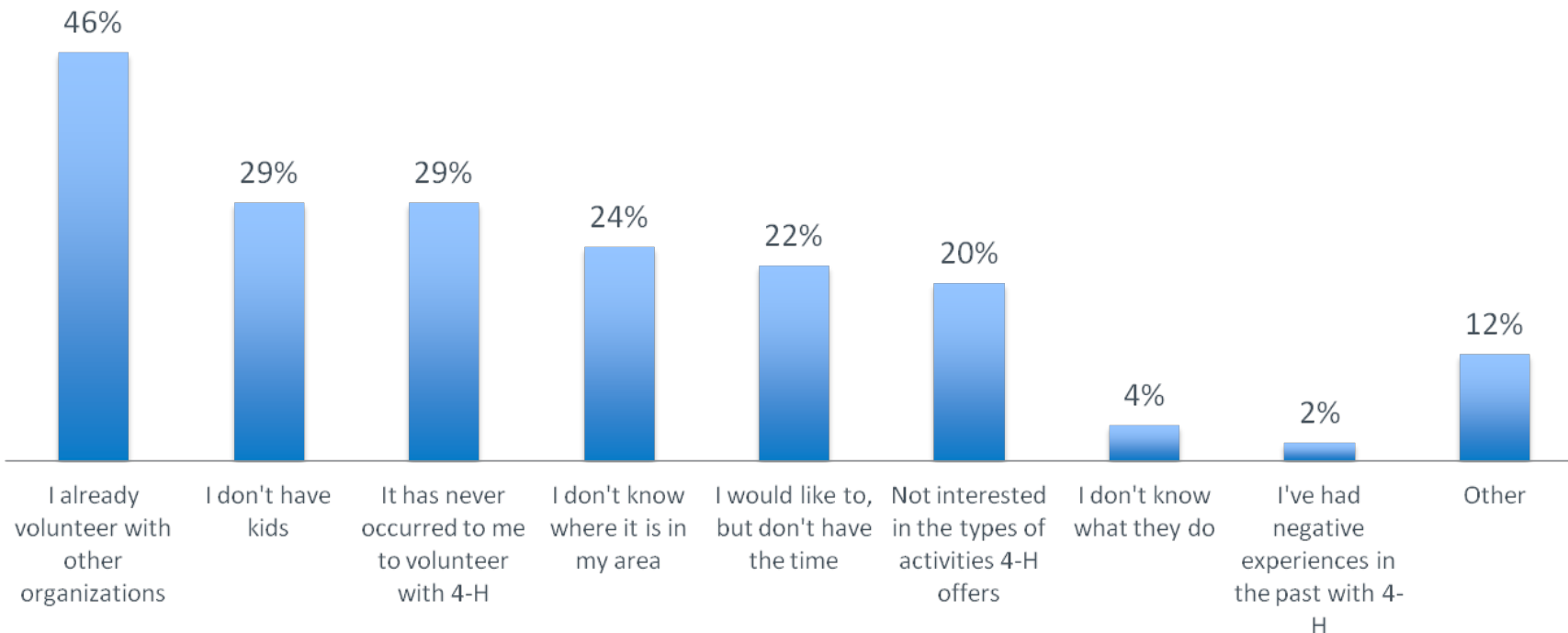
Most Attractive Parts of Description



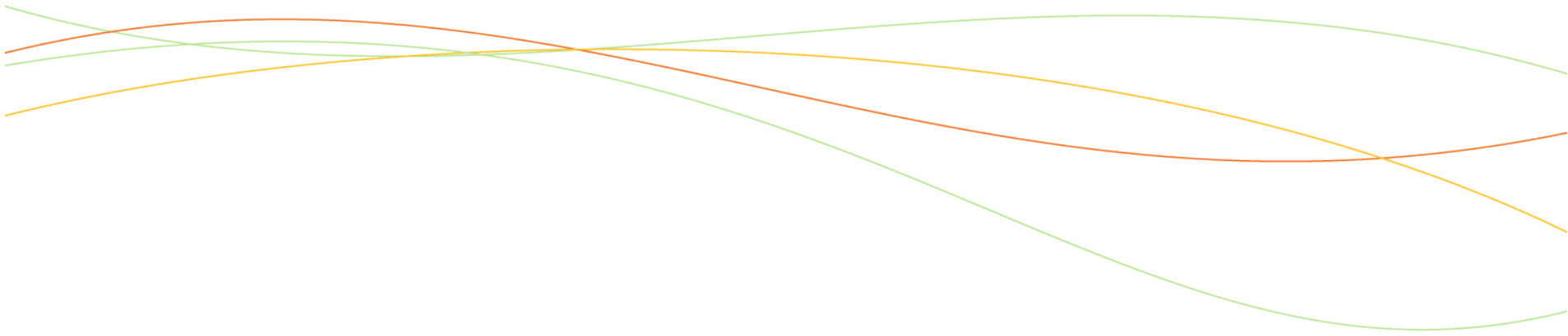
BASE: Non-4-H Volunteers (n=1714)
Q970. Which parts of the description are most attractive to you?

Aside from competing volunteer responsibilities, many responses suggest misperceptions or lack of knowledge about volunteering for 4-h, with many saying 'I don't have kids' and 'It hasn't occurred to me.'

