**Questions raised during the webinar “Understanding and engaging 21st century volunteers” – 07.04.14**

1. I am fascinated by how you measure volunteer motivation: the stuff around what people say motivates them and why, and what actually motivates them. Do you use anything other than directly asking people… eg linguistic analysis. Storytelling etc? (I have done work based on the Young Otagon Motivation model based on listening for motivational clues in description of roles & found it really valuable). Would love to know any other/similar motivation discovery methods, and consider best practice for surveying motivation.
2. How do you suggest we can try and make our volunteering opportunities compete with pure leisure time? Some roles just aren’t that fun – what can we do to make it more appealing?
3. Which social media site do you see as most important to engage with in the coming years? (after Facebook/Twitter)
4. Do you think it is worth paying more for targeted advertising over social media over just organic growth (posting and sharing regularly)?
5. The choice stuff is scary, in particular because communicating with the volunteer as a consumer is an approach that has been shown to be ineffective in engaging environmental and social justice values in individuals and indeed in engaging people to give volunteer time. How do we get better at framing volunteering in a positive way which shows why it’s good/fulfilling to get involved without promoting an overtly transactional experience?
6. Where did you say we could look at comparing online and offline volunteering?
7. What was the book you mentioned? The last virtual?
8. Appreciated your point re turning ideas around staff/vol roles on its head- how much does this discussion link to meaningful organisational change, or at least seeing volunteer development in that context?
9. How do you make posts on facebook more appealing? Is there research on what is more /less successful? For example we have around 200 likes on the London page, but we only get 1-10ish likes per post?
10. You spoke about treating people as individuals but we have been looking more and more at mass participation and micro volunteering. How can we speak to many in this way but treat them as individual?