This document lists resources for and about volunteerism in the United States, especially in rural areas. The largest section of the paper is an annotated bibliography that contains 48 citations of books and articles. The articles listings are subdivided into the following categories: (1) career building and service learning; (2) building communities; (3) managing volunteers; (4) elderly; (5) promoting volunteerism; (6) recruiting volunteers; and (7) training volunteers. The other sections of the resource guide lists 8 journals, 12 associations, and 2 funding programs, and provide information about document delivery to individuals. (KC)
Volunteerism

Rural Information Center Publication Series, No. 64
Revised Edition

August 1998
Volunteerism

Compiled by Heather K. Moberly
The Pennsylvania State University

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- Agricultural health and safety
- Health programs, services, personnel issues
- State initiatives concerning rural health delivery issues

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Website    http://www.nal.usda.gov/ric/
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This publication contains material that is considered accurate, readable and available. The opinions expressed in this publication do not necessarily reflect the view of the United States Department of Agriculture. Inclusion of publications and software databases in this publication does not imply product endorsement.
Volunteerism

INTRODUCTION

Volunteerism is experiencing a renewed popularity in America. Government officials, religious leaders, political activists, and health professionals hail volunteering as an activity that is important for people, families, communities, and the country. Summits and conferences in 1997 and 1998 were convened on the state of volunteering, the importance of volunteering, the tactics for envisioning volunteers and worthy projects. Scores of articles have been published recently offering advice about how to recruit, educate, train, retain, and evaluate volunteers.

Although the emphasis of this publication is volunteerism in rural America, not all of the individual resources focus specifically on rural concerns. A concerned effort was made to include resources that cover topics essential to volunteerism regardless of the locale and central to rural areas, e.g., environmental conservation. Some of the topics covered in this publication are: career building and service learning; building communities; managing volunteers, promoting volunteerism, recruiting volunteers, training volunteers, and volunteering for and by the elderly.

This publication is designed to make the variety of available resources easily available. Volunteerism is comprised of bibliographic citations and other information sources, however these references and resources are not inclusive. Most were selected as a representative sample of the available resources. Although the majority of the works cited are recent, a few older publications were selected because of the quality and overall contribution to the literature.

With the recent rise in popularity of information networked electronically through the Internet, especially its World Wide Web interface, and a multitude of Intranets, it is tempting to use a publication such as this to collect these information sources. In 1997 the average lifespan of a site on the World Wide Web was 45 days making these transient resources too unstable to assemble. We have added Internet and E-mail addresses for many of the Associations. The author encourages the user to seek more information about this topic through the use of Internet resources by consulting your local library.

Please consult your local library to locate materials listed in this publication. The National Agricultural Library (NAL) call numbers are provided for the items owned by NAL. Refer to the "Document Delivery Services to Individuals" lending policy for information on obtaining those documents with NAL call numbers that are unavailable through your local libraries.
Volunteerism

BIBLIOGRAPHY

Books

1

This is a step-by-step guide for students including action plans and sample letters. Organizes opportunities by subject area and includes a large directory of National Volunteer Centers organized by state.

2

This volume, part of the Johns Hopkins Nonprofit Sector Series, analyzes the scope, structure, financing, and role of the private nonprofit sector in twelve countries.

3

This resource is divided into two parts: volunteers in the organization and working effectively with volunteers. It covers recruiting, training, supervising, and evaluating the volunteer as their administrator. Additionally, its appendixes cover professional ethics, competencies, and AVA Certification in Volunteer Administration. Includes references.

4

This resource divides and describes career choices into basic interest areas such as associations, business-related, cultural, health care, social service, education, environment, and fund-raising. Includes individual contact information for many organizations, suggested readings, and reference book citations.

5

This handbook lists current volunteer opportunities in earth science research and support. Opportunities are available to people of all ages and backgrounds. Topics covered in this handbook are: National Mapping, Water Resources, Geologic, Information Systems, and Administrative. Includes appropriate contact information and application procedures.

6

This resource is formerly entitled the Community Resources Directory. It organizes volunteering programs by administrative/organizational resources (contact information, objectives, services, publications, and founding date), training courses and events (title of event, contact information, credit, sponsor, description and publications), individual local volunteer
Rural Information Center Publication Series

programs (contact information, purpose, sponsor, description, publications, and founding date) and specific resources. Includes an annotated bibliography.

