YOUThES

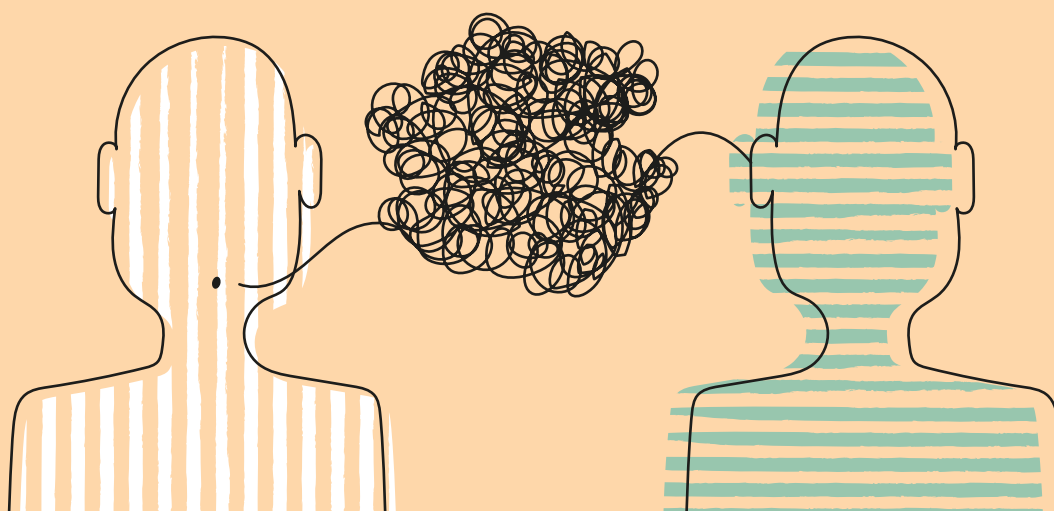Recruiting young volunteers for crisis help-lines

MANUAL FOR

best practice

in

RECRUITING

young volunteers

in

Telephone Emergency Services

Co-funded by the
Erasmus+ Programme
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European Project

YOUThES

Recruiting young volunteers for crisis help-lines

Best practice in recruiting young volunteers in Telephone Emergency Services

Final Manual

2019

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Further information

IFOTES **www.ifotes.org**

IFOTES
International Federation of Telephone Emergency Services

IFOTES
EUROPE
International Federation
of Telephone Emergency
Services

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1 . INTRODUCTION

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Diana Rucli – Project partner Studio Rucli, Italy

1.1 Aim of the project

The aim of the YOUThES project was to share experience and achieve additional knowledge through **common reflection and exchange on best practices for recruiting young volunteers** to the emergency listening services of partner organisations.

1.2 Themes

The following themes and objectives were explored during the project development:

- **age** structure in the individual associations and TES centres: similarities and differences
- **analysis** of the outcome and **data** of the previous projects QuaLiS and TESVolSat with regard to the age and motivation of volunteers working on crisis lines
- **sharing models and experiences** of the partner organisations regarding the successful recruitment of young volunteers
- **training and support** for young volunteers: specific needs and characteristics of the target group
- **work-life balance** for younger volunteers in terms of number of hours and length of stay

1.3 Partners

IFOTES Europe (IE) - Germany
SOS Amitié France (SOS) - France
Kirkens SOS i Bjørgvin (KIRB) - Norway
Telefono Amico Italia (TAI) - Italy
Magyar Lelki Elsosegely Telefonszolgalatok Szovetsege (LESZ) - Hungary
Telefonseelsorge (TES) - Austria
Studio Rucli (SR) - Italy
Palveleva Puhelin (PP) changed now in Kirkon keskusteluapua - Finland

1.4 Methods

During the project TES partners had **six transnational meetings and workshops** for exchange and to develop strategies for recruiting and using different media.

The results were based on project workshops and **two questionnaires**. Results were reported in topical order.

