

Reimagining Volunteering Problem Statement

A design-led thinking problem statement outlines the information gaps and assumptions of what we want the volunteer experience to be. The consultation is designed to fill the gaps in information and test whether the assumptions are correct.

The problem statement was written after a two-day workshop with the Reimagining Volunteering Reference Group.

Reimagining Volunteering Problem statement

Volunteers live and are connected to in their local community, regions, hapu and iwi and understand their needs. New Zealand Red Cross will be empowered every day by local humanitarians to make a difference in our communities. We will fully support and resource our volunteers to be innovative humanitarians in the migration, international and disaster risk management areas. As we partner with local humanitarians, we need to engage with individuals and communities from diverse backgrounds.

The majority of volunteers have limited time and resources to volunteer, which means that we co-create opportunities that are meaningful, impactful and meets the person's motivations to volunteer. We may need to offer flexibility and a variety of opportunities that fit a volunteer's availability, skills and experience to meet future community needs. This may mean rethinking and reshaping what volunteer roles we offer, and how people volunteer for us.

We need to understand why particular groups are not choosing to volunteer with us. We need to understand the experience of those who choose to volunteers with us and where their full potential is being negatively impacted. We also need to understand our volunteer's breadth and depth of experience and skills and how to utilize these.

We need to foster a culture that offers a welcoming experience that is inclusive for diverse New Zealand communities. This includes a simple onboarding process, an enriching volunteer experience, opportunities to remain engaged with New Zealand Red Cross, and appropriate recognition for the contribution of volunteers. We need to offer a safe environment where wellbeing is prioritised, and clear communication practised. We need to support, develop and resource (including technology, policies and processes) volunteers enabling them to thrive.

We desire to honour the contributions of past and present humanitarians involved with New Zealand Red Cross, while creating space for a new generation of volunteers who may see themselves being involved in our humanitarian work in new and innovative ways. At the heart of it, we seek to deliver on our mission of mobilising the power of humanity, by creating new opportunities for humanitarians to partner with the New Zealand Red Cross and address the needs of the community.