Currently Holding You Back

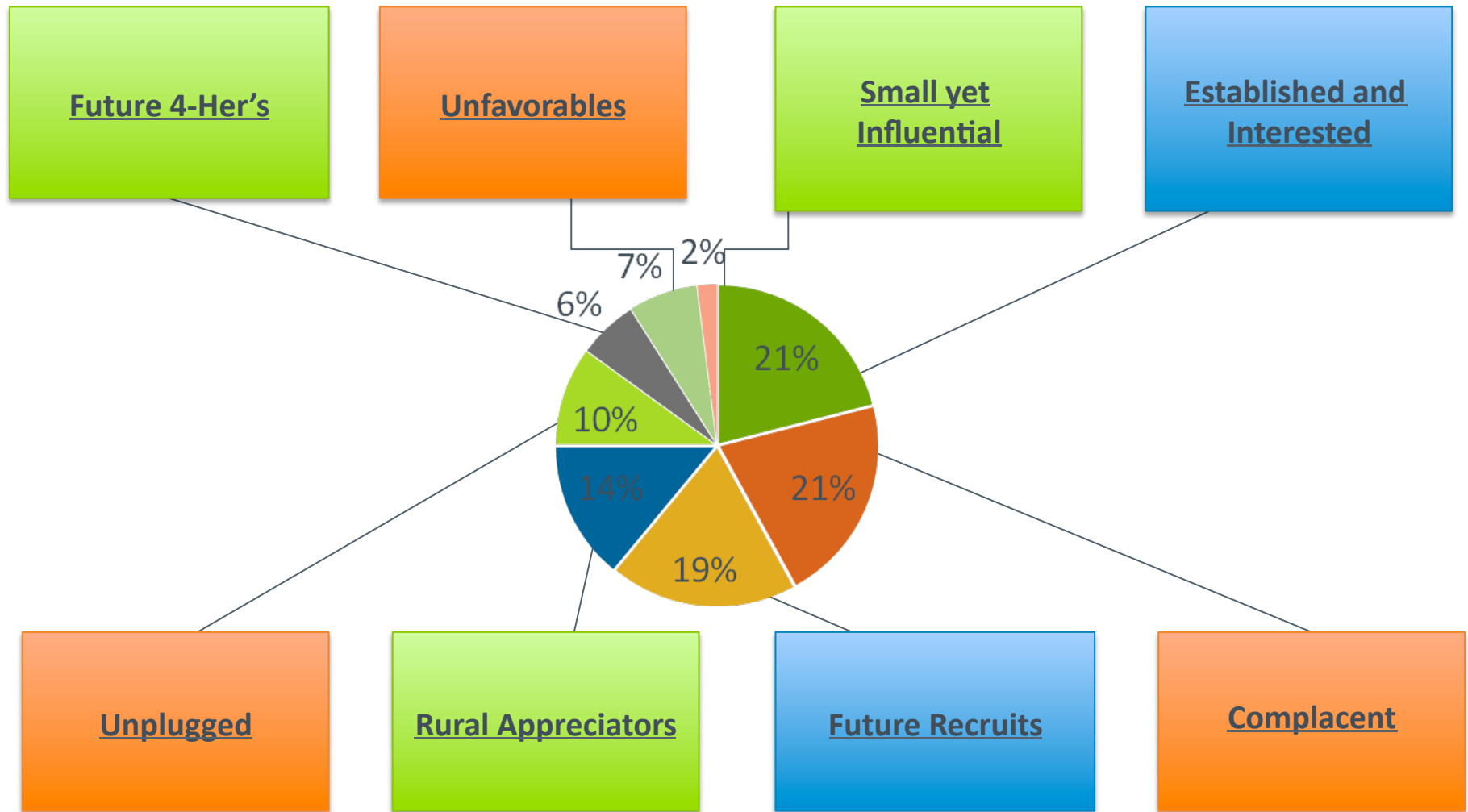


BASE: Non-4-H Volunteers (n=1714)
Q955. What is currently holding you back from volunteering with 4-H?

