



REIMAGINING VOLUNTEERING

ABOUT REIMAGINING VOLUNTEERING

Reimagining Volunteering is a key deliverable of Strategy 2030, New Zealand Red Cross' blueprint for the next decade. As part of Strategy 2030, we have committed to considering how reimagining volunteering will improve outcomes in our three core service areas - Disaster Risk Management, Migration and International, as well as our foundations and enablers such as International Humanitarian Law and Fundraising. We want to attract and engage a diverse New Zealand Red Cross membership and, together with our existing members, work collectively to contribute in ways that make the biggest impact.

WHY IS THIS IMPORTANT?

Volunteering patterns are changing, and New Zealand Red Cross needs to adapt to keep up. We know from research completed by the International Federation of the Red Cross (IFRC) that globally, only about 30% of volunteers do so formally through organisations. That means the majority of people are volunteering through grassroots mechanisms, often enabled by technology. Many are self-organising, motivated by causes rather than brands or organisations. As the world changes around us, we need to continually look to adjust and adapt how we work to ensure that we continue to be as effective in communities as possible.

THE PROJECT

There are three phases to the Reimagining Volunteering project, Discovery, Design and Delivery, which will all take place over the course of 2021. Early this year, we will start the Discovery phase, where we will explore information on volunteering both in the Red Cross Red Crescent Movement and in the New Zealand volunteering sector. Consultation with Red Cross people will be a key component of this phase.

YOUR VIEWS ARE IMPORTANT

We would love for you to contribute ideas to the formation of our Reimagining Volunteering strategy. Opportunities to be involved will include completing surveys, attending focus groups and interviews, and providing feedback on a draft strategy later in the year.

HOW DO I KEEP UP TO DATE WITH THIS PROJECT?

We will be communicating with you throughout the process. Keep an eye out for emails, updates in InsideRed, and on our webpage (redcross.org.nz/reimaginingvolunteering). We have some key dates below so you can stay informed.

IMPORTANT DATES

LATE MARCH/EARLY APRIL – Reimagining Volunteering Survey opens

APRIL – Interviews and Focus Groups open

MAY/JUNE – Findings from consultation under review

