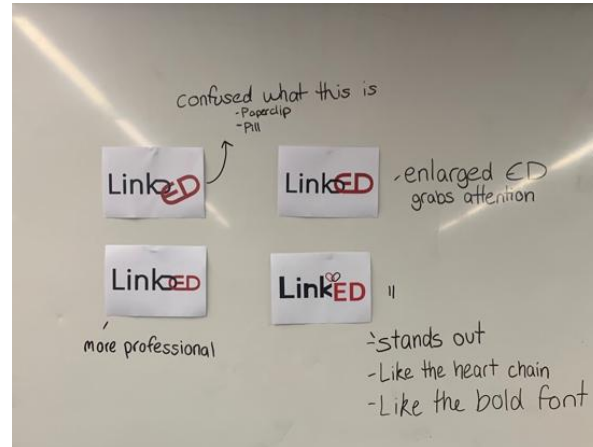


LinkEd: Where Youth and Community Connect

Volunteer South West



What is LinkED?



An innovative approach to link VIOs with Youth and assist with creating meaningful, youth-centered volunteering opportunities.



WHY a Youth Project? - the background

“Ever wonder why some nonprofit organisations keep growing and flourishing for decades, while others seem to dwindle as time passes? Passionate and committed volunteers fuel the health of your organisation. If they all belong to the same generation, your organisation will age right along with them.

But if you make an effort to attract younger generations — and engrain these efforts into your culture — your organisation will always remain in energetic and capable hands.”

wildapricot.com

Our approach – Design thinking process



Empathise



Define



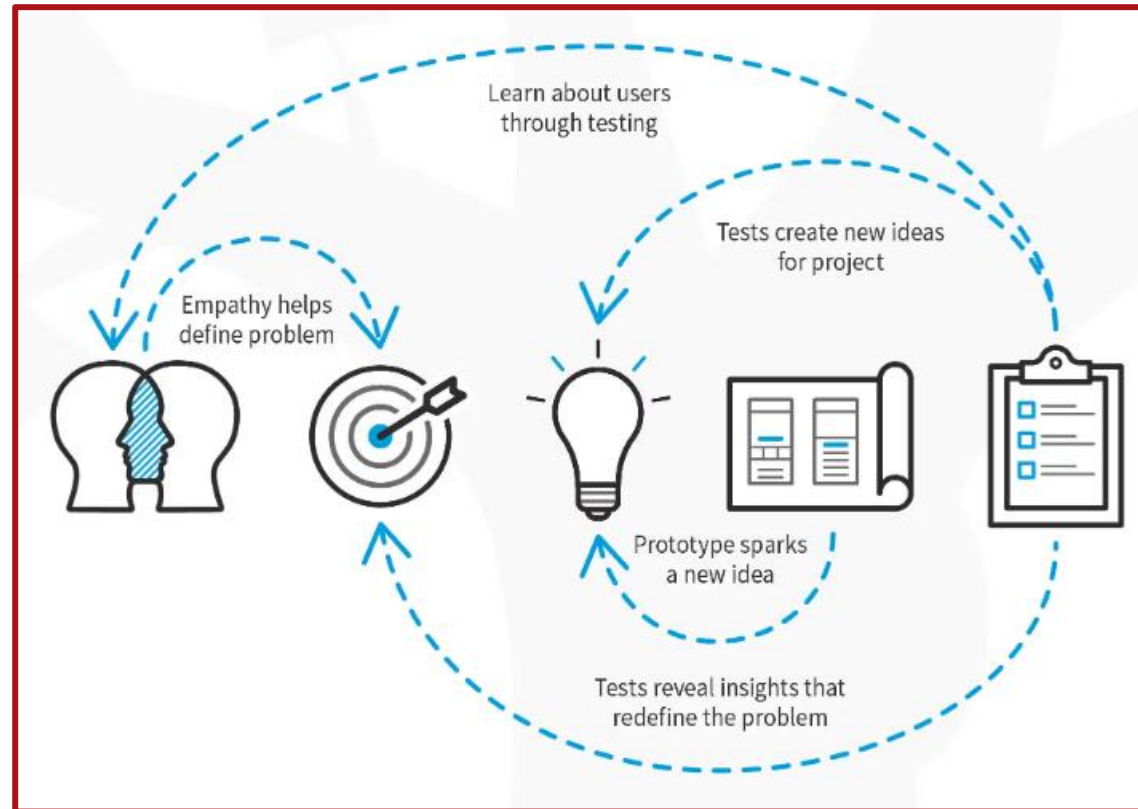
Ideate



Prototype



Test





Empathise

- Research your user's needs

Our idea

Collaboratively design and test a pilot project, co-designed with a diverse cohort of students, teachers and youth-identified VIOs



