

Volunteering and the Media:

A review of the literature

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Voluntary Action Media Unit**

The logo for the Voluntary Action Media Unit (VAMU) consists of the letters 'VAMU' in a bold, blue, sans-serif font. The letters are closely spaced and have a slight shadow effect.

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1. Introduction

This literature review has been commissioned by the Voluntary Action Media Unit (VAMU) and undertaken by the Institute for Volunteering Research (IVR) to identify research and information which address issues related to the image of volunteering and volunteers by the public and the media. It is argued that the images of, and stereotypes about volunteering can have important influences on the recruitment, retention and diversity of volunteers within organisations and, as a consequence, deserves considered attention.

To undertake this review, libraries, databases and web-sites have been extensively searched and academic and professional networks in the UK and overseas have been contacted for information, as indicated in Appendix A. Information for the research is primarily drawn from UK literature; however, important lessons can be learnt from elsewhere and consequently English language research from overseas is referred to wherever relevant and useful. The methodologies used in the different research studies referred to in this review are outlined in the matrix in Appendix C. Part of the review explores how organisations have used media campaigns to recruit volunteers and a large number of organisations were directly contacted by the researchers, as shown in Appendix B. Despite this, limited evidence was found of how organisations have used media campaigns to recruit volunteers in the form of formal evaluation reports. Similarly, there is little evidence of whether organisations carry out any 'pre-testing' research to assess what media approach would be most effective before planning campaigns. As a consequence, some of the information used in this review is gleaned from conversations with organisations and information from other sources, including web-sites and newspapers.

This report is organised in three sections; The first section will 'set the scene' and provide a brief contextual background for the review; The second will focus on the image of volunteering and volunteers, with specific reference made to the images held by different social groups; The third section will look at the power of the media to influence people to volunteer, drawing on information from specific media campaigns to recruit volunteers.

2. Setting the scene

A significant number of government initiatives have been launched in recent years to promote volunteering and increase involvement. Millennium Volunteers (aimed at increasing participation in volunteering of 18-24 year olds), the Black and Minority Ethnic (BME) Twinning Initiative (to increase involvement amongst BME groups) and the Home Office Older Volunteers' Initiative (to improve the quantity and quality of opportunities for those over 50 years old) are just three examples (see Davis Smith et al, 2002, Gaskin, 2003, Rochester et al, 2002). Many individual organisations have also run campaigns, such as the Samaritans' initiative to recruit 18-25 year old volunteers for the helpline. Indeed, national statistics indicate that the number of people volunteering formally at least once a

year has increased by approximately 1.5 million between 2001 and 2003 (Home Office, 2004).

An objective and outcome of many of these volunteering initiatives has been to develop the image of volunteering, to make it more relevant and appealing to the public and specific target groups. It is suggested that volunteering is conceptualised too narrowly by some people and seen as an activity carried out by those who are white, middle aged and middle class (see Little, 2001, Lukka and Ellis, 2001). This can be marginalising and disengaging, alienating young people, ethnic minorities and others who do not see themselves as fitting into this 'mould' (IVR, 2004). Others note that because 'volunteering' is construed so narrowly, many understand it to involve only a limited number of activities and consequently do not identify with it or see how it could be relevant to them (see Lukka and Ellis, 2001). These concerns have led to calls for a 'makeover', or re-branding of volunteering (Hankinson and Rochester, 2005).

The media has partly been blamed for perpetuating negative and stereotypical images of volunteering (see Owen, 1998). Recent research, for example, found that over 50% of voluntary sector staff surveyed thought that the media's typical view of a volunteer is a 'middle aged, middle class do-gooder' (VAMU, 2005). However, it has been recognised that the media also play an important role in promoting more positive images. Fenton et al (1993:105) reported that positive evaluations of volunteering - 'reasons why one should do it, how it makes you feel good, is the mark of a decent citizen and is enjoyable' were found in 26% of all media items on volunteering during a six month period (compared to 6.6% which report on volunteering in a more negative light). These types of positive messages can, according to Clary et al (1994: 266) 'create a positive climate of volunteering' and can motivate more people to get involved.

It is clear from the literature that much evidence about the perception of volunteering held by the public and different groups is contradictory – some studies report a relatively positive image of volunteering and volunteers, while others do not. Some studies also indicate that the views of specific groups are mixed and inconsistent. This should be borne in mind when reading this review.

3. The image of volunteering and volunteers

Research suggests that a person's propensity to get involved in volunteering is influenced by the images they hold of volunteering - what they think volunteering is and who they think it involves. Volunteering is socially and culturally specific, "it means different things to different people, according to their social, cultural, historical and political positions" (Lukka and Ellis, 2001:105). This section of the review will focus primarily on this issue of how different social groups perceive volunteering and volunteers. However, a number of research studies have looked at the images of volunteering within the public more generally.

The way that people think about volunteering is influenced by their actual experiences of volunteering, with non-volunteers tending to be more negative than those with volunteering experience (Fenton et al, 1994). Thomas and Finch (1990) found that non-volunteers generally thought of volunteering in terms of the costs to the individual and the need for volunteers to have to 'put themselves out'. In contrast, volunteers spoke of the positive aspects of volunteering, for example, in helping to 'increase a person's happiness' or providing opportunities to 'give back to society'. Evidence has also suggested, however, that both volunteers and non-volunteers think of volunteering in terms of the sacrifices which have to be made, defining volunteering as "work without pay" and "offering time or help to others" (IVR, 2004, Handy et al, 2000). Central to this, is the perception that volunteering is time consuming and time demanding, acting to de-motivate individuals and limit their involvement (Davis Smith, 1998a, Thomas and Finch, 1990, IVR, 2004). This indicates the need to promote volunteering as providing individuals with choice, not only in terms of the activities they can participate in, but also in terms of how much time individuals want to commit.

Studies have suggested that some people also associate volunteering with only a narrow or limited number of activities (Gaskin and Fenton, 1997, Thomas and Finch, 1990). Thomas and Finch (1990) found that non-volunteers tended to define volunteering in terms of providing a service, with many failing to see how activities, such as involvement on or with a committee could be seen as 'volunteering'. Similarly Hankinson and Rochester (2005) found that volunteers' perception of volunteering was focused on the types of activities that they were engaged in. This has important consequences. If people think of volunteering as including only a narrow range of activities and opportunities, many are likely to think it is not relevant to them.

The image held of volunteering can also be affected by an individual's view of a specific charity or the voluntary sector as a whole. People will not want to associate themselves with an organisation or activity which they think has a bad image (Thomas and Finch, 1990). Some may also be unclear about the difference between volunteering and charity work and might equate volunteering with fundraising (Gaskin and Fenton, 1997). This could have important implications on volunteering if perceptions about an organisation, the voluntary sector or specific activity are particularly negative.

This is also true for volunteers themselves, people might not be motivated to volunteer if they think of volunteers in a negative light. Fenton et al (1993) found that some people (primarily non-volunteers) thought of volunteers as 'self-promoters' and volunteering as an exercise in 'ego-tripping'. In the study, 45% of respondents said people volunteer to give themselves a position in society and 39% said that people volunteer to make themselves feel important. There is also evidence to suggest that some people stereotype volunteers as being a 'certain type of person', notably middle-aged, white and middle class (Fenton et al, 1993, IVR, 2004). IVR's study (2004) found that some people thought that the public in

general has a negative image of volunteering and it is not therefore something which they “shouted about”. Fenton’s study (1993) found that young people tended to have negative perceptions of volunteers and were suspicious of their motivations for volunteering.

Contrary to these negative perceptions, some literature has suggested that volunteering is seen much more positively, revealing that it is highly valued in society and seen as an ‘honourable’ way for a person to spend their time (Fenton et al 1993, Gaskin and Fenton, 1997). The 1997 National Survey of Volunteering (Davis-Smith, 1998a) revealed that 91% of respondents thought that a society with volunteers is a caring society. People have been shown to be aware of the benefits of volunteering, both in terms of the benefits to the volunteers themselves and also the wider community, although they may not be aware of all of the opportunities available.

There is also a body of evidence which suggests that the public has moved away from stereotypical images of volunteers and that a more positive view of volunteers is held. The 1997 National Survey of Volunteering (Davis-Smith, 1998a) found that respondents thought volunteers are friends to the people they help (55%), believe in what they are doing (43%) and are committed to the people they help (41%). Other studies have similarly found that people describe volunteers in terms of their qualities as ‘caring’, ‘an organiser’ or ‘someone who regularly turns up’. Helping people and having commitment to volunteering have been widely identified as key aspects of volunteering (Thomas and Finch, 1990). A number of studies have found that there is limited or no evidence of stereotyping. Fenton et al (1997:4), for example, report in their research that “there was little stereotyping of volunteers as ‘do-gooders’ or certain types of people”.

The evidence presented here suggests that there are a multitude of perceptions about volunteering and volunteers. These are likely to vary significantly between people of different ages, as well as those of different genders, ethnicity and social backgrounds as identified in the following discussion.

3.1 Young people and volunteering

Evidence from the 1997 National Survey of Volunteering (Davis-Smith, 1998a) suggested a decline in volunteering by young people and that, as an age group, they were under-represented as volunteers. The blame, in part, was attributed to a de-motivating image of volunteering (Davis Smith, 1999). More recent research, however, reveals a less gloomy picture. Although the methodology is not directly comparable, the 2003 Home Office Citizenship survey reported that volunteering amongst young people remained relatively static since 2001 and that young people were relatively well represented in volunteering, with 41% of 16 – 24 year olds reporting that they were involved in formal volunteering at least once in the 12 months before the survey (Home Office, 2004, Attwood et al, 2003).

There remains a concern however that volunteering has a poor image amongst young people and that efforts to improve the quantity and quality of volunteering will need to address this. In their recent strategy document, the Russell Commission (Russell, 2005:21) highlights that volunteering appears to 'suffer from a poor image among young people' and that 'new attitudes to young people's volunteering' need to be created.

According to the literature, the idea that volunteering is 'boring' and 'uncool' still persists amongst some young people. A recent survey by Dubit (Ellis, 2004), for example, found that 32% of young people thought that volunteering was 'boring' and 23% saw volunteering as 'not cool'. Gaskin's research (1998:27) also highlights the stigma attached to volunteering, reporting that many young people do not volunteer because 'their friends think it is 'uncool''. Peer pressure has repeatedly been acknowledged as highly influential in the involvement of young people in volunteering (Gaskin, 1998, Ellis, 2004).