7

This working paper, written by a Harvard University Professor of Economics explores the motivations and economic impact of volunteers in America. Dr. Freeman introduces the concept of "conscience good" which explains why people volunteer. Includes References.

Articles

Career Building / Service Learning

8

Founded in 1957, The Student Conservation Association (SCA) provides hands-on volunteer opportunities ranging from a few hours to six years in conservation, encouraging urban youth to pursue careers in environmental topics. Other programs within SCA include: the Resource Assistant Program, the New Hampshire Conservation Corps, and the AmeriCorps program. This article chronicles the experiences of a group of students from Seattle, Washington in the SCA Conservation Career Development Program (CCDP). Includes Contact Information.

9

Although some schools are enthusiastically moving toward requiring community service as part of some classes, faculty at other schools are accusing schools of trying to increase credit hours without hiring more faculty.

10

Many people view volunteer activities as professional development opportunities. This article introduces the first reliable assessment tool, a new Guttman Scale, specifically designed to analyze volunteer behavior as it relates to career development. Includes References.

11

Introducing young people to community service through a needs assessment project stresses the importance of participating in services that help them to be involved citizens and leaders. The school with an involvement project is portrayed as a resource and partner in the community.

12

Participating together in a community volunteering activity is raising morale and
Volunteerism

developing new job skills for a growing number of employers. Many companies are successfully replacing traditional team building activities with volunteer activities.


Volunteering with schools, for the environment, and at the zoo is described in this article which highlights the advantages of volunteer experience to potential employers. Includes Contact Information.


The author, president of the Foundation for Economic Trends, presents a glimpse of a possible future in which volunteerism becomes the major 'employer.' He predicts that the world economy will within the foreseeable future be essentially workerless as automation becomes the rule rather than the trend. His projections for the year 2045 are that less than 20 percent of the adult population works full-time and that most Americans are paid by the government for their contribution to the non-profit sector.

Building Communities


This cover story questions whether or not volunteerism in America does enough good.

Critics say that not enough people volunteer in human services and that too many people are 'recreational' volunteers. Proponents say that America's volunteers make a tremendous and lasting impact and that their participation is absolutely critical.


As more and more social programs end, there is a growing need for professionals, with their experience and contacts, to participate in volunteer activities. Three food service directors are interviewed about their contributions to the community.


A pilot program in Escondido California paired fifth-grade students with homebound senior citizens to increase communication between generations. The students gained self-esteem and the seniors felt less isolated. The program is being continued and expanded.


Founded in 1984, the Volunteer Stewardship Network in Illinois is an example of a successful conservation effort. Volunteers serve as guardians and restorers for a variety of threatened natural areas.
This article chronicles the effort by the Washington Quaker Workcamps to rebuild several the churches destroyed by arson. Their work crew include members of their volunteers, contractors, and members of the local congregations. They are proud that their volunteers come from varied religious backgrounds and hope to serve as inspiration to other volunteer efforts.

23

This call-to-action was the opening address at the 25th Annual International Community Development Conference. The author encourages people to participate and improve their individual communities. Includes References.

24

One of the motivations for this case study is concern about outmigration of young people from rural areas. This article illustrates an effective method for involving rural high school students in a community needs assessment. Once trained, the students were extremely competent survey takers and learned a lot about their community. Includes References.

Managing Volunteers

25
“Volunteerism-Specific Values: A Proposal for Discussion.” Susan J. Ellis. Journal of
Volunteerism


Beginning with the Josephson Institute of Ethics model, the authors outlined six 'core' ethical values: trustworthiness, respect, responsibility, justice and fairness, caring, and citizenship. This article outlines eight proposed volunteer-specific values that were discussed during the October 5, 1995 satellite broadcast, "Making Ethics Come Alive: Issues for Effective Volunteer Administration." Contact information is included for requesting a copy of the Association of Volunteer Administration's "Statement of Professional Ethics in Volunteer Administration" or a videotape of the satellite broadcast.

26


The author is the Manager of Volunteer Services at the New York Botanical Gardens. In this article, she provides an overview of garden volunteers by examining changes gardens will need to make in recruiting, managing, and retaining volunteers as their demographics dramatically change in the next century.

Elderly

27


The Volunteer Information Provider Program (VIPP) began in 1988 in five counties of Missouri and has expanded to 20 other states in less than a year. This article outlines the theory, training, practical applications, and successes of the VIPP and may also serve as a model for other programs to be expanded and replicated. Includes References.