YOUThES Questionnaire A was for project partners. Questions concerned information about recruiting young volunteers, benefits for young people, for TES organisations and for society to recruit young volunteers and the using of media and internet in recruiting. All partners answered the questionnaire giving an overall view of the situation in 11 European countries (Austria, Belgium, Finland, France, Germany, Hungary, Italy, Netherlands, Norway, Slovenia and Switzerland).

YOUThES Questionnaire B was for young people in Europe. Questions concerned motivation, improvements needed in helpline and information seeking. The electronic questionnaire was open from December 2017 to March 2018. 315 answers were obtained from the 11 countries mentioned above. In total 84% of the respondents belonged to the targeted age group 20-34 years. One third were 25-29 years old. Three quarters were female. Nearly half of respondents were volunteers in helpline and 10% has been a volunteer earlier; 42% were non-volunteers at that moment in time.

1.5 Outcome

The partners developed a **best practice manual** which contains the outcome of the project and recommendations to helplines that intend to improve the recruitment of young volunteers through a more focused information and training methods. The manual is accessible to all the helplines for emotional support in Europe and any other non-profit organisation that wishes to recruit young people.

The full version of the handbook is in English and is available on the partners' websites.

An **abstract of the manual** was produced. Thanks to the commitment of the partners and members of IFOTES present in the International Committee, this abstract was translated and is available in the following 10 languages:

- English
- German
- French
- Italian
- Spanish
- Dutch
- Slovenian
- Finnish
- Norwegian
- Hungarian

All abstracts are available on the IFOTES web site www.ifotes.org and, depending to the language, on the respective web- sites of the IFOTES partners and members.

Note

TES: Telephone Emergency Services

2. REVIEW AND EXCHANGE
OF HERE AND NOW SITUATION

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Monica Petra – Project partner Telefono Amico Italia, Italy

The work of the project started by describing the population of TES volunteers in Europe at the present time.
A survey of partner organisations (YOUThES_Survey 1_Data from Members) was made about:

- number of volunteers
- gender percentage
- age bracket
- age limits
- level of education
- professional background
- actual activity

AGE DISTRIBUTION IN TES

Age bracket	Percentage
0–19 years	0%
20–24 years	1%
25–29 years	2%
30–34 years	3%
35–39 years	4%
40–49 years	10%
50–59 years	21%
60–69 years	37%
70–79 years	19%
80–89 years	3%
90– years	0%
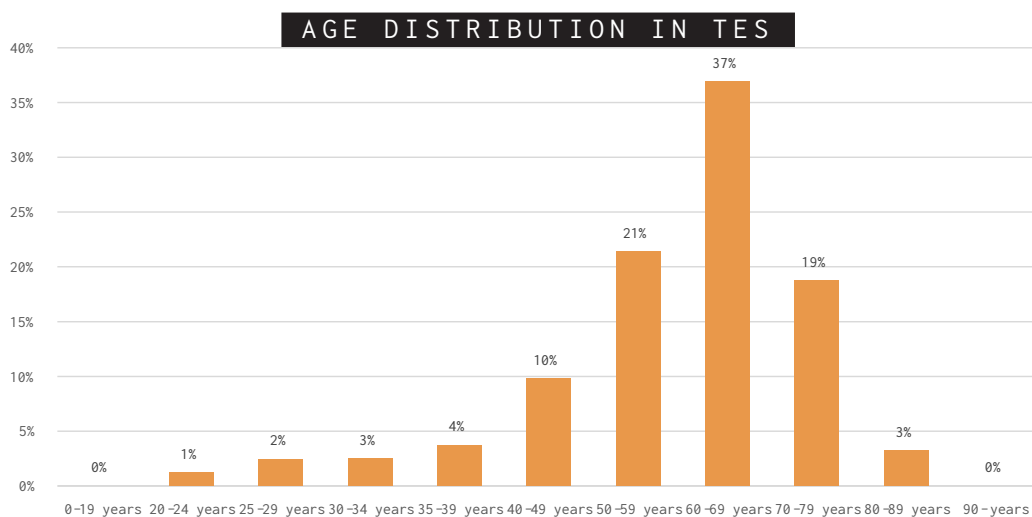
TES volunteers are mainly over 50yrs; the range between 50-79yrs includes 77,04% of the total.
In terms of gender, 24% of them are male and 76% are female.