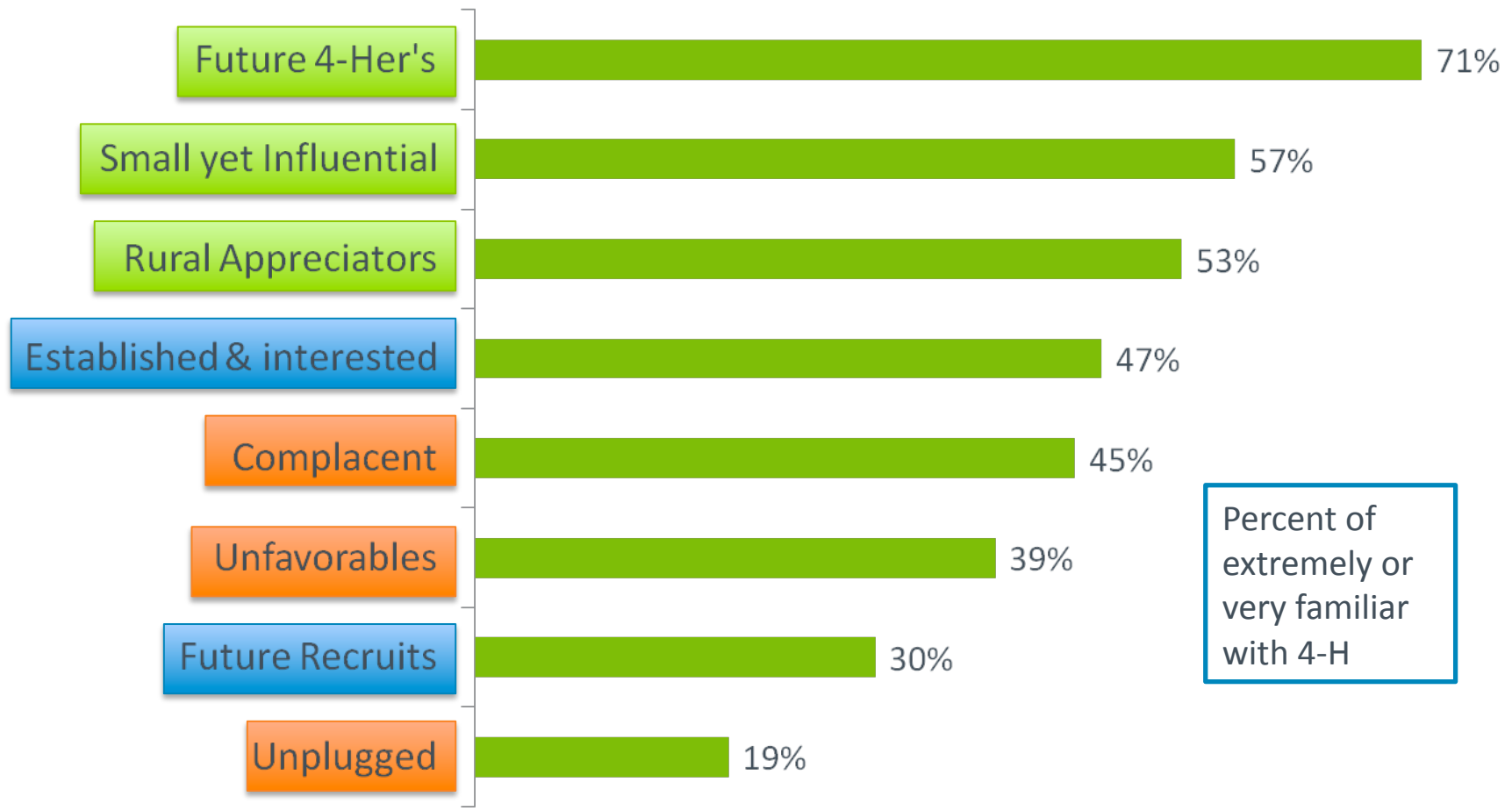


Volunteer Segmentation

Volunteer Population Segments



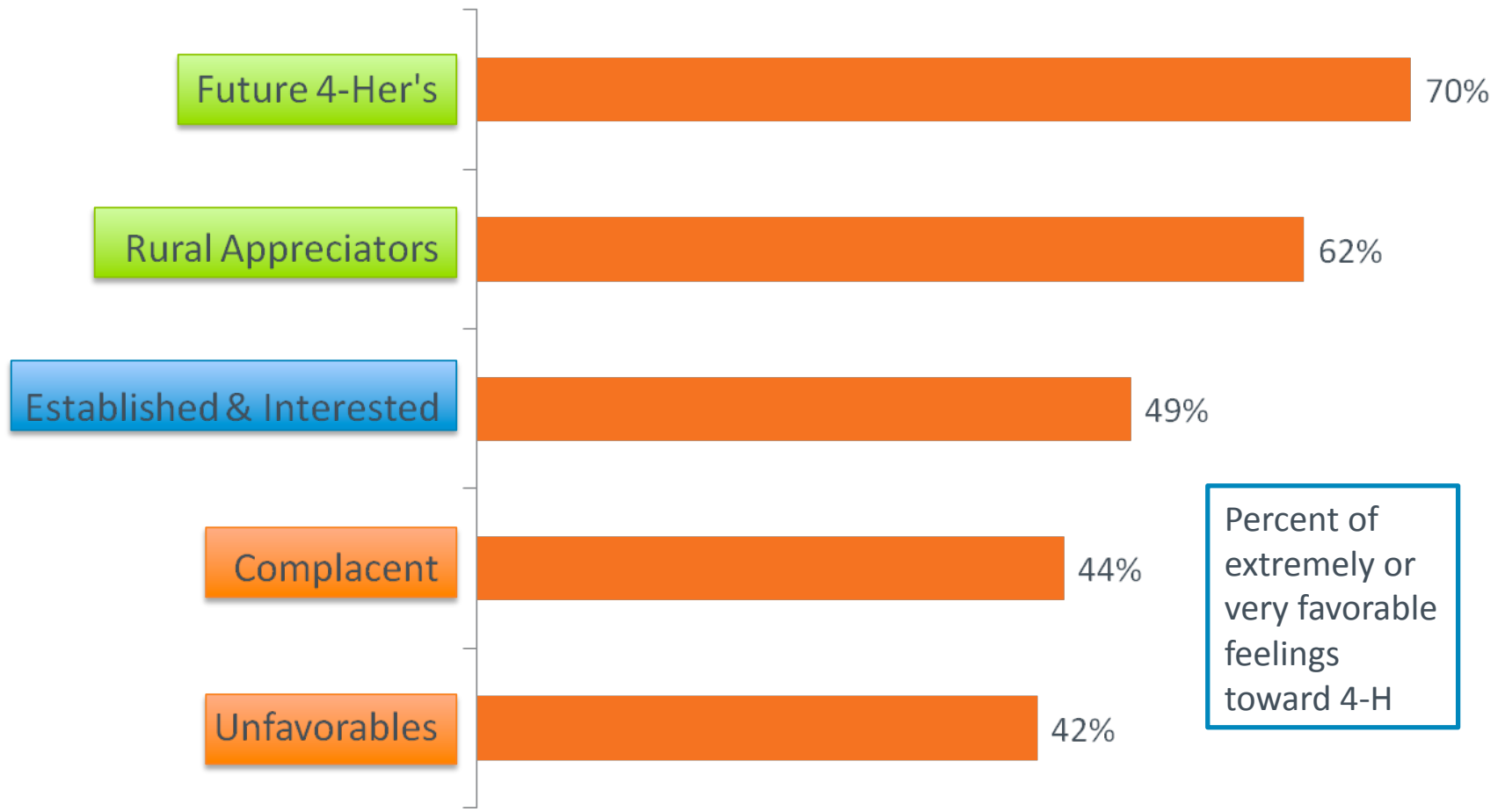
How familiar are they with 4-H?