Young people also acknowledge that the image held of them by other age groups and organisations as 'lazy', 'disinterested' and 'untrustworthy' is de-motivating. Gaskin argues that 'perhaps the greatest obstacle is the negative attitude to young people as volunteers: many organisations continue to see young people as problematic and not capable of playing a significant role in their activities' (quoted in Gaskin, 2004: 22) (see also Roker et al, 1999, Roche and Tucker, 1997). As a consequence, many young people think that they are not welcome as volunteers. Gaskin (1998) found that a third of young people thought organisations don't want them as volunteers.

An additional barrier to volunteering is the perception amongst young people that they will need to sacrifice time and other activities in order to get involved (see Ellis, 2004, Gaskin, 1998, Niyazi, 1996a). Ellis (2004) found that some young people did not see volunteering as worthwhile or an activity which they would 'get something out of'. This, in part, has been attributed to the narrow image some young people have of volunteering and a lack of awareness of the wide range of volunteering activities available. Gaskin (1998) argues that there is a need to change the perception of what volunteering encompasses in order that more young people can identify with it.

An important part of this is the way that young people think about volunteers themselves. If they do not identify with them they are less likely to get involved. Research has suggested that some young people stereotype volunteers as 'middle aged housewives', 'the elderly', 'people with a lot of money', as well as 'nosey', 'self-righteous' and 'guilty' (Roker et al, 1999, Foster and Fernandes, 1996).

Contrary to some of these findings, a number of studies indicate that young people hold a more positive image of volunteering and volunteers. This

demonstrates that young people have mixed perceptions of volunteers and volunteering and that perhaps 'a more positive view is emerging among new generations' (Gaskin, 2004:9).

Gaskin et al (1996) found that young people tended to view volunteers positively as 'good people', 'nice' and 'people with morals'. Similarly positive views of volunteers were shared by respondents to the Dubit survey: 74% thought that volunteers were people who like to help (Ellis, 2004). Volunteers are also thought of as people who are 'committed', 'want to improve things' and 'competent' (Gaskin, 1998, see also Davis Smith, 1998a).

In terms of the kinds of people who volunteer, young people have been shown by some research to reject the idea that volunteers are white, female and middle class, although some still see volunteers as 'older' or 'middle aged' (Gaskin, 1998).

Equally, many young people demonstrate positive perceptions of volunteering, seeing it as valuable to society and the individual (Gaskin, 1998). According to the National Survey of Volunteering (Davis-Smith, 1998a), 76% of those aged 18-24 thought that voluntary workers offer something that could never be provided by the state. Research has suggested that young volunteers are aware of the benefits of volunteering including developing skills, working directly with people and making friends (Ellis, 2004, Foster and Fernandes, 1996, Reilly, 2005). Those who don't volunteer, however, tend to show 'a general lack of knowledge on the benefits that volunteering could bring' (Ellis, 2004:16).

3.2 Black and minority ethnic groups and volunteering

Historically, BME groups have tended to experience lower participation rates in formal volunteering than white people. One study, for example, found that only 3% of volunteers were Black in their sample of 91 voluntary organisations (Hedley, 1991). Another has reported that 41% of 95 voluntary organisations sampled did not have any BME volunteers (NCBV, 2000). There is however, a long tradition of self-help and involvement in informal activities within BME communities of volunteering between individuals and households rather than with organisations (Bhasin, 1997, IVR, 2004) and some research has indicated that people from BME communities who have not been involved in formal volunteering are more likely to volunteer in their community rather than in a mainstream organisation (Rochester et al, 2002). Commonly cited motivations for involvement in informal volunteering include the desire to help, to 'meet needs' and to give something back to the community (Bhasin, 1997, Niyazi, 1996b, Obaze, 1992, Kamat, 2001), with Black volunteers reportedly more likely to indicate that they are motivated by altruistic reasons than those who are White (see Latting, 1990).

Indeed, the 2003 Home Office Citizenship Survey found that despite there being slightly lower levels of formal volunteering amongst Black and Asian populations,

participation was broadly similar amongst different ethnic groups (Home Office, 2004).

There is relatively little evidence to suggest what people from BME communities think of volunteers and who typifies a volunteer. The few studies that are available indicate that some people from BME groups do stereotype who a volunteer is. One study found that 13% of black people in their survey did not volunteer because of the image of volunteers, with the majority of these seeing volunteers as 'affluent', 'middle class' and 'people with time'. However, only a few thought of volunteers as being white (Black Perspectives in Volunteering Group and Advance, 1988). In contrast, Kamat (2001) found that just under a quarter of people sampled thought that the typical volunteer was white, with 27% commenting that volunteers could be from any ethnic or social group.

More research is available however on the images of volunteering and perceptions of mainstream organisations held by BME groups. A number of studies have revealed that many BME volunteers do not define their involvement in communities as 'volunteering' (Kamat, 2001, Bhasin, 1997, Foster and Mirza, 1997). Kamat's research (2001), for example, found that only 24% of those involved in informal volunteering actually thought of it as 'volunteering', with Leigh (2000) highlighting that the word 'volunteering' didn't really exist with the groups involved in his research with Black elders. This is further supported by Wilson (2003) who notes that volunteering (as it is defined in western culture) has little meaning to many refugees and asylum seekers. This indicates that BME groups might not be as underrepresented in volunteering as has been suggested and that it may be more a question of measurement and the fact that their 'type' of volunteering does not fit with the definition used in surveys (see Green and Joshi, 2003).

Nevertheless, because of the way that volunteering tends to be defined it has been argued that the concept of volunteering can be alienating for some BME groups. They may not see (or want to see) what they are doing in terms of mainstream 'volunteering' and do not define themselves as 'volunteers' – they are simply helping people (IVR, 2004, Kamat, 2001, Bhasin, 1997). As identified by Bhasin (1997:33), 'volunteering can represent an involvement which is more regimental and hierarchical rather than one where mutuality and equality are emphasised', as is more typical of more community volunteering. Reilly (Reilly, 2004:6) argues that volunteering is 'inextricably intertwined with faith, beliefs and attitudes' and that it is these that 'make the difference between someone defining themselves as a volunteer or not'.

Some volunteers might be concerned about the attitudes of others towards BME groups (IVR, 2005). Roker et al (1999) found that anxieties about racism and racist attacks (primarily amongst Asian groups) could limit participation, with 10% of respondents in the research mentioning racism as a reason that discouraged them from volunteering (see also Niyazi, 1996b, Bhasin, 1997, Foster and Mirza,

1997). People from BME communities might also lack confidence to get involved and perceive that organisations require particular skills and knowledge from volunteers (IVR, 2005, Wilson, 2003). As identified by Reilly (2004:p6), BME groups 'may be afraid of rejection because of their culture, or may think that any help they could give would not be of worth'. The media's perception of asylum seekers as poorly qualified might further act as a barrier to their involvement. As identified by Wilson (2003:72) "the media in the UK is full of stories hostile to refugees and asylum seekers".

While recognising some of the barriers to involvement, some studies have shown that BME communities are positive about the role of volunteering. Kamat (2001:30) has reported, for example, that 'volunteering was generally viewed in a positive light by BME communities' and that 74% of respondents would be willing get involved in BME or mainstream organisations. Interestingly, young BME volunteers have been shown to be more likely to volunteer in mainstream organisations than in BME organisations (ibid).

Contrary to the argument that BME groups do not fully identify with the western concept of volunteering, nor define themselves as volunteers, Reilly (2004:3) found that "volunteering as a concept, is well known within the BME diverse communities and most people who help out in their communities consider themselves to be a volunteer". According to this research, despite the fact that some younger people did not know a directly comparable word for volunteering in their language, they were aware of it as a western concept.

3.3 Older people and volunteering

The 1997 National Survey of Volunteering (Davis-Smith, 1998a) found that 45% of those aged between 65 and 74 years old volunteer. This figure declines to 35% for those over 75, the age group found to have the lowest levels of participation. Research has indicated that many older people are introduced to volunteering once they are retired (Forster, 1997, Granville, 2000). Forster (1997), for example, found that 52% of older volunteers got involved in volunteering after they were 50 – a response, some argue, to transition they experience in their lives following a spouse's death or retirement (Granville, 2000).

The benefits of volunteering to both the individual and the organisation are widely acknowledged by older volunteers and the organisations themselves (Dingle, 2001, Forster, 1997, Rochester et al, 2002). Forster (1997) found that older volunteers highly valued the social aspects of volunteering, 90% indicated that they enjoy participating in voluntary activities. Volunteering tends to be seen as 'worthwhile' and an opportunity to help others and give back to the community (Forster, 1997, Justin-Davis Smith, 1997a). It has also been shown to be part of an ideal retirement lifestyle by many older people (Smith, 2004).

Older people do, however, experience a range of different obstacles which act to restrict their involvement in volunteering. Many of these result from negative perceptions about older people by organisations and older people themselves (Dingle, 2001). A lack of awareness and confidence in the abilities of older people can lead to the enforcement of upper age limits in organisations, bias towards younger people as volunteers and older people being offered only a limited number of volunteering activities (Dingle, 2001, see also Niyazi, 1996c, Green and Joshi, 2003, IVR 2000). These negative perceptions are a reflection, some argue, of the stereotypes of older people and volunteering in the wider society (see Rochester et al, 2002). In their interviews with older volunteers, Davis-Smith and Gay (2005:15) found that many thought the public has an inaccurate image of volunteering, perceiving it as “solely concerned with charity shops and fundraising for big projects like Comic Relief and Children in Need”. Contrary to these stereotypes, organisations have highlighted how older people can be involved in a range of activities within organisations (Davis-Smith and Gay, 2005) and how vital they are to organisations, offering skills; maturity; loyalty; confidence and commitment as well as other qualities (see Davis-Smith and Gay, 2005, Rochester et al, 2002, Dingle, 2001, Engage Scotland, 1996).