This data confirmed a severe lack of young people engaged in helplines and posed questions about the future

of the services and social impact of this situation.

Some more information on age, gender and motivation of European TES volunteers came from the results of the TesVolSat, a survey on volunteers' motivation developed by IFOTES partners in 2016[1].

2.2 Statistical review and exchange of age structures in TES and crisis helplines

Taking into account the received records and all the information collected, it appears that the majority of countries do not have a definition for young, while other countries adopt the word young without specifying the age bracket. In some case no data was available.

Starting from the EU definition for young people (the age-groups 15-19, 20- 24 and 25-29), and because of limits that some TES organisations have for the minimum age of volunteers, the group decided to define the range of "young people".

Decision in the beginning of the project: the team defines the age bracket 20>34 years, as definition of young for TES.

The information provided at first, gave a picture on how TES recruit people but did not give specific information about young volunteers, as most of the TES didn't have specific tools or rules for them.

Due to this lack, the group involved into the project decided to send out a questionnaire (YOUThES_Questionnaire A_for members). This questionnaire received 20 replies from TES directors or members of the boards:

PERCENTAGE AND GENDER OF YOUNG VOLUNTEERS IN TES

Percentage of young volunteers

Very low: 1-5%

Gender of young volunteers

Woman: 60-90%
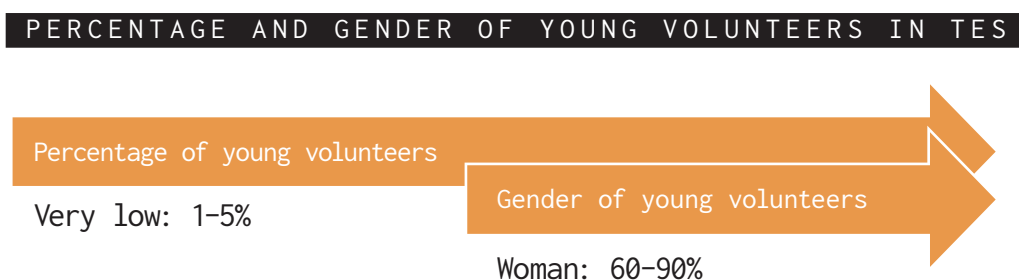
The percentage of young volunteers in each TES organisation generally is between 1-5%, even if in the case of deLuisterlijn (former Sensoor) in The Netherlands it can reach 20%. As for the gender, young volunteers are mostly women (60-90%).

STAY IN TES SERVICE

TIME YOUNG STAY — 1-2 YEARS

TIME TES REQUIRE TO STAY — 1-2 YEARS
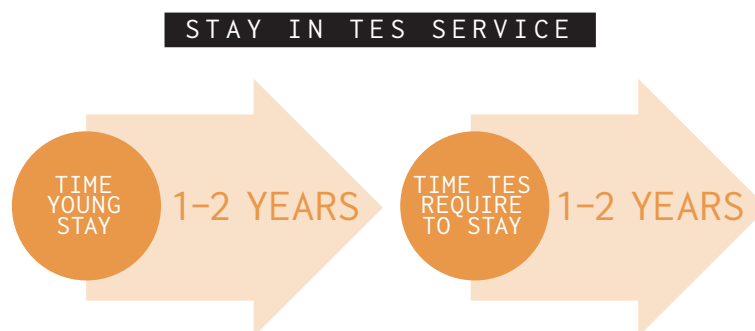
Concerning the length of service of volunteers in TES, it was noted that TES' and young volunteers' interests coincide. In fact, young volunteers stay 1-2 years, with some exception (up to 5 years in Telefonseelsorge in Austria); TES generally require 1-2 years as minimum time of stay.

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1   Report available on IFOTES website www.ifotes.org

2.3 How TES use their resources (time and money now and later)

For contacting, recruiting, training and motivating volunteers TES invest a lot of resources. This is normally a huge part of the activity in the TES environment.

RESOURCES FOR RECRUITING AND TRAINING IN TES