Base: All Respondents n= 1630

Q801_2. Please rate your familiarity with each of the following organizations (4-H)

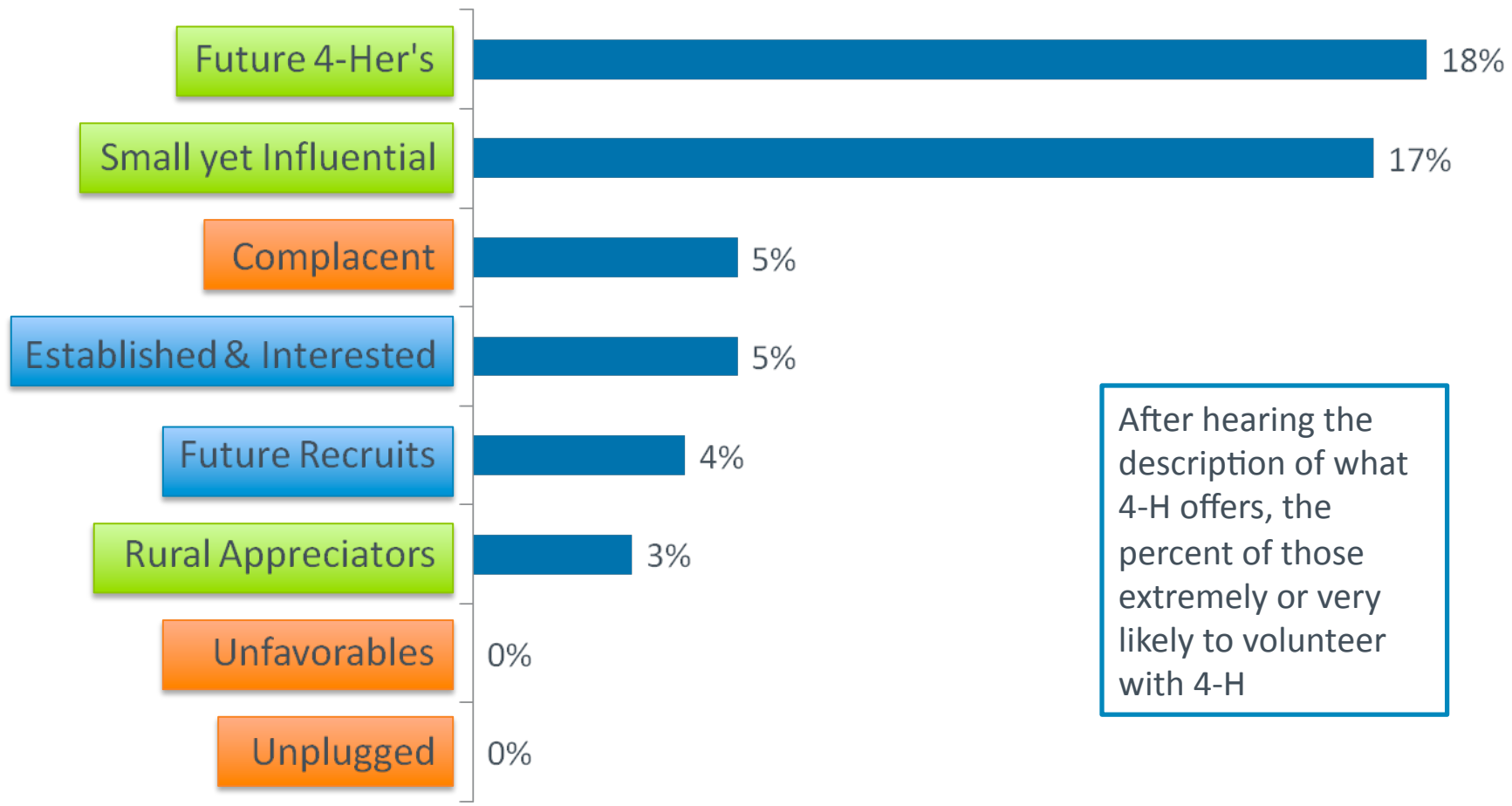
Do They Like 4H?