Desktop Research



Conversations with students



Planning with teachers & students



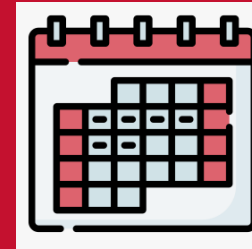
Co-Design survey with and for students



Promotion of project to VIOs



1 on 1 Conversations with VIOs

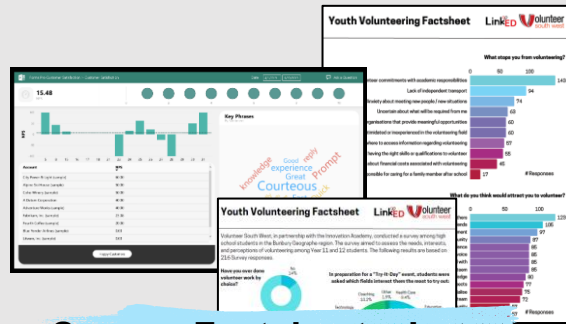


Development 1st Project Plan



Define

- State your users needs and problems



Survey, Factsheets, Logo



Micro-Volunteering



Brainstorming



Knowledge-Sharing

What did we learn?

Students: want to make a difference to the lives of others, gain new skills, knowledge and experience, are lacking time & need flexibility, are anxious to not fit in and new situations, not knowing what might be required, where to find the right organisation with meaningful opportunities and how to get started altogether.

VIOs: underestimate the skills and passions of youth, don't consider young volunteers because of insurance, they might be too 'hard to handle', perceived as a bit unreliable or not capable, cultural gap.

There is a need to break down barriers to create mutual understanding and a fresh approach to youth-adequate volunteering positions.



Ideate

- Challenge assumptions and create ideas

Connect

Engage

Learn

Create

**Brainstorming & Speed Dating session at local high school:
Where Youth & Community Connect**

Social Media Campaigns for VIOs and students

Fresh formats for Trainings, Presentations & Networking Sessions



Prototype

- Start to create solutions

Connect

Engage

Learn

Create



Brainstorm with students: passions, needs & interests



VSW: Promote new Youth positions



Networking session with VIOs and Youth



Connect VIOs and students: learn & brainstorm positions



Students try-out positions at VIOs



Storytelling videos



VSW and VIOs: One-on-One to create new positions for Youth



Online Lunch & Learn for VIOs



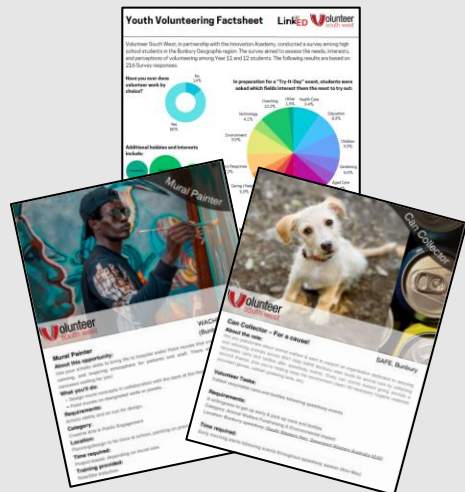
Volunteer Expo for students





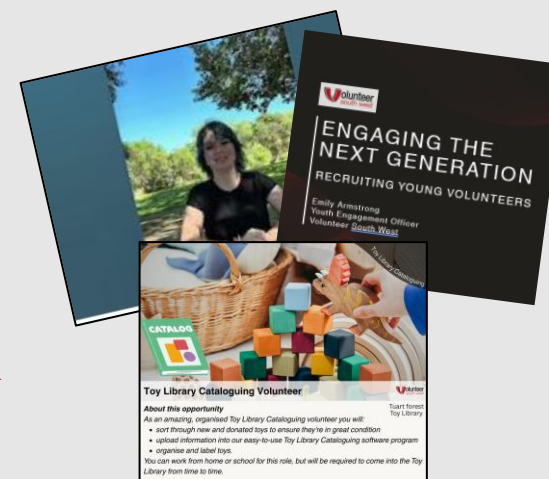
Test - Try your solutions

Research outcome as foundation for creation of volunteering opportunities



Insights from survey & newly developed Youth positions discussed at Networking session

Design and position description did not relate 100% to Youth. Understanding of challenges & motivations of Youth deepened



Change of information and communication approach

Testing different formats of volunteering opportunities

One-off

Welcome Pack 'Idea Creators' at Milligan

Planting in a bush reserve at City of Bunbury

Project based

Social Media Project 'National Volunteer' Week at VSW

Information Video Content Creators at Bunbury Hospital

Short term

5-week retail experience at Red Cross Op Shop

Support Chat & Craft women's group at Hudson Road Family Center

Long term

Board Member at Milligan

Themed Puzzle Creator for staff at Bunbury Hospital

Learnings



Be flexible



Listen & Learn



Emphasize empowerment & facilitate growth

Volunteer South West

To strengthen, promote, support and celebrate volunteering endeavours
in our community

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Australian Government
Department of Social Services

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