The involvement of older people in volunteering may also be restricted by the perceptions and attitudes of older people themselves. Older people may lack understanding and knowledge about the volunteering opportunities available and might lack confidence in their skills or health to be able to carry out specific volunteering tasks (Rochester et al, 2002, Chambré 1987, Granville, 2000). Some older people have been found to stereotype volunteers as female, white and middle class and consequently do not get involved as they don't see that they fit this image (Rochester et al, 2002). They may also be apathetic to the idea of volunteering and might 'insist that they are too old to take on anything new' (Dingle, 2001:13, see also Niyazi 1996c). Others might be involved in activities which they do not class as 'volunteering', for example, participation in residents' associations or local committees (Granville, 2000).

3.4 Disabled people and volunteering

Relatively little information is available on the involvement of disabled people in volunteering, but studies have suggested that those with disabilities are under represented as volunteers (IVR, 2004). There is however evidence of 'a growing recognition of the value of disabled volunteers' (Skill, 2005a:2) and a desire to involve disabled people within organisations (Niyazi, 1996d). Recent research by Skill (2005), for example, reported that 74% of organisations in their study had worked with disabled people, however this reduced significantly to 54% when only non-disability organisations were included in the analysis.

Disabled people are reportedly aware of the wide range of volunteering opportunities available and when involved have been shown to participate in a range of activities (Skill, 1996, IVR, 2005, RSVP, 2000). In line with other volunteers, disabled people are motivated to volunteer by a variety of altruistic

and self-interest reasons including, for example, developing skills, and opportunities to make decisions and develop confidence (Niyazi, 1996d, Skill, 1998). In general, disabled people are shown to be positive about their experiences of volunteering (Skill, 2001, 2005).

There is a body of evidence however, which has suggested that some disabled people prefer to disassociate themselves with the term volunteering altogether. IVR's research on social exclusion (2004) revealed that some disabled people actively reject 'volunteering' as they see it to convey traditional images of disabled people as the passive recipients of volunteering rather than those who actively deliver it. This serves to "reinforce the unequal power relations within society" (IVR, 2004:27). Similar concerns have been voiced by the Russell Commission (2005) who have highlighted that negative associations of disabled people as the 'helped' rather than the 'helper', reinforce the prejudices and discrimination inflicted on disabled people (see also Lukka and Ellis, 2001). Volunteering does however have the potential to challenge these stereotypes, empowering individuals and highlighting the value of volunteering carried out by disabled people (see IVR, 2004 and Niyazi, 1996d).

3.5 Gender and volunteering

The 1997 National Survey of Volunteering (Davis-Smith, 1998a) and the Home Office Citizenship Survey (2004) found little significant difference in the number of men and women volunteering. Other studies have however indicated higher levels of involvement by women (Roker et al, 1999, Foster, 1997) which have been attributed in part to the image of volunteering held and the perception that specific activities are more suitably carried out by either men or women (Roker et al, 1999, Forster, 1997, Horton Smith, 1994).

Research has suggested that while people, in general, have a positive image of volunteering and volunteers, men tend to be more negative (Justin-Davis Smith, 1998a, Gaskin, 1998). The National Survey of Volunteering found that a lower proportion of men thought that a society with voluntary workers 'shows it is a caring society' (89% compared to 94%) and were twice as likely as women to suggest that voluntary workers are less efficient than paid workers. Where young people are concerned, young unemployed males have been found to be more likely to reject volunteering and the idea of working for no pay (Prince's Trust, 2004 in Gaskin 2004). They are also shown to be more strongly influenced by the negative perceptions of their peers and to perceive volunteering as 'embarrassing', not 'cool' and predominately carried out by females (Roker et al, 1999, Gaskin, 1998, Gaskin et al, 1996).

The image held by some that particular volunteering tasks are more appropriate for men than women and vice versa may also act as an obstacle to involvement in particular activities. Roker and Eden (2002) found that social action activities, for example, were seen to be more 'suitable' for females, whereas other activities, such as involvement in youth councils had a 'more masculine image',

making these more 'acceptable' to men (see also Forster, 1997). This may help to explain, in part, why women are more likely to take part in children's education and social welfare and men are more likely to participate in sports activities (Davis-Smith, 1998a). This gender divide is also apparent in the under representation of women as charity trustees (Cornforth, 2001).

The definition of 'volunteering' has also been found to differ between men and women. According to one study, women identified volunteering as any activity which involves giving unpaid help to other people. In contrast, men did not define the activities which they participated in as 'volunteering' as they were motivated to some extent by self interest (Roker et al, 1999). This suggests that some men's image of 'volunteering' is shaped by the idea that it should be purely altruistic. Other research however has found that female perceptions of volunteering tend to be more specific and limited than those of men (Fenton et al, 1993).

3.6 Economically socially excluded groups and volunteering

The propensity of someone to get involved in volunteering is reportedly affected by their education, income and employment (Home Office 2004, Davis Smith, 1998a, Attwood et al, 2003, Sundeem and Raskoff, 1996, Forster, 1997, Fenton et al, 1993). The Home Office Citizenship survey (2004) found that those in managerial and professional positions were more likely to volunteer than those who have never worked or are long term unemployed and that those with a degree were more likely to volunteer than someone without qualifications (see also Fenton, 1993).

Studies have suggested that socially excluded groups tend to have more negative images of volunteering than others seeing it as irrelevant to their lives and the domain of other 'kinds' of people (Gaskin et al, 1996). Some ex-offenders in a study by IVR (2004), for example, were found to not fully understand the value of volunteering, nor how it could be relevant to them. Similarly, Corden and Sainsbury (2005) found that some people who were looking to volunteering to improve their employment skills had inaccurate images of 'volunteering', seeing it as hospital work or working in Barnados.

The perceptions of volunteering amongst socially excluded groups are argued to develop in part from their own experiences of receiving help from charity and some see volunteers in a negative light, describing them as 'middle class', 'middle aged', 'patronising', 'lonely' and 'people without a social life' (Gaskin et al, 1996). According to Gaskin et al (1996:18) 'among boys from more deprived backgrounds there was a tendency to view voluntary work as soft and for negative peer pressure to operate against it'.

Other studies have found however that economically excluded groups are highly aware of the benefits of volunteering and are more willing to participate in volunteering than is suggested above. Davis Smith et al's research (1998b)

found that one third of unemployed people in their sample were interested in volunteering some time but only one in seven knew where to find out information about it. Unemployed people have also been found to be aware of the benefits of volunteering with 70% saying volunteering would give them the opportunity to meet people and 52% responding that it would give them experience (ibid).

4. The media and volunteering

This section of the review will present the research evidence that supports and contradicts the notion that the media plays an influential role in encouraging people to volunteer. This will primarily focus on the influence of television, radio and printed materials including magazines and newspapers but will also look at the influence of other mediums including, for example, billboard advertising. The discussion will draw heavily on evidence from organisations that have used media campaigns to recruit volunteers.

4.1 The influence of the media and volunteering

The media is a potentially powerful medium through which voluntary organisations can promote their work and communicate their needs (Deacon et al, 1994). As identified by Fenton et al (1993:13), “the media provide vehicles for giving as well as sources of the images and ideas that abound concerning the voluntary sector”. Where volunteer recruitment is concerned, television, radio and printed materials can give organisations an opportunity to widen and target their recruitment efforts (Chambré, 1987, Fenton, 1993).

While the important role played by the media is recognised by many organisations, there is a lack of research evidence on how powerful the media is in shaping the perceptions of volunteering and in influencing people to volunteer. The most useful evidence comes from volunteer recruitment campaigns themselves which are analysed in the following section.

The limited number of studies which exist have suggested that the media has an impact on recruitment but that it has far less influence than other mediums such as word of mouth (Justin Davis Smith, 1998a, Thomas and Finch, 1990, Green and Joshi, 2003). The 2003 Home Office Citizenship Survey found, for example, that only 6% of respondents said they were recruited from local newspapers, followed by local radio/TV and national papers which recruited only 2% each (Home Office, 2004). It is possible however that the influence of the media is underrepresented in these kinds of statistics. The media can help to create a positive volunteering environment by raising awareness and promoting involvement in volunteering. While a newspaper article or radio advertisement might not be identified by someone as the reason why they volunteer, the media and its messages could play an important role in influencing the way people think about volunteering more generally and their propensity to get involved.

Other studies have indicated the media as having more of an influence than is suggested by the Home Office Survey (2004). Research by Childline (2004) for

example, revealed that 21% of their volunteers were inspired to volunteer through the local media (only 1% more said that they found about the organisation through word of mouth).

According to the literature, different messages communicated about volunteering will be more effective and influential than others (Clary et al, 1994). Research conducted by Clary et al in the United States (ibid) found that messages which promote 'concrete' reasons for volunteering (those focussed on tangible aspects) are more effective than those that offer abstract reasons (those based around values and principles). They argue that the "appeal of a message designed to promote volunteerism is influenced by the type of persuasive strategy used, the nature of the reasons that it appeals to, and the ultimate goal of promotional campaigns" (Clary et al, 1994:275).

As well as the message conveyed through the media, acknowledgement and awareness of a campaign or advert will, of course, be highly influential. Research has shown a relatively low awareness of media appeals for volunteers, with the 1997 National Survey of Volunteering (Davis Smith, 1998a) reporting that 20% of volunteers had seen or heard an appeal. Of these 3% saw it in the newspaper, 1% on the radio, 1% on television and 15% through other media. Research by Thomas and Finch (1990) has also shown low levels of awareness of volunteering marketing with only a few participants in their research reporting that they had seen any advertising at all for volunteering.

4.1.1 Young people

Where young people are concerned, TV, radio, newspapers and other mediums can be influential in encouraging the involvement in volunteering, however research has indicated that they are more likely to get involved via other routes (Roker and Player, 2002, Gaskin, 1998). School, family and friends have been identified as particularly influential (Davis-Smith, 1998a, Gaskin, 1998). The Russell Commission's research (2005), for example, found that 77% of young people thought that peers' experience of volunteering would have most influence over them in terms of whether or not they would volunteer.

Young people are however reportedly more likely than older people to see appeals for volunteers in the media (Davis Smith, 1998a), suggesting that more young people are likely to become volunteers via this route.