Certain groups not listed because their base size for this question was too small

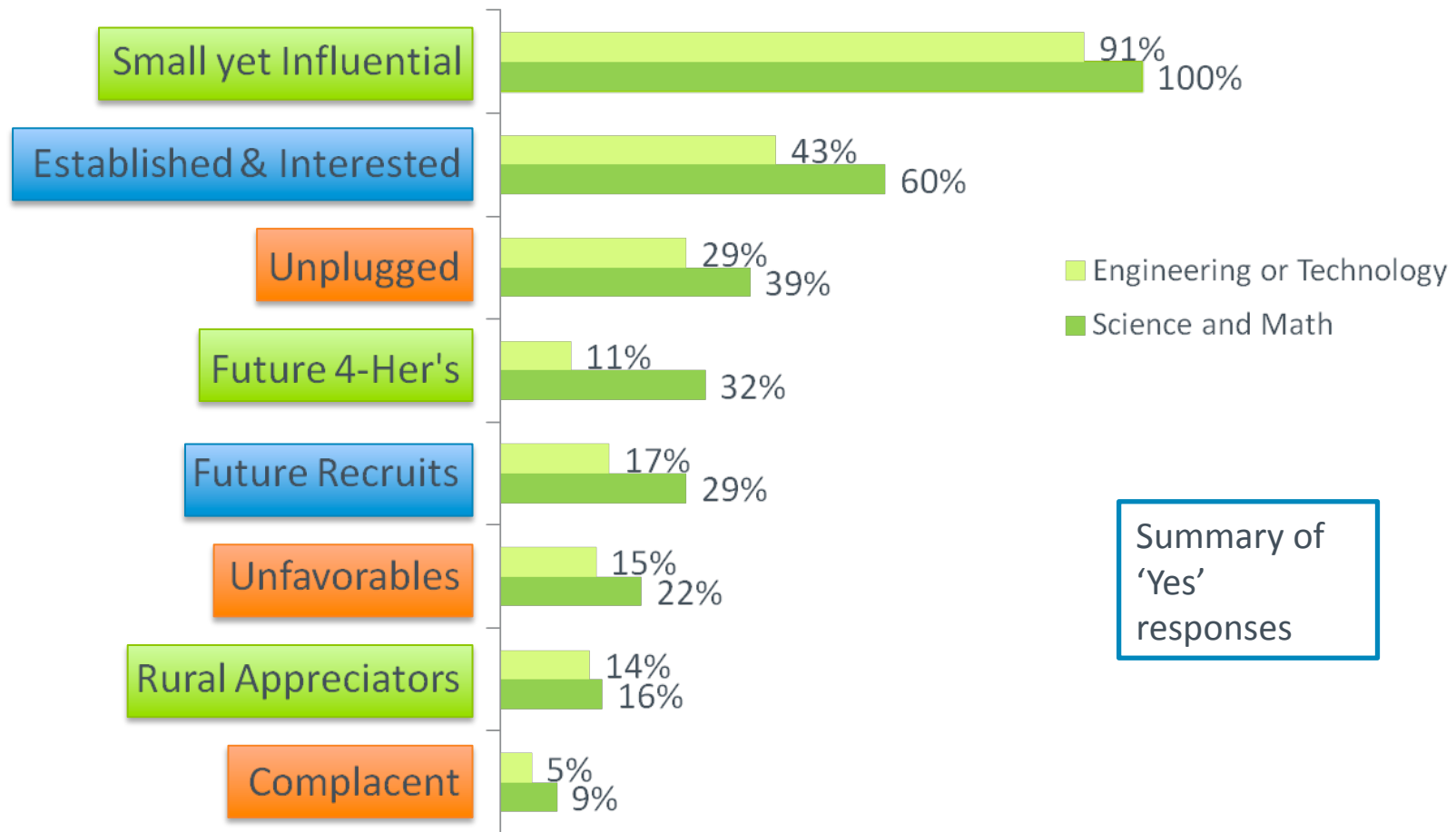
Base: All Respondents Familiar with 4-H n= 1157
Q805_2. Please rate how favorable you feel toward with each of the following organizations (4-H)

How motivated are they?



After hearing the description of what 4-H offers, the percent of those extremely or very likely to volunteer with 4-H