28


The rural elderly face a challenging set of circumstances including age, disability, and location. This article focuses on those issues and the use of community volunteer and natural support systems to inform the elderly of choices and available services. Several of the support services that are described are 'The Range Exchange' in Montana and 'The Volunteer Information Provider Program' (VIPP) from Missouri that inspired it, 'The Gatekeeper Program' in Illinois, and a Southwestern Pennsylvania Agency on Aging program. Includes References.

29


This study, in two rural Iowa counties, investigates the retirement satisfaction of male and female rural retirees and their participation in volunteer or paid activities. The results, controlling for personal background variables, find that both paid and volunteer involvement significantly influence the male subjects and that volunteer involvement significantly influences the female subjects. Overall health of the subjects was a major factor in participation. Implications that would effect the
design of programs by physical and occupational therapists are discussed. Includes References.

30

The development and maintenance of ombudsman programs in rural areas is explored through an examination of current programs, especially the East Tennessee ombudsman program. The flexibility to meet the individual needs of unique communities is discussed as are strategies to more easily meet these needs. Includes References.

31

Seniors are more likely to volunteer informally for family and friends rather than participate in more formalized volunteering opportunities. Volunteer organizations need to change their attitudes about seniors to seek them for their experience, not shun them for their age. This article explores techniques for recruiting, training, and retaining seniors as volunteers. Includes References.

32

Five counties in Missouri participated in a pilot program designed to disseminate information to rural caregivers. This program, dubbed the Volunteer Information Provider Program or VIPP, trained its volunteers in a variety of skills including: stress management, personal care (lifting, bathing, hair and mouth care, dressing), and communication disorders. The program included a train-the-trainer style Instructor's Manual. VIPP used two major extant programs, Cooperative Extension Service and Extension Homemaker Club, to share information with over 11,000 caregivers in a fourteen month period. This program is being expanded to 21 states. Includes References.

Promoting Volunteerism

33

A survey to determine the characteristics of newly recruited volunteers was conducted and indicates that there is a range of educational, gender, and age differences.

34

Grandparents outnumber elementary and secondary school children and mobilizing them into a volunteer corp to replace the parents who a generation ago assisted in the classroom may be the best alternative for many schools and teachers. This article recommends specific approaches to recruiting, assigning, retaining, and evaluating retirees as volunteers. Includes Contact Information.

35
“Hospital Volunteerism in the '90s.” Elizabeth S. Pforzheimer. *Hospitals and Health*
Volunteerism

Networks, February 20 1996, Vol. 70 No.4, pp. 80.

As more women enter the workforce, hospitals are experiencing a dramatic drop in what was their traditional volunteer base. Advice for recruiting, training, and using volunteers and their time most effectively are outlined in this article. Additionally, the author recommends exploring the new skills that the new volunteers may provide.

36


This article reports two studies that were undertaken to analyze the persuasive appeal of a variety of messages that promote volunteerism. Messages were created to fit different strategies e.g. reasons to volunteer versus reasons not to volunteer or abstract value-based reasons versus concrete specific reasons. College students with and without current volunteer activities judged the effectiveness of the messages. Messages were also evaluated as to effectiveness depending on their goals, e.g., to gain new volunteers or to retain current volunteers. Includes References.

37


The reasons for volunteering and religion's influence are explored in this study and a comparison of volunteer participation across religions is investigated. The study focused on four hypotheses and tested a group of people in middle age because that is the statistical volunteering peak. Includes References.

38


The need for and demographics of volunteerism in America are outlined in this article. Gallup Organization surveys conducted for Independent Sector and the Points of Light Foundation show that the number of volunteers and number of volunteer hours are increasing in America. Volunteering in the human services is not particularly popular the authors surmise, because it is an area requiring more inspiration, time, and will power than other volunteer areas. Benefits and limitations of required volunteer service and volunteers in welfare reform are discussed. Includes References.

39


Corporate America is trying to change the 'never volunteer' attitude of Americans by encouraging their employees to participate in volunteer activities. Companies are trying to change their image and become the 'neighbor of choice' to communities.

40


Equifax, Inc. has developed a unique program that serves to combine retirement and volunteer service into an early retirement incentive. During the pilot program, 75 to 80 individuals
were offered 12 to 24 months of paid work for a non-profit agency. The company gets positive publicity and the employees are eased out of their particular job but not out of being involved. It is seen as a win-win situation.