Studies have indicated that young people think that using television and radio can help to market volunteering to young people (Gaskin, 1998). They tend to have mixed feelings about whether celebrity endorsement is effective, with Gaskin (1998:64) reporting that 'for most, this was not a potent way of marketing volunteering, but a number (of young people) felt that it would have an impact on younger teenagers'.

Publicity such as flyers and posters can be effective if young people are proactive (ibid). Research with social action groups, for example, found that most young people heard about getting involved through adverts, flyers and posters (Roker, 2002). Gaskin (1998) however highlights that these types of materials can be easily ignored.

Young people indicate the need to 'lighten' the image of volunteering and to promote it through the media and other mediums as fun and exciting, as well as highlighting the benefits, including the skills and experience, which can be gained (ibid).

4.1.2 Older people

While the 1997 National Survey of Volunteering (Davis Smith, 1998a) reported that older people are less likely than young people to see appeals for volunteers in the media, research has suggested that some older people are recruited through the media, in particular local newspapers, radio and parish magazines (Davis-Smith and Gay 2005). Chambré (1987) has argued that radio and television can be an effective way to reach older people about volunteering as they tend to spend more time than other groups participating in these kinds of leisure activities.

Word of mouth however is still considered to be one of the most successful mediums of recruiting older volunteers (ibid). Foster and Mirza (1997) report that older people tend to get information about volunteering through talking to people and by having a contact in an organisation, but also from adverts and publicity.

Older people overwhelmingly recognise the need to promote volunteering as enjoyable and to highlight the contribution that older people can make (Davis-Smith and Gay, 2005). They advocate the use of less traditional methods of marketing including large posters and posting of adverts in bus shelters (ibid).

4.1.3 BME groups

Studies have suggested that the use of the media to recruit volunteers in BME organisations is limited. One study found that only 10% of mainstream organisations surveyed used Black media to recruit volunteers (Hedley, 1991).

Consistent with the general trend, word of mouth is shown to be particularly influential in the recruitment of Black volunteers, with one study finding that 50% of volunteers in Black organisations were recruited through word of mouth (see also Reilly, 2004). However, the media has been shown to be influential with one study in the US reporting that volunteering had increased in organisations which used mass media alongside other more traditional methods (Wilstrom, 1995).

A number of studies have highlighted the need for targeted recruitment for BME volunteers and to ensure that the methods and language used is not alienating (Bhasin, 1997, Obaze, 1991). Leigh (2000) suggests, for example, that the

media should use terminology used by BME groups such as 'helping out' rather than 'volunteering'. Campaigns may also need to be targeted at those who speak other languages and appropriate mediums should be used in these circumstances, such as local Asian or BME press and radio (Bhasin 1997, Obaze, 1991).

4.1.4 Conclusions

Much of the research evidence presented above explores the influence of the media in limited and in general terms. Few of these explore in any depth how the media shapes the images of volunteering and volunteers, nor in any detail the messages which are most effective for recruiting different groups. The following section, which focuses on how organisations have used the media to recruit volunteers, will help identify the effectiveness of different methods used.

4.2 Media campaigns to recruit volunteers

For some time, organisations have used national and local media to recruit volunteers. As early as the 1960s and 70's radio and television were used by charities to promote volunteering. In 1975, for example, CSV partnered with Thames television to produce the 'Help' programme, resulting in the recruitment of 2,500 volunteers in Greater London (Scott, 1977). This review suggests however that there is a lack of accessible evidence (in the form of research or evaluations) on how effective these media campaigns are in recruiting volunteers. Discussions with voluntary organisations revealed a number of interesting issues which help to explain why this might be the case:

- Resources for carrying out formal evaluations are limited in many organisations. Some organisations monitor the coverage of particular campaigns in the media and may have estimates on the number of volunteers recruited but do not have the resources available to carry out formal evaluations of media initiatives;
- In some large organisations volunteer recruitment methods are tailored according to the demand identified at the local or regional level. Recruitment of volunteers therefore tends to take place at the local level when required and does not tend to involve formal evaluations;
- For some campaigns it is too difficult to monitor how many volunteers are recruited as a result of a media exposure. One organisation, for example, reported that for one of their national campaigns potential volunteers who request information are immediately directed to an appropriate local contact of a community project. This means it is very difficult to track how many volunteers are actually recruited as a result of a national campaign. Another reported that they track interest in volunteering through the number of application packs requested but could not accurately monitor the number of people who followed this up as this happened at the local level.

Some evidence does, however, exist of individual campaigns run by specific organisations. This is identified and discussed below.

4.2.1 National campaigns to recruit volunteers

Year of the Volunteer (UK)

To date, the Year of the Volunteer has received extensive media exposure. This has included:

- Television (including BBC breakfast, BBC news 24)
- Radio (including SkyNews radio, BBC London radio)
- National Newspapers (including the Independent, the Times, the Daily Telegraph, the Daily Mirror, the Financial Times)
- Regional Press
- Magazines
- Bus advertising

Between January and June 2005 the Year of the Volunteer campaign resulted in a 24,500 increase in TimeBank registrations (TimeBank, 2005a). So far, the campaign has been particularly successful in attracting young people and those from BME communities. Of all registrations, 60% are under 35 years of age and 21% are from BME communities (ibid).

Volunteers Week (UK)

Running from June 1st to 7th 2005, Volunteers Week aims to raise the profile of volunteering and highlight the work of volunteers. Media coverage of the week was extensive and included:

- Television (including short volunteer films on Channel Four and BBC London TV news)
- Radio (including BBC Five Live, BBC London Radio and regional radio coverage)
- National newspapers (including the Guardian, the Daily Express, the Times magazine)
- Regional newspapers
- Website (including home page feature on Volunteers' week)

As a result of the campaign, TimeBank have reported that over 2000 people registered to volunteer in the week. Of these 40% were under 35, 7% were disabled and 6.5% were from BME communities (TimeBank, 2005a).

The previous year also saw a wide variety of media used to promote Volunteers Week. Young people were specifically targeted and resulted in the use of celebrity support to encourage involvement. In total, 2,304 items were included across TV, radio, printed media and the internet and resulted in 2,100 registrations for further information on volunteering (TimeBank, 2005b).

Special Constables (England and Wales)

The Home Office's Special Constables recruitment campaign ran during February and March 2005 and used a range of media including television, radio,

national and regional press (pers com, Home Office, 2005). The objectives of the campaign were to:

- Raise awareness of Special Constables;
- Increase the number of Special Constable applications;
- Increase respect for Constables; and
- Raise awareness of the Year of the Volunteer

The success of the campaign has been measured primarily in terms of the number of calls received by the 'Could you?' recruitment phone line and the number of people requesting application packs. In total, 616 calls were received on average each week to the special phone line (a significant increase from the average 355 calls made before the campaign). Requests for application packs increased significantly, with weekly requests rising from 145 before the campaign to 395 during it. In total, 2,127 people requested application packs (this figure includes applications for Special and Regular constables) (ibid).

The Home Office does not know the exact numbers of people who actually applied once they had requested application packs as a result of the campaign, however they do report that 4,000 applications are currently being processed (pers com). The success of the campaign was also reflected in the number of visits to the Year of the Volunteer website which more than trebled during the campaign (ibid).

The impact of television advertising in particular is highlighted by the campaign. The number of requests for application packs and visits to the Special Constable web pages rose sharply after the launch of the national television campaign and continued to attract response from the public even once the radio and national press campaign had ended. Evaluation of the campaign reports that 'the television campaign was the most effective driver of responses both this year and last year' (Home Office, 2005).

The 2005 media campaign was particularly targeted at 18-34 year olds and was evidently successful in this respect. Four out of five callers to the recruitment phone line were aged between 18 and 34, with 18-24 year olds reportedly the most responsive. The campaign also sought to attract people from BME communities. This was highly successful with 18% of those responding reportedly from these groups (which will help towards their target of 7% Black and Minority Ethnic representation among Specials by 2009). The campaign received high levels of response from people of Indian and Pakistani ethnicity (pers com).

In 2005, the Home Office was unable to carry out research to track the recognition of the Specials campaign amongst the public due to election purdah. However, this did take place for the 2003/4 campaign which involved television, radio, press and the internet. Members of the public (791 in total) were shown the campaign advertisements and asked if they recognised them. The research

showed that 83% of people recalled the campaign advertising. The television campaign was most recognised with 7 out of 10 respondents recognising adverts on the television. The second most recognised medium was the radio. Four out of 10 members of the public recalled the adverts, with 18-34 year olds having higher levels of recognition than the 25-44 age group (55% compared to 47%). Press adverts had lower levels of recognition (36% of the public recognised these) with the lowest levels for the internet (ibid).

Make a Difference Day (UK)

CSV Make a Difference Day 2004 focused on increasing awareness of volunteering and attracting new people to volunteer. The campaign used a mixture of mediums, including television, radio and national and local print to promote the day. Compared to the previous year, coverage of the campaign in the media increased, with reportedly 1453 articles in the printed media, 14 items on television (including coverage on the London one o'clock news) and 2772 pieces on the radio (including coverage on BBC Five Live and Capital radio stations) (CSV, 2004). CSV have estimated that it attained £2 million worth of coverage in the media and potentially reached an audience of approximately 187 million people (ibid). The evaluation of CSV Make a Difference Day has estimated that the campaign resulted in 90,000 people volunteering on the day (ibid).

The What if? Initiative (UK)

Crime Concern's What if? campaign (launched in June 2003) used local radio and media to recruit volunteer mentors to work with young people. This approach was seen as preferable to a national campaign as the initiative was focussed on recruiting local people to work in community based projects.

The response to the local media campaign was far greater than anticipated. The initiative received 1,200 expressions of interest.

International Year of the Volunteer (Brazil)

As part of the International Year of the Volunteer 2001 (IYV2001), Brazil rolled out an extensive and diverse media campaign aimed at increasing awareness of, and involvement in volunteering. Evaluations of the initiative have indicated that between January and October 2001, 200 reports were made on television about IYV2001 and 3,000 articles were produced in printed media (report available from World Volunteer Web, nd, IVR, 2002b). The evaluations have suggested that coverage on television played an important role in raising awareness of volunteering and included a series of interviews about volunteering, testimonials on volunteering from famous figures and soap operas which integrated volunteering into their story lines.

While the evaluations do not indicate the number of volunteers recruited as a result of the campaign, it has been estimated that 30,000 people phoned the free phone help line to indicate an interest in volunteering (ibid).