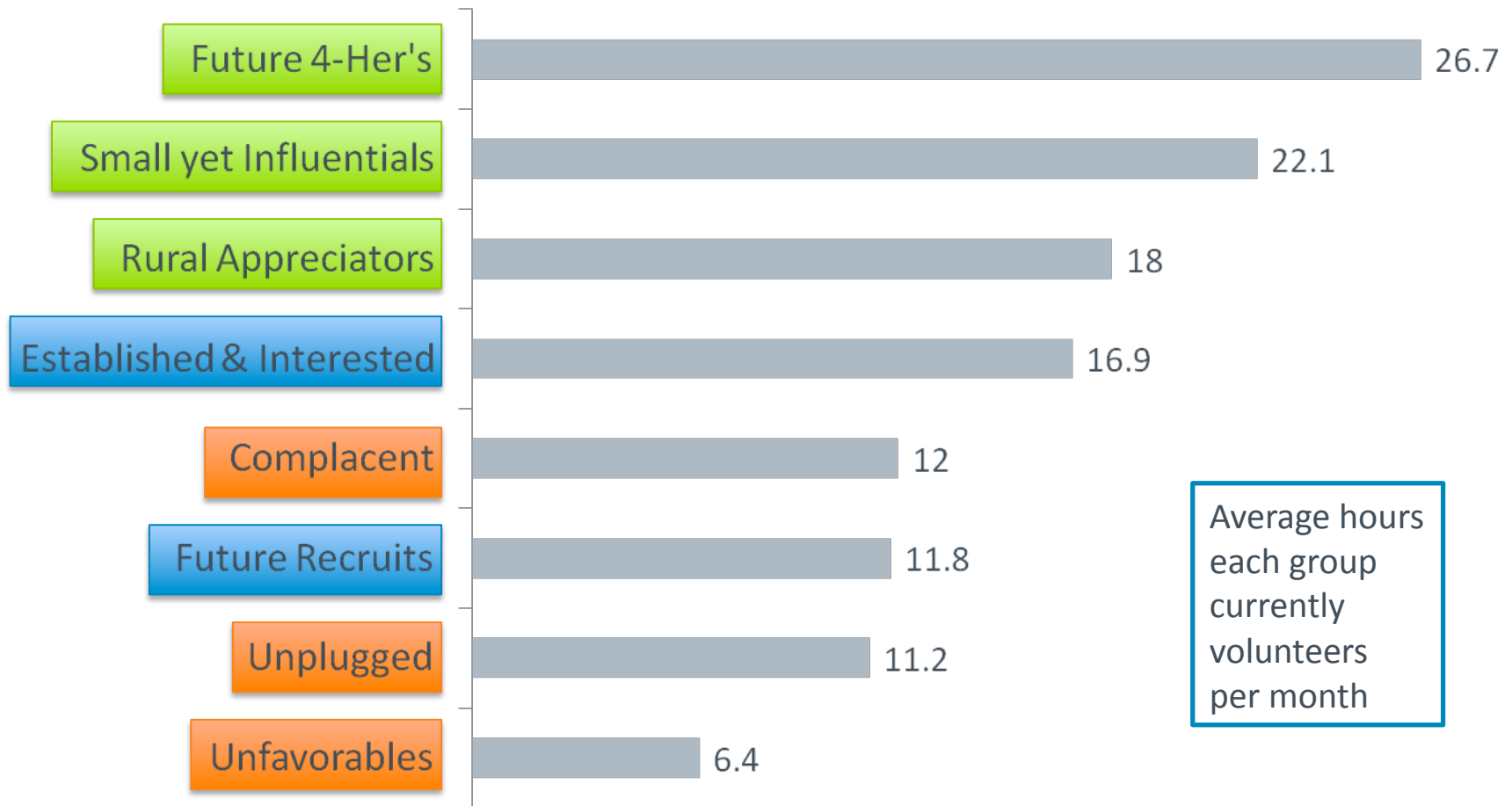
Do they have skills 4H needs?



Base: All Qualified Respondents n= 1630

Q1216. Do you have any formal training, skills learned through work or other volunteer experiences in any of the following areas?

Do they have time?



Why do they want to volunteer?

Important decision factors to volunteering	Future 4-Her's	Small yet Influential	Rural Appreciators	Established & Interested	Future Recruits	Complacents	Unfavorables	Unplugged
Way to teach kids enduring life skills	91%	54%	67%	37%	46%	29%	4%	17%
Want to have positive impact on next generation	98%	77%	90%	61%	63%	48%	20%	30%
Enjoy the chance to apply what I have learned through hands on experiences	93%	67%	71%	50%	64%	33%	5%	14%
It's a way to be involved with a young persons hands on learning	92%	65%	55%	26%	39%	20%	2%	6%
It allows me to be a mentor and leader	80%	46%	56%	21%	46%	13%	1%	4%
Able to learn new skills through volunteer experience	89%	57%	61%	21%	60%	19%	1%	4%
It's a good resume builder or foot in the door for a paid job	47%	28%	20%	3%	33%	3%	0%	5%

Base: All Qualified Respondents n=1630

Q721. Please read the list below and rate how important each factor is for you when considering whether or not to volunteer for a non-profit organization.

Recommendations

<i>A Summary Portrait</i>	<i>How familiar?</i>	<i>How favorable?</i>	<i>How motivated?</i>	<i>How much do they volunteer already?</i>	<i>Our Recommendation</i>
Future 4-Her's	High	High	Medium	High	Recruit for leadership/volunteerism
Small yet Influential	Medium	Very Low	Medium	High	Recruit for volunteerism
Rural Appreciators	Medium	Medium	Low	Medium	Recruit for volunteerism
Established & Interested	Low	Low	Low	Medium	Recruit/Educate
Future Recruits	Low	Very Low	Low	Low	Educate
Complacents	Low	Low	Low	Low	Ignore
Unfavorables	Low	Low	Very Low	Very Low	Ignore
Unplugged	Very Low	Very Low	Very Low	Low	Ignore



Future 4-Her's

Group Summary: Future 4-Her's are highly engaged volunteers who scored very high on factors for volunteering, familiarity, and favorability. After hearing the description of what 4-H offered, likelihood to volunteer jumped from 7% to 18%. They also are the most likely to find out about volunteering from social networks compared to other groups.