Recruiting Volunteers


Recruiting volunteers begins with selecting the correct candidates. This study evaluated common characteristics among adult 4-H volunteers. An attempt is made to differentiate between those volunteers who served more than three years and those who served less. Overall, the characteristics of volunteers in 1994 were similar to those in 1950. Includes References.


This article compares the 3Rs of volunteerism (recruit, recognize, and retain) to the 3Rs of environmentalism (reduce, and reuse, and recycle). Guidelines are presented from getting attention for your press release to how to effectively handle media interviews.


One teacher's techniques for involving parents in the classroom are outlined in this article. In just one year, each parent became involved with at least one task in their child's classroom.

Training Volunteers


The evolution and success of a volunteer tutor training program are outlined in this article. The program centers on active listening in order to train the volunteers to use appropriate new teaching methods rather than traditional models.


This article includes a three-fold program for training volunteers including: the amount of appropriate training, use of volunteers as trainers, and categories of training. Includes References.


This article focuses on the training needs of people who are serving on community boards, committees, and commissions. Leadership of these groups becomes more effective as the participants are taught basic leadership skills.
Volunteerism

such as looking for opportunities rather than obstacles. Includes References.

47

This article addresses the gap in the literature regarding the role of volunteers as educators and the lack of standard advice for effective training and support that is available. The authors provide guidelines that are directed to 4-H Leadership but may be applied generally. Includes References.

48

This article provides a nitty-gritty outline for designing and implementing a training program for volunteers. Three types of training are discussed.
**Volunteerism**

### JOURNALS

- **Alexandria Archaeology Volunteer News**  
  105 N. Union St.  
  Alexandria, VA 22314  
  703-838-4399

- **Habitat World**  
  Habitat for Humanity International, Inc.  
  121 Habitat St.  
  Americas, GA 31709-3498  
  912-924-6935

- **Helping Out in the Outdoors**  
  American Hiking Society  
  Box 20160  
  Washington, DC 20041-2160  
  301-565-6704

- **Journal of Volunteer Administration**  
  Association for Volunteer Administration  
  Box 4584  
  Boulder, CO 80306  
  303-541-0238  
  NAL Call No.: HV91.J68

- **Leadership (Voluntary Action Leadership)**  
  Point of Light Foundation  
  1737 H St., NW  
  Washington, DC 20006  
  202-223-9186  
  NAL Call No.: HV91.V65

- **Nonprofit and Voluntary Sector Quarterly**  
  Association for Research on Nonprofit Organizations and Voluntary Action  
  Sage Publications  
  2455 Teller Rd.  
  Thousand Oaks, CA 91320  
  805-499-0721  
  NAL Call No.: HV40.J68

- **School Volunteering**
Listed below are Federal programs designed to provide assistance and/or funding for volunteer projects and initiatives. Included are program identification numbers, program titles, responsible agencies, program objectives, and contact information. For additional federal funding resources and private funding sources, please call the Rural Information Center, (800) 633-7701.

**94.013 Volunteers in Service to America**  
(Americorps*VISTA)  
**FEDERAL AGENCY:** CORPORATION FOR NATIONAL AND COMMUNITY SERVICE  

**OBJECTIVES:** To supplement efforts of private, nonprofit organizations and Federal, State, and local government agencies to eliminate poverty and poverty-related problems by enabling persons from all walks of life and all age groups to perform meaningful and constructive service as volunteers.

**INFORMATION CONTACTS:** Regional or Local Office: See Corporation for National Service Cluster and State Program Offices list in Appendix IV of the Catalog.

Headquarters Office: Director of VISTA, Corporation for National Service, 1201 New York Avenue, NW., Washington, DC 20525. Telephone: (202) 606-5000 or toll-free 800-424-8867.

**94.002 Retired and Senior Volunteer Program (RSVP)**  
**FEDERAL AGENCY:** CORPORATION FOR NATIONAL AND COMMUNITY SERVICE  

**OBJECTIVES:** To provide a variety of opportunities for retired persons, age 55 or older, to serve their community through significant volunteer service.

**INFORMATION CONTACTS:** Regional or Local Office: Corporation for National Service State Program Offices as listed in Appendix IV of the Catalog.

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- Complete mailing address. (Library’s Fax number or ARIELTM IP address, if delivery by either of these methods is desired).
- Complete citation including verification (source of citation) and NAL call number if available.
- Date after which item is no longer needed.
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