'Give Five Campaign' (United States)

The Give Five Campaign, an initiative of the Independent Sector (a leadership forum for charities, foundations, and corporate giving programs in the US) was launched in 1987 and involved an extensive media and advertising campaign across the US. The aim of the programme was to increase volunteering and giving in the US and was based on goals which asked individuals to commit 5% of their income each year to 'good causes' and five hours of volunteer time each week (Fischer and Associates, 1996). The programme involved the development of a logo and a slogan, advertising across a number of different mediums, including billboards and magazines, and national media coverage including radio and television. An average of 350 items about 'Give Five' were broadcast on local stations and television per month. Over a period of ten years a reported \$2.6 million was spent on advertising (source: unpublished reports provided by Independent Sector).

Evaluations of the initiative report that while national surveys did not indicate a significant increase in volunteering, the 'Give Five' campaign led to increases in some local areas where there was a 'Give Five' initiative. For example, in San Francisco the percentage of residents volunteering increased by 12% in three years. The local coalitions were identified as key elements in this local level success (ibid).

A number of important lessons for national campaigns came out of the evaluations. Firstly, the message communicated needs to be motivational otherwise it will fail to encourage involvement in volunteering. Many found, for example, the Give Five campaign too dictatorial and de-motivating. Secondly, it is important to keep the campaign fresh and innovative to ensure it remains motivating to the public as well as the organisations involved in the campaign (ibid).

4.2.2 Regional and local campaigns

Community Commuter Project (London)

An initiative of the London boroughs of Richmond-upon-Thames and Lewisham and funded by TimeBank, the Community Commuter Project aimed to increase awareness and involvement in volunteering by targeting commuters. Bottles of water and magazines were given out at train and bus stations and the media used to raise the profile of the campaign (Freed, 2005). Coverage of the initiative was included in the Richmond and Twickenham Times, Surrey Comet and the Metro. Commuters were encouraged to text in from their mobile phone for more information and to register on the dedicated website. In total, 231 new volunteers registered through the campaign, with particularly high levels of response from those under 25 who represented 43% of those registering. Coverage of the campaign in the Metro was reported to be particularly successful and was estimated to have resulted in 10% of registrations (ibid).

Mind the Gap (London and East Midlands)

The Mind the Gap campaign in London was launched by TimeBank in summer 2004, with the key objective to promote volunteering to people from BME groups. The benefits of volunteering – the development of skills, the building of friendships and involvement in local communities - were highlighted throughout the campaign, with materials targeted specifically at BME groups (TimeBank 2005b, 2005c).

Media coverage was significant and reportedly included forty-seven reports on TV, radio, in printed media and the internet (12 of these were national). In addition, posters were displayed at tube stations and leaflets distributed (ibid).

The BME media were specifically targeted and the evaluation of the campaign indicates that this was highly successful – 9.2%, for example, said that they heard about the campaign from New Nation and 6.8% from Eastern Eye. TimeBank has estimated that 23 million people would have seen the media coverage of the campaign (ibid).

In 2005, the Mind the Gap campaign was extended to the East Midlands under the 'Year of the Volunteer' initiative. As with the London Campaign, BME media were particularly targeted and included coverage in magazines, press and BME radio. The campaign was also advertised inside buses and on billboards in areas well used by people from BME groups (TimeBank, 2005a).

As of June 2005, 2000 people registered for the campaign with 53% of these from BME groups (ibid).

Yorkshire Champions (Yorkshire)

TimeBank's Yorkshire Champions initiative was launched in October 2004 with the aim of increasing the involvement of men from working class backgrounds in volunteering (TimeBank, 2005b). The initiative received extensive media coverage in the Yorkshire Post, local free papers and sports supplements 'to secure maximum male readership but also create a general word of mouth' (TimeBank, 2005b, ibid). In addition to this, advertising was placed in local lifestyles magazines and Pub Speak magazine, posters displayed in men's washrooms and other frequented places e.g. job centres, men's clubs (ibid, TimeBank, 2005c) and promotional postcards distributed.

Between October 2004 and March 2005, 200 people registered for the initiative and more reportedly have been recruited since the end of the campaign (TimeBank, 2005b).

VSO Tube Campaign (London)

VSO launched a campaign in 2004 which used adverts on the London underground to recruit volunteers. The posters were launched in three phases in February, June and September - the first two asked 'Will you remember today

forever?' and the second 'Will you remember this ad forever?' VSO report that volunteering applications increased by 35% since the June campaign and that interest particularly came from those working in the business and management sectors and those in their thirties (VSO, 2004).

Make a Difference Campaign (UK)

In 1996, the 'Make a Difference' pilot campaign was launched in the Central Television area (but was part of a wider national government campaign). This involved a series of television and press advertisements which sought to motivate people to volunteer.

To monitor the effectiveness of the campaign, two phases of research were carried out - the first prior to the advertising campaign (and involved 894 interviews) and the second after the campaign (907 interviews). The research has suggested that the adverts had limited impact on motivating people to volunteer and that the public had a relatively low awareness of the advertising campaign (BMRB, 1996).

The evaluation reports that there was no change in the awareness of advertising about volunteering before or after the campaign. Of those who had seen press or television advertising, only 3% recalled seeing the 'Make a Difference' campaign on television and 1 % had seen the press ads. Only 2% of those who had seen advertisements for the campaign said that they followed this up.

In terms of the impact of adverts on levels of volunteering, the evaluation of the campaign reports that this was minimal, noting that, 'there is some indication that those who recall the advertising have a greater propensity to volunteer the next three months or increase involvement in the next 12 months. However, none of these differences are individually significant' (ibid: 30)

4.2.3 Key findings

Media campaigns can clearly be effective at recruiting volunteers and raising awareness of volunteering. Some evidence, for example, from the Special Constables campaign has highlighted the impact and success of specific mediums (in this case television) on volunteer recruitment.

The campaigns have also indicated that targeted approaches can be effective in attracting diverse groups to volunteer. Not only do different people volunteer for different reasons, but they are more aware of, or motivated by different types of media. The Mind the Gap campaign, for example, was clearly successful in their targeted marketing approach with BME groups.

It is clear however that more needs to be done by organisations in assessing the effectiveness of their media campaigns on volunteer recruitment. This includes not only tracking the numbers of volunteers recruited but also conducting

research before campaigns are carried out to assess what approach would be most effective as part of a media campaign to recruit volunteers.

5. Conclusions and research gaps

5.1 Conclusions

It is apparent that there is, in general, a lack of research evidence on the image of volunteering, in particular the influence and impact of the media on perceptions of volunteering and volunteers. Any conclusions that can be drawn from the review are therefore tentative.

The evidence presented suggests that volunteering is seen as worthwhile and honourable amongst the general public. Volunteers are thought of as people who help others and are committed. Volunteering is still however seen as irrelevant to the lives of some people and volunteers are seen by others as a 'certain type of person', including younger, older, middle aged, middle class.

People with little or no experience of volunteering tend to be more negative about volunteering and volunteers themselves. In general, they are less knowledgeable about the benefits of volunteering and about the opportunities available.

The evidence reveals differences in the images of volunteering held by different groups and these can serve to de-motivate or encourage involvement. For young people the status of volunteering is particularly important with many thinking volunteering is 'uncool' whereas for economically excluded people the belief that volunteering is not relevant to them might limit their involvement.

The way that individuals think about volunteers and volunteering is influenced by how they think other people perceive them. The image that young people are 'lazy' or that older people are 'not capable' has been shown to impact significantly on their motivation to volunteer.

There is little research on the impact of the media on the images of volunteering held by different groups of people. However the media has been shown to impact on what people think of others, for example, young people and asylum seekers which in turn can act as a barrier to these people getting involved in volunteering.

Groups have also been shown to have clear ideas about how the image of volunteering can be developed and how the media and publicity could help to achieve this.

Media campaigns can be effective in the recruitment of volunteers and in motivating specific target groups. The relatively low number of volunteers

recruited through the media however indicates that there is considerable scope for organisations to use the media more effectively for volunteer recruitment.

As identified through the campaigns and discussions with voluntary organisations national campaigns to recruit volunteers might not always be appropriate. Some campaigns have successfully recruited volunteers using local media while others have carried out a 'national call to action' but with a local focus.

What evidence there is suggests that the media can be a powerful influence. Yet, there is a general lack of research to support this and a lack of specific examples showing what works and what doesn't. The final recommendations to come out of this review, therefore, are focussed on developing this knowledge base by undertaking additional research.

5.2 Research gaps

5.2.1 Research on the image of volunteering and volunteers

It is clear from the evidence that a significant amount of research on volunteering has been conducted with some groups of people and not with others. Young people and their image of volunteering and volunteers has, for example, received significant attention while the views of older people, disabled people and economically excluded groups has received relatively little. Some research is quite dated, including much of the research with socially excluded groups. While this is to some extent the result of the recently focused agenda on volunteering by young people, it is clear that there is a need for more up-to-date research with BME groups (including asylum seekers), older people, disabled people and economically excluded groups. This should focus on the image of volunteering and volunteers held by non-volunteers, in particular whether the images are motivational and how they could be improved. Much of the present research treats BME groups, for example, as relatively homogenous and fails to make distinctions between different groups of people. Future research should aim to identify differences and similarities within these groups.

5.2.2 Research on the impact of the media

There is a lack of evidence on the impact of the media on perceptions of volunteering, in particular on what specifically influences and motivates different groups of the population. There is some evidence on what people think is influential and statistics do exist on the number of people recruited as a result of the media (Home Office, 2004). However, these provide little insight into why different types of media are more effective than others (is it simply because they reach a wider audience or a target group?) and what messages in the media motivate different groups to volunteer. Future research should address how different groups are motivated by different messages about volunteering.

Scoping work exploring how media campaigns have been used to recruit volunteers has been highly useful in identifying the types of media used and the impacts of these campaigns on volunteer recruitment. Less is known about the relative impact of each of the methods and the messages used in them. Further in-depth case study research with organisations that have used media campaigns to recruit volunteers might help to identify the relative effectiveness of different types of media and the kinds of messages which are motivating for different target groups. This could also explore the role and relative impact of new media, such as the internet.