Why this group is of interest:

- **Extremely** familiar with 4-H
- Also extremely favorable toward 4-H
- High to very high on all of the factors for volunteering
- Mostly live in urban/suburban areas
- 35% said they don't volunteer with 4-H because it never occurred to them
- 24% of this group are Black/African American

Why you shouldn't reach out to this group:

- On average spend 26.7 hours per month volunteering, they may be over-committed

Future 4-Her's

Effective Communication Channels: Word of mouth, friends who volunteer, and social networking (highest of any group to utilize social networks to find out about volunteer opportunities).

Altruistic Reasons for Getting Involved: Future 4-Her's have a strong commitment to supporting and working with young people. They want to be mentors and leaders to future generations.

Personal Benefit for Involvement: Rated volunteering as a good resume builder higher than any other group.

Message Themes:

Message should focus on 4-H's role in teaching life skills and having a positive impact on future generations – Messaging needs to focus on showing how being a 4-H volunteers offers you hands on experiences and involves the volunteer in a longer term engagement/relationship with a child. Use visuals to show how the relationship helps the child grow.

<i>Demographic Profile:</i>	N=102
Age Range:	47% are 50+, 33% are 30-49
Race:	White: 58%, Black: 24%, Hispanic: 9%
Education:	40% HS or less, 50% college, 10% grad
Area:	Urban: 30%, Suburban: 52% Rural: 18%
Average Hours Volunteering per Month	26.7

Small yet influential

Group Summary: The Small yet Influential ('Syl') segment is between 29-40 years old typically, are highly engaged volunteers and the highest income earners of all segments. They generally reside in urban/suburban areas and once they heard about what 4-H offered, likelihood to volunteer increased 13 percentage points. Of those who have volunteered in the past year, 62% volunteered for organizations that serve children and youth.

Why this group is of interest:

- **Not very familiar with 4-H**
- Very educated, specifically in Science/Math/Technology
- Mostly rated Factors for volunteering high
- After learning more about 4-H a large jump in those extremely/very likely to volunteer

Why you shouldn't reach out to this group:

- Very small segment
- Already volunteers 22.1 hours per month

Small yet influential

Effective Communication Channels: Word of mouth, friends who volunteer, and social networking (2nd highest behind Future 4Her's of any group to utilize social networks to find out about volunteer opportunities).

Altruistic Reasons for Getting Involved: 'Syl's' appreciate having a chance to apply what they've learned through hands on experiences and making an impact on the next generation.

Personal Benefit for Involvement: Rated volunteering as a good resume builder higher than any other group.

Message Themes: Because this group is focused on "fun" – our messaging should focus on action and fun. This outreach is NOT about long-term commitments or building a relationship or the full cycle of learning with a child. This group may be more appropriate for episodic volunteering.

<i>Demographic Profile:</i>	N=25
Age Range:	39% are 18-29, 52% are 30-49, 8% are 50+
Race:	White: 61%, Black: 6%, Hispanic: 16%
Education:	15% HS or less, 71% college, 13% grad
Area:	Urban: 32%, Suburban: 25%, Rural: 23%
Average Hours Volunteering per Month	22.1



Rural Appreciators

Group Summary: Rural Appreciators know about and appreciate the 4-H. They mostly live in rural areas and 51% are 50+. The rural appreciators are high on factors for volunteering like teaching kids and working with different generations but are low on likelihood to volunteer with 4-H.

Why this group is of interest:

- Very familiar with 4-H
- Also very favorable of 4-H
- High to very high on many of the factors for volunteering

Why you shouldn't reach out to this group:

- Work or job responsibilities is a very high obstacle for volunteering
- After hearing about what 4-H offers, likelihood for volunteering dropped a percentage point

Rural Appreciators

Effective Communication Channels: Word of mouth, friends who volunteer, and churches or religious groups.

Altruistic Reasons for Getting Involved: Rural Appreciators want to make a positive impact on the next generation, through teaching kids enduring life skills.

Personal Benefit for Involvement: This group wants to learn new skills through volunteering.

Message Themes:

This group is interested in altruistic reasons to volunteer AND they are interested in getting something back from volunteering experience (acquiring new skills is very high). Combine that with their age, and this group could be impacted by the concept of “handing down” their knowledge, much like an heirloom. Thematically feed their ego by acknowledging their skills (specific recipes, craft skills that a hurried/harried generation don’t know or historical perspective that may be lost in the age of technology) and placing importance on the next generation learning from past experience.

Demographic Profile:	N=224
Age Range:	14% are 18-29, 35% are 30-49, 51% are 50+
Race:	White: 76%, Black: 14%, Hispanic: 4%
Education:	46% HS or less, 42% college, 12% grad
Area:	Urban: 22%, Suburban: 46%, Rural: 32%
Average Hours Volunteering per Month	18



Established & Interested

Group Summary: 50% of the Established & Interested group are 50+ years old, most likely live in the suburbs and are mostly white. Almost half have college degrees and already volunteer on average about 17 hours per month. 31% percent of this group are retired.

Why this group is of interest:

- One of the largest groups (21%)
- **Factors for Volunteering:** 61% want to have a positive impact on the next generation.
- Skilled in Science/Math/Tech
- Educated and reaching a point where they will begin to have more free time to become engaged.
- Likelihood to volunteer jumped 3% points after hearing about 4-H

Why you shouldn't reach out to this group:

- Lower in some key factors for volunteering than other segments who would also be good fits for 4-H

Established & Interested

Effective Communication Channels: Word of mouth, friends who volunteer, and churches or religious groups.

Altruistic Reasons for Getting Involved: Wants to have a positive impact on the next generation using the skills they've built up throughout their life.

Personal Benefit for Involvement: Not a lot of compelling factors for personal benefit with this group.

Message Themes:

This group needs education on 4-H. Primary focus should be showing how teaching what you know has a positive impact on kids – they should be educated on those two central 4-H tenets in their specific knowledge area. This is an area that is ripe for finding volunteers through existing coalitions (Science or Research firm: Do a presentation to company staff and show them how 4-H works and what their specific skills can bring to the experience). Primary reason for involvement is altruistic, so focus on how the experience has changed kids.

<i>Demographic Profile:</i>	N=304
Age Range:	11% are 18-29, 37% are 30-49, 52% are 50+
Race:	White: 78%, Black: 7%, Hispanic: 8%
Education:	25% HS or less, 48% college, 27% grad
Area:	Urban: 21%, Suburban: 44%, Rural: 35%
Average Hours Volunteering per Month	16.9



Future Recruits

Group Summary: The Future Recruits are young – 40% are between 18-29 years old. 70% have at least a college degree and this group is fairly diverse (15% Black, 12% Hispanic). This is a group that is on the verge of starting families in the next few years and if they know enough about 4-H could be a great group of volunteers in the future.

Why this group is of interest:

- Also One of the largest groups (19%)
- Low familiarity with 4-H – which could be a great opportunity to make a positive first impression
- 35% of this groups lives in urban areas
- After hearing about what 4-H had to offer, likelihood to volunteer jumper 4% points.

Why you shouldn't reach out to this group:

- Low-mid range in most of the key factors for volunteering
- Lower than other groups regarding specific training in science, math, or technology

Future Recruits

Effective Communication Channels: Word of mouth and friends who volunteer

Altruistic Reasons for Getting Involved: Wants to have a positive impact on the next generation using the skills they've built up throughout their life.

Personal Benefit for Involvement: Learning new skills and building their resume.

Message Themes:

This group needs education and is slightly more focused on what they get out of the experience (resume building, new skills and working with a different generation) than others. This is an area where you should highlight training programs for volunteers, exposure to scholars through land grant universities and leadership development for the volunteer almost as much as any altruistic reason for involvement.

<i>Demographic Profile:</i>	N=305
Age Range:	41% are 18-29, 40% are 30-49, 19% are 50+
Race:	White: 62%, Black: 15%, Hispanic: 12%
Education:	31% HS or less, 56% college, 13% grad
Area:	Urban: 35%, Suburban: 52%, Rural: 14%
Average Hours Volunteering per Month	11.8



Complacents

Group Summary: Complacents are a little younger than the Established & Interested segment, but less educated. They are very low on all of the relevant factors for volunteering with 4-H. This group volunteers about 12 hours per month which is lower than most of the other groups.

Why this group is of interest:

- One of the largest groups (21%)
- Likelihood to volunteer jumped 4% points after hearing about 4-H

Why you shouldn't reach out to this group:

- Lower in all of the key factors for volunteering than other segments
- 44% have a high school degree or less
- The large majority do not have any specific training in science, math, or technology

Complacents

Message Themes:

This is not a group 4-H should be concerned reaching.

<i>Demographic Profile:</i>	N=339
Age Range:	17% are 18-29, 39% are 30-49, 44% are 50+
Race:	White: 78%, Black: 7%, Hispanic: 8%
Education:	44% HS or less, 43% college, 13% grad
Area:	Urban: 20%, Suburban: 46%, Rural: 32%
Average Hours Volunteering per Month	12



Unfavorables

Group Summary: The Unfavorables are educated, mostly suburban or rural, and very low regarding likelihood to volunteer. While they are very familiar with 4-H they rated the factors for volunteering with 4-H and favorability with 4-H very low and should not be considered a target group by 4-H.

Why you shouldn't reach out to this group:

- Very low favorability with 4-H
- Very low on factors for volunteering
- Low with training in Science/Math/Technology

Unfavorables

Message Themes: This is not a group 4-H should be concerned reaching.

<i>Demographic Profile:</i>	N=120
Age Range:	6% are 18-29, 47% are 30-49, 47% are 50+
Race:	White: 81%, Black: 2%, Hispanic: 10%
Education:	36% HS or less, 43% college, 20% grad
Area:	Urban: 21%, Suburban: 42%, Rural: 37%
Average Hours Volunteering per Month	6.4



Unplugged

Group Summary: The Plugged Out segment represents the antithesis of the kind of segment 4-H would want to pursue. They ranked very low in familiarity, favorability, and factors for volunteering. They also dropped 2% points in likelihood to volunteer after hearing about what 4-H offers. This group spends the least amount of time per month volunteering.

Why you shouldn't reach out to this group:

- Very low familiarity with 4-H
- Very low favorability with 4-H
- Very low on factors for volunteering
- Least likely to volunteer for 4-H after hearing the description

Unplugged

Message Themes: This is not a group 4-H should be concerned reaching.

<i>Demographic Profile:</i>	N=172
Age Range:	23% are 18-29, 36% are 30-49, 39% are 50+
Race:	White: 65%, Black: 10%, Hispanic: 14%
Education:	27% HS or less, 50% college, 24% grad
Area:	Urban: 30%, Suburban: 52%, Rural: 18%
Average Hours Volunteering per Month	11.2