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Skill (2001) Into Volunteering: positive experiences of disabled people, Skill

Skill (2005a) *Shaping the Debate: A report on access into volunteering for disabled people*. Available from:
http://www.skill.org.uk/vol/volunteering_project.asp

Skill (2005b) *Access to Volunteering: Shaping the experiences and opportunities for disabled people*, Skill

Smith, D.,B (2004) Volunteering in Retirement: Perceptions of Midlife Workers. *Non-profit and Voluntary Sector Quarterly*, vol 33, no, 2004, pp55 - 73

Sundeen, R.A and Raskoff, S.A (1995) Teenage volunteers and their values. *Non-profit and Voluntary Sector Quarterly*, Vol. 24, pp337 - 357

Thomas, A and Finch, H (1990) *On volunteering: a qualitative research study of images, motivations and experiences*, Volunteer Centre UK

TimeBank (2005a) Year of the Volunteer Jan-June 2005: TimeBank 6 month Evaluation, Unpublished

TimeBank (2005b) TimeBank Six Month Report to the Active Communities Directorate: 1st October – 31st March 2005 Unpublished

TimeBank (2005c) TimeBank Six Month Report to the Active Communities Directorate: 1st April – 30th September 2004, Unpublished

VAMU (2005) Dealing with the media – response to the online survey, unpublished

Volunteer Development Scotland (2005) *Young People Volunteering*, VDS

Voluntary Service Overseas (2004) 'VSO launches new advertising campaign aimed at commuters',
www.vso.org.uk/news/pressreleases/advertising_campaign.asp

Wilson, R (2003) *The A-Z of Volunteering and Asylum: A Handbook for Managers*. The National Centre for Volunteering

World Volunteer Web: <http://www.worldvolunteerweb.org> - Brazilian Committee
(nd) *Report on the Activities Accomplished by the Brazilian Committee*

Appendix A

Summary list of search sites

ARNOVA <http://www.arnova.org>
BIDS (social science index) - www.bids.ac.uk
British Library - <http://www.bl.uk>
Community Newswire: <http://www.communitynewswire.org>
Foundation Centre - <http://fdncenter.org>
Independent Sector - www.independentsector.org/
Ingenta – www.ingentaconnect.com
ISTR - www.istr.org
John Hopkins University - www.jhu.edu
Non profit scan - www.nonprofitscan.ca
Volunteering England Library
World Advertising Research Centre: <http://www.warc.com/>
World Volunteer Web - <http://www.worldvolunteerweb.org>

Summary of search terms used

Volunteering and media
Volunteering and image
Volunteer image
Recruiting volunteers
Volunteering campaigns
Perceptions and volunteering
Disabled people and volunteering
Older people and volunteering
Black and minority ethnic groups and volunteering
Social exclusion and volunteering
Social class and volunteering
Gender and volunteering
Young people and volunteering

Appendix B

Summary of organisations contacted

The following organisations were directly contacted for information on media campaigns:

The Community Channel
Crime Concern
CSV
CSV Media
Girl Guides
Help the Aged
Imagine Canada (formerly the Canadian Centre for Philanthropy)
The Home Office
Media Trust
The National Blood Service
NSPCC
Oxfam
Points of Light Foundation (US)
The Red Cross
RNID
Save the Children
TimeBank
Voluntary Service Overseas
Volunteering England
Volunteering Lewisham

Appendix C

Summary of research methodologies

The following matrix provides information on the methodologies used in the research studies referred to in the review.

Biographical Details	Location of Study	Focus	Methods
Attwood, C, Singh, G, Prime, D and Creasey, R 2003 <i>2001 Home Office Citizenship Survey: people, families and communities</i> Home Office	England and Wales	Research conducted by the Home Office on citizenship, including involvement in civic participation, informal volunteering and formal volunteering	<ul style="list-style-type: none"> • 10,015 interviews • 5,460 interviews with BME groups • Additional 2,119 interviews in a focused enumeration sample • Additional 3,341 interviews with non-white households in a high concentration area boost sample
Bhasin, S 1997 <i>My Time, My Community, Myself: Experiences of Volunteering within the Black Community</i> The National Centre for Volunteering	UK	Study of volunteering in Black Voluntary Organisations. Examines motivations to volunteer, recruitment and benefits of volunteering	<ul style="list-style-type: none"> • Advisory group of mainstream and Black Voluntary Organisations • Interviews with 54 volunteers and 11 volunteer co-ordinators from 15 Black voluntary organisations
Black Perspectives in Volunteering Group and ADVANCE 1988 <i>Black People and Volunteering: A Report on a Survey by the Black Perspectives in Volunteering Group and Advance</i>	London	Reports on research conducted on Black volunteering issues, including motivations for involvement, training and barriers.	<ul style="list-style-type: none"> • Face-to-face open ended questionnaire survey with 162 current volunteers, past volunteers and non volunteers. Sample includes those from Black African, Afro Caribbean and Asian groups.
BMRB International 1996 <i>Evaluation of the Pilot Campaign for Volunteers: Post Wave</i> BMRB International	Midlands, UK	Reports on research conducted to evaluate the effectiveness of a media campaign to promote volunteering in the central television area	<p>Research carried out in two phases, before and after the campaign using test and control areas</p> <ul style="list-style-type: none"> • Interviews conducted with 894 adults aged 18-74 before campaign. Selected using random location sampling • Interviews conducted with 907 18-74 year olds after campaign. Selected using random location sampling
Chambré, S.M. 1987 <i>Good Deeds in Old Age; Volunteering by the New Leisure Class</i>	US	Explores issues concerning the involvement of older people in volunteering, including whether volunteering is a substitute for role loss, the	<ul style="list-style-type: none"> • Analysis of 1981 National Council on Ageing survey with 2,088 people over 60

		affect of age and health on volunteering and motivations to volunteer	
Childline 2004 Press release 'Could you help change children's live?s'	UK	Summarises results of a survey with Childline volunteers	<ul style="list-style-type: none"> Survey with Childline volunteers. Completed by 378 volunteers
Clary, G.E, Snyder, M and Copeland, J.T, French, S.A 1994 Promoting Volunteerism: An Empirical Examination of the Appeal of Persuasive Message <i>Nonprofit and Voluntary Sector Quarterly, vol 23, no p265-280</i>	US	Reports on research conducted on the influence of advertising messages on volunteering	<ul style="list-style-type: none"> A set of four advertisements were designed to contain messages about volunteering and were rated and evaluated on their effectiveness by college students. Initially evaluated by 82 students including volunteers and non-volunteers and secondly evaluated by only students who volunteered.
Corden, A and Sainsbury, R 2005 <i>Volunteering for Employment Skills – A Qualitative Research Study</i> Social Policy Research Unit	Nottingham, UK	Evaluates Nottingham Council for Voluntary Service's Volunteering for Employment Skills project	<ul style="list-style-type: none"> Interviews with 13 people who had been in contact with the Volunteering for Employment Skills project Follow up interviews with 11 people
CSV 2004 <i>Make a Difference Day Media Campaign Evaluation</i> CSV Internal Report	UK	Evaluates CSV's Make a Difference campaign in 2004	<ul style="list-style-type: none"> Analysis of media coverage on Make a Difference Day
Davis Smith, J. 1998a <i>The 1997 National Survey of Volunteering</i> Institute for Volunteering Research: London	UK	Reports on the key findings from the National Survey of Volunteering, including levels and kinds of volunteering, reasons for volunteering and non-participation	<ul style="list-style-type: none"> Questionnaire survey with a sample of adults aged 18 or over. Survey completed by 1,486 individuals
Davis Smith, J., Locke, M., and Shepherd, J. 1998b <i>Volunteering for Employment: A review of the literature</i> The National Centre for Volunteering	UK	Reviews the literature on volunteering and employment	<ul style="list-style-type: none"> Literature review Interviews with 50 large volunteer involving organisations Detailed locality studies in five areas
Davis Smith, J	UK	Explores the involvement	<ul style="list-style-type: none"> Focus groups with 16-24 year olds

1999 Poor marketing or the decline of altruism? Young people and volunteering in the United Kingdom <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , volume 4 no: 4, pp 372 – 377		of young people in volunteering, in particular the image of volunteering and volunteers, the benefits and drawbacks of volunteering and the marketing of volunteering to young people.	<ul style="list-style-type: none"> 694 interviews with adults aged 15 -19 (included in BMRB face-to-face omnibus survey)
Davis Smith, J., Ellis, A. and Howlett, S. 2002 <i>UK-Wide Evaluation of the Millennium Volunteers Programme Research Programme</i> Department for Education and Skills: Nottingham	UK	Evaluation of the Millennium Volunteers programme to encourage 16-24 year olds to volunteer	<ul style="list-style-type: none"> Telephone interviews with 130 local project managers Case studies with 21 local projects (including interviews and focus groups with a range of stakeholders) Impact audits with 9 projects (including questionnaires with volunteers and managers, and interviews with community representatives) Interviews with 20 policy makers and managers
Davis Smith, J. and Gay, P 2005 <i>Active Ageing in Active Communities</i> Joseph Rowntree Foundation	UK	Study exploring the involvement of older people in volunteering	<ul style="list-style-type: none"> Case studies with 11 organisations that involve older volunteers In-depth qualitative interviews with 21 volunteers Face-to-face interviews with 12 national stakeholders working on older volunteering issues
Deacon, D, Fenton, F and Walker, B 1994 <i>Communicating Philanthropy</i> Paper presented to International Society for Third Sector Research, Hungary, 4 – 7 July 1994	UK	Explores media representations of voluntary organisations and voluntary activities	<ul style="list-style-type: none"> Content analysis of coverage on voluntary organisations and activities in national and local press, radio and television for six months in 1992 Interviews with 38 media professionals
Dingle, A 2001 <i>Involving Older Volunteers: A good practice guide</i> Institute for Volunteering Research	UK	A guide to involving older people in volunteering. Focuses on the barriers to volunteering and what organisations can do to recruit, support and retain volunteers	N/A
Ellis, A	UK	Reports on findings from	<ul style="list-style-type: none"> Storm sessions involving 267 young people

2004 <i>Generation V: Young People Speak Out on Volunteering</i> Institute for Volunteering Research		a number of research studies on young people and volunteering. Explores the involvement of young people in voluntary activities and attitudes of the young towards volunteering	(carried out by Kikass.tv) <ul style="list-style-type: none"> • 14 focus groups with volunteers and non-volunteers aged between 14 and 24 years of age (carried out by Dubit) • Five focus groups with 56 young people (conducted by Youth Action Network) • Online user panel – ran for one week with 16 members aged 16-25 (carried out by YouthNet UK) • Online survey of Dubit members – 733 responses (undertaken by Dubit) • Online survey of YouthNet UK users – 68 responses (undertaken by YouthNet UK) • Omnibus survey – 789 responses from 18 – 24 year olds (conducted by BMRB)
Engage Scotland 1996 <i>50 Plus: Guide to good volunteering in Scotland</i> Engage Scotland	Scotland	Guide to involving older people as volunteers	N/A
Farrington, S 2000 Agenda Bending <i>Third Sector, issue 87</i>	N/A	Provides advice on engaging and developing relationships with the media	N/A – press article
Fenton, N, Gray, P, Golding P, Radley, A 1993 <i>Charities, Media and Public Opinion</i> Loughborough University	UK	Explores public attitudes to, and media representation of, charities and volunteering	<ul style="list-style-type: none"> • 23 discussions groups • Content analysis of coverage in national and local media on charities and volunteering in a 6 month period • Postal questionnaire to charities and groups – 597 responses • 1006 face-to-face interviews • Case study interviews with 10 charities
Fischer, L R and Associates 1990 <i>Give Five Program Evaluation for Independent Sector</i> Fischer, L.R and Associates	US	Evaluation of the Give Five Initiative aimed at increasing giving and volunteering in the US	<ul style="list-style-type: none"> • Questions included in 1990 National Survey on Giving and Volunteering on Give Five initiative • Survey with 30 community coalitions • Interviews and focus groups with Independent Sector, Ad Council representatives and Give Five

			team
Forster, J. 1997 <i>Potential of a Lifetime</i> The Carnegie UK Trust	UK	Explores the role of older volunteers by looking at the experience of volunteers, of organisations, and of employers	Research with 25 organisations involving older volunteers: <ul style="list-style-type: none"> • Postal survey to 631 older volunteers – 72% response rate • Postal survey to 25 organisations – 100% response rate • Interviews with staff in 20 organisations • Group discussions with volunteers in 20 organisations
Foster, J. and Fernandes, M. 1996 <i>Young People and Volunteering: Research, public policy and practice</i> National Centre for Volunteering: London	UK	Discusses the motivations for volunteering, attitudes towards volunteering, and outcomes of volunteering for young people in the UK.	<ul style="list-style-type: none"> • Based on findings of the 1991 National Survey of Volunteering in the UK
Foster, J and Mirza, K 1997 <i>By the People': Voluntary Activity by African – Caribbean and Asian communities in Luton</i> The National Centre for Volunteering.	Luton	Explores the level and nature of voluntary and community activity in African-American and Asian communities in Luton.	<ul style="list-style-type: none"> • Questionnaire survey sent to 103 mainstream organisations. Response rate = 51% • Questionnaire survey sent to 70 black organisations. Response rate = 20% • Interviews with 2 tutors of Health Advisory Group. • Focus group with 8 members of Health Advisory Group • Cases studies with 3 Asian and 2 African Caribbean groups – includes interviews with key persons and focus groups
Freed, C 2005 'Community Commuters' <i>Volunteering Magazine</i> , June 2005, p 14 - 15	London	Reports on an initiative to increase awareness and involvement in volunteering	Initiative monitored via: <ul style="list-style-type: none"> • Registrations via website • Request for information via text messaging
Gaskin, K, Vlaeminke, M and Fenton, N 1996 <i>Young People's Attitudes to the Voluntary Sector: A Report for the Commission on the Future of the Voluntary Sector</i> Loughborough University	UK	Draws on findings from surveys, focus groups and other sources focused on young peoples attitudes to the voluntary sector, voluntary organisations	<ul style="list-style-type: none"> • Analysis of survey into public attitudes of charities and volunteering carried out between 1991 and 1993 • Analysis of survey on attitudes to voluntary organisations and volunteering carried out in 1994

		and volunteering.	<ul style="list-style-type: none"> 8 focus groups conducted in 1996 with 11-16 and 17-24 year olds
Gaskin, K and Fenton, N 1997 <i>Blurred Vision: Public Trust in Charities</i> Loughborough University	UK	Reports on research conducted to explore public trust in charities	<ul style="list-style-type: none"> Ten focus groups carried out in East Midlands and London
Gaskin, K. 1998 <i>What Young People Want from Volunteering</i> Institute for Volunteering Research: London	UK	Attitudes towards volunteering among young people in the UK.	<ul style="list-style-type: none"> Eight focus groups – each with six to ten young people.
Gaskin, K 2003 <i>Joining forces: The Black and Minority Ethnic Twinning Initiative:: Evaluation and good practice,</i> Home Office	UK	Evaluates the government's Black and Minority Ethnic Twinning Initiative	<ul style="list-style-type: none"> Questionnaire sent to 19 partner organisations involved in initiative Questionnaire on volunteer satisfaction sent to 120 volunteers – 41 responded Two in-depth telephone interviews conducted with each partner Final evaluation questionnaire sent to 19 partner organisations
Gaskin, K 2004 <i>Young People, Volunteering and Civic Service: A review of the literature</i> Institute for Volunteering Research	N/A	Review of literature on young people's participation in volunteering and their attitudes to it	<ul style="list-style-type: none"> Literature review
Granville, G 2000 The Experience of Older Volunteers in Intergenerational School-Based projects <i>Voluntary Action</i> , vol 2, no 3, pp 27 - 41	Greater Manchester, London, Staffordshire	Examines the involvement of older volunteers in inter-generational school projects	<ul style="list-style-type: none"> Focus groups with volunteers Reference group with four older volunteers involved in intergenerational projects 45 face-to-face interviews
Green, R. and Joshi, P. 2003 Volunteering, Older People and Black and Minority Ethnic Communities	Hertfordshire, UK	Evaluates the Ravidassia Community Centre's Home Office funded Older Volunteers Initiative	<ul style="list-style-type: none"> Literature review on volunteering, older people and Black and minority ethnic groups 22 semi-structured interviews with volunteers Interviews with project workers Postal questionnaires with teachers/trainers (5 completed) 2 questionnaires completed by organisations providing volunteer placements

Handy, F., Cnann, R., Brudney, J., Ascoli, U., Meijis, J., and Ranade, S. 2000 Public Perception of “who is a volunteer” : an examination of the net-cross approach from a cross-cultural perspective, <i>Voluntas: International Journal of Voluntary and Nonprofit Organisations</i> , 11 (1) pp 45 - 65	Canada, India, Netherlands and US	Reports on a study exploring the idea that the public perception of volunteering is linked to the costs and benefits to the individual.	<ul style="list-style-type: none"> • Develops and tests four hypotheses on the net cost of volunteering • Questionnaire distributed to individuals in Canada, India, Netherlands, Georgia (US) and Philadelphia (US) – sample of more than 450 in each region
Hankinson, P and Rochester, C 2005 The face and voice of volunteering: a suitable case for branding? <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 10 (2), 93-105.	UK	Explores the perceptions of volunteering and how branding could help to increase the involvement in volunteering	<ul style="list-style-type: none"> • Nine interviews with senior managers of volunteering organisations • Four focus groups with volunteers from a service delivery group, a campaigning/advocacy group, a self help/mutual aid group and a governance group
Hedley, R 1991 <i>Encouraging Signs? A report on survey of Black Participation in Voluntary Organisations</i> , Volunteer Centre UK	UK	Reports on the results of a survey focused on the involvement of Black people as volunteers, management committee members and paid staff in volunteer involving organisations	<ul style="list-style-type: none"> • Questionnaire sent to 600 voluntary organisations – 100 returned
Home Office 2004 <i>2003 Home Office Citizenship Survey: People, Families and Communities</i> Home Office	England and Wales	Research conducted by the Home Office on citizenship, including involvement in civic participation, informal volunteering and formal volunteering	<ul style="list-style-type: none"> • 9,486 face-to-face interviews with sample of adults over 16 • 4,571 booster face-to-face interviews with people from BME groups • Additional 1,817 interviews in focused enumeration sample • Additional 2,754 with non-white population high concentration boost sample
Home Office 2005 <i>'Special Constables: Evaluation of 2005 National Advertising Campaign'</i> , www.specialconstables.gov.uk/output/Page169.asp	England and Wales	Evaluates the 2005 campaign for Special Constables	<ul style="list-style-type: none"> • Analysis of website visits to Year of the Volunteer website • Monitoring of number of requests for application packs • Monitoring number of calls to recruitment phone line

			<ul style="list-style-type: none"> • Monitoring of media coverage and marketing
<p>Institute for Volunteering Research 2002 <i>IYV Global Evaluation</i> Institute for Volunteering Research</p>	International	Evaluates the achievements, impacts and challenges of the International Year of Volunteers	<ul style="list-style-type: none"> • Evaluation framework with key performance indicators for participating countries • Questionnaire to all National Committees to identify baseline information • Follow up survey to all National Committees focused on key activities and achievements of the Year • 7 case studies in 7 different countries (130 interviews carried out in total) • Questionnaire sent to 70 international organisations – 18 responses
<p>Institute for Volunteering Research 2004 <i>Volunteering for All? Exploring the link between volunteering and social exclusion</i> Institute for Volunteering Research</p>	UK	Reports on research conducted with BME groups, disabled people and ex-offenders on barriers to volunteering	<ul style="list-style-type: none"> • Literature review • Interviews with key stakeholders • Questionnaire survey with 98 organisations, 203 volunteers and 40 non-volunteers • 78 interviews in case study organisations • Focus groups
<p>Kamat, A 2001 <i>Room for Growth</i></p>	South West England	Explores the extent and nature of BME volunteering, identifying barriers to involvement and recommendations in the South West	<ul style="list-style-type: none"> • Questionnaire survey with 60 BME volunteering organisations • Questionnaire survey with 118 mainstream volunteering organisations • Interviews with 10 known BME volunteers • Interviews with 57 other people from BME groups
<p>Leigh, R 2000 <i>Black Elders Project Report</i> Leicester Volunteer Centre</p>	Leicester	Reports on a project to increase the involvement of Black elders in volunteering	<ul style="list-style-type: none"> • Questionnaire survey with Black elders –23 responses from Hindu, Sikh, Muslim and Afro-Caribbean communities • Focus group with Black elders • Face-to-face meetings with stakeholders
<p>Little, M 2001 Brand on the Run <i>Third Sector</i>, May 2001, p12 –13</p>	UK	Discusses the image, concept and language of volunteering	N/A
<p>Lukka, P and Ellis, A 2001 <i>An exclusive construct? Exploring different cultural</i></p>	N/A	Explores the western concept of volunteering and its impact on the	<ul style="list-style-type: none"> • Review of literature

concepts of volunteering, <i>Voluntary Action</i> , vol 3, no 3, pp 87 – 109		perception and involvement of different groups in volunteering	
Niyazi, F. 1996a <i>Young People and Volunteering: A route to opportunity</i> National Centre for Volunteering: London	UK	Barriers to volunteering by young people, and how organisations have overcome them.	<ul style="list-style-type: none"> • Five organisational case studies
Niyazi, F 1996b <i>Volunteering by Black People: A route to opportunity</i> National Centre for Volunteering: London	UK	Barriers to volunteering by people from black groups, and how organisations have overcome them.	<ul style="list-style-type: none"> • Five organisational case studies
Niyazi, F 1996c <i>Volunteering by Older People: A route to opportunity</i> National Centre for Volunteering: London	UK	Barriers to volunteering by older people, and how organisations have overcome them.	<ul style="list-style-type: none"> • Five organisational case studies
Niyazi, F 1996d <i>Volunteering by People with Disabilities: A route to opportunity</i> National Centre for Volunteering: London	UK	Barriers to volunteering by disabled people, and how organisations have overcome them.	<ul style="list-style-type: none"> • Five organisational case studies
Obaze, D 1991 <i>Black perspectives</i> The Volunteer Centre, UK	UK	Provides guidance on recruiting and involving Black volunteers	N/A
Obaze, D 1992 Black people and volunteering in Healey, R and Davis-Smith, J (1992) <i>Volunteering and Society: Principles and Practice</i> , Bedford Square Press	UK	Discusses issues relating to Black volunteering, including the profile of Black volunteering, experiences of volunteering and equal opportunity policies	<ul style="list-style-type: none"> • Review of literature and research • Review of the 1981 Black volunteering survey carried out by the Black Perspectives in Volunteering Group
Owen,C 1998 Live and Kicking <i>The Guardian</i> , September 2 nd , p6	UK	Discusses the stereotyping of volunteering in the media	N/A – press article
Paxton, W and Nash, V	UK	Discusses the relationship	N/A

2002 <i>Any Volunteers for the Good of Society?</i> London, IIPR		between volunteering and civic renewal in a policy context	
Reilly, C 2004 <i>A Way of Life: Black and Minority Ethnic Diverse Communities as Volunteers</i> Volunteer Development Scotland	Scotland	Explores the level and nature of volunteering amongst Black and Minority Ethnic communities in Scotland	<ul style="list-style-type: none"> • Questionnaires sent to 500 volunteers and 100 volunteer leaders to community groups and projects in Scotland – 165 responses from volunteers and 6 responses from volunteer leaders • 11 focus groups for volunteers and 1 focus groups for volunteer leaders
Rochester, C, Hutchinson, R, Harris, M and Keely, L (2002) <i>A Review of the Home Office Older Volunteers Initiative</i>	UK	Evaluation of the Home Office Older Volunteers Initiative, the aim of which was to improve the number and quality of the volunteering opportunities available for older people. Sixteen of the total 26 projects addressed issues of volunteer recruitment	<ul style="list-style-type: none"> • 80 interviews (48 face-to-face, 29 by phone and 3 by email) and 13 focus groups between Nov 2000 and May 2001 with: <ul style="list-style-type: none"> • Principal organiser of each project • Staff involved in management • Older volunteers • Users/beneficiaries
Roker, D, and Eden, K. 2002 <i>A Longitudinal Study of Young People's Involvement in Social Action</i>	UK	Young people's (aged 12-27) involvement in social action in the UK	<ul style="list-style-type: none"> • National review of youth social action groups • Longitudinal study of 22 youth social action groups over one year <ul style="list-style-type: none"> • Individual interviews with 74 group members aged 12-27 undertaken at the start of the end and at the end of the year • Group interviews • Participant observation at 52 planning meetings and event • Analysis of 380 individual diaries completed on a weekly basis
Roker, D., Player, K. and Coleman, J. 1999 <i>'Challenging the Image': Young people as volunteers and campaigners</i> Youth Work Press: Leicester	UK	Focuses on the positive side of youth by highlighting the engagement of young people in social action	<ul style="list-style-type: none"> • Postal questionnaire to a sample of 1,600 young people 14-16 year olds in three schools • Individual interviews with 103 young people and with senior staff at three schools

RSVP 2000 <i>Disability need be no handicap: Creating opportunities in volunteering</i> CSV RSVP	UK	Reports on the key findings of the research project 'Who's helping Whom?'	<ul style="list-style-type: none"> • Review of literature • Internet survey • Qualitative research with disabled volunteers and managers of volunteers • Action research in day centres • Quantitative research with voluntary and statutory organisations
Russell, I. M 2005 <i>A National Framework for Youth Action and Engagement</i> Russell Commission	England	Sets out the national framework to increase the quality and quantity of the involvement of young people in volunteering	<ul style="list-style-type: none"> • Review of research and literature on young people and volunteering • Consultation with over 750 individuals and organisations • Over 35 consultation events
Scott, A 1977 Volunteer Recruitment Through Television <i>Youth in Society</i> , no: 24, July-August, 1977	UK	Reports on a series of initiatives to recruit volunteers using television	N/A – press article
Sibley. M 2000 <i>Age discrimination and volunteering</i> Institute for Volunteering Research	UK	Summarises the key issues relating to age discrimination and volunteering	<ul style="list-style-type: none"> • Questionnaire sent to 106 organisations – 61% response rate • Telephone interviews with a sample of organisations who operated upper age limits
Skill 1998 <i>Disability Equality in Volunteering</i> Skill	UK	Provides information and advice on involving disabled people in volunteering	Based on findings from a series of research studies including: <ul style="list-style-type: none"> • Questionnaire and face-to-face interviews with 26 organisations
Skill 2001 <i>Into Volunteering: positive experiences of disabled people</i> Skill	UK	Provides information and advice on how to get involved in volunteering and some of the key issues faced	<ul style="list-style-type: none"> • Case study stories with disabled volunteers
Skill 2005a <i>Shaping the Debate: A report on access into volunteering for disabled people</i> Skill	UK	Reports on research conducted with 45 organisations. Aims to identify good practice in involving disabled people in volunteering and the barriers to their	<ul style="list-style-type: none"> • Review of literature • 45 completed questionnaires (21 from disability organisations) • Online questionnaire • Face-to-face interviews with 26 organisations (19 non disability organisations) and 20 disabled volunteers

		involvement	
Skill 2005b <i>Access to Volunteering: Shaping the experiences and opportunities for disabled people</i> Skill	UK	Guidance on issues related to disabled people and volunteering	N/A
Sundeen, R. A. and Raskoff, S. A. 1994 'Volunteering Among Teenagers in the United States' <i>Non-Profit and Voluntary Sector Quarterly</i> 23(4) pp.383-403	US	Explores the trends in volunteering by young people (12-17 year olds), and which factors can predict who volunteers	<ul style="list-style-type: none"> Gallup national survey in 1991 of volunteering and giving patterns with 1,404 12-17 year olds. Uses logical regression analysis
Thomas, A. and Finch, H 1990 <i>On Volunteering: A Qualitative Research Study of Images, Motivations and Experiences</i> The Volunteer Centre UK	UK	Explores people's views on volunteering, including how it is conceptualised and motivations behind volunteering	<ul style="list-style-type: none"> Eight group discussions with volunteers, ex volunteers and non-volunteers (70 people in total). Involved a range of people on the basis of sex, age, social class, employment status and ethnicity.
TimeBank 2005a <i>Year of the Volunteer Jan-June 2005: TimeBank 6 Month Evaluation</i>	UK	Evaluates the first six months of the Year of the Volunteer campaign	<ul style="list-style-type: none"> Monitors media coverage and marketing activity Monitors TimeBank registrations
TimeBank 2005b <i>TimeBank Six Month Report to the Active Communities Directorate: 1st October – 31st March 2005</i>	UK	Reports on TimeBank activities between October 2004 and March 2005	<ul style="list-style-type: none"> Monitors media coverage and marketing activity Monitors TimeBank registrations
TimeBank 2005c <i>TimeBank Six Month Report to the Active Communities Directorate: 1st April – 30th September 2004</i>	UK	Reports on TimeBank activities between April 2004 and September 2004	<ul style="list-style-type: none"> Monitors media coverage and marketing activity Monitors TimeBank registrations
VAMU 2005 <i>Dealing with the media – response to the online survey</i> Unpublished	UK	Results of research conducted on the view of the voluntary sector on the media and media coverage	<ul style="list-style-type: none"> Online survey (126 responses) 12 in-depth interviews
Volunteer Development Scotland	Scotland	Summary of research	<ul style="list-style-type: none"> Review of findings from Scottish research on

2005 <i>Young People Volunteering</i> Research Findings Scotland no.6		findings on young people and volunteering	volunteering, including NFO Opinion surveys.
Voluntary Service Overseas 2004 <i>'VSO launches new advertising campaign aimed at commuters'</i> , Press release available from: www.vso.org.uk/news/pressreleases/advertising_campaign.asp	London	Outlines the strategy and results of VSO's recruitment campaign on the London Underground	<ul style="list-style-type: none"> • Press release indicates campaign evaluated in terms of the number of requests for applications to volunteer
Wilson, R 2003 <i>The A-Z of Volunteering and Asylum: A Handbook for Managers</i>	UK	Issues concerning the involvement of asylum seekers in volunteering	<ul style="list-style-type: none"> • Survey on volunteering and asylum with 16 organisations • Discussions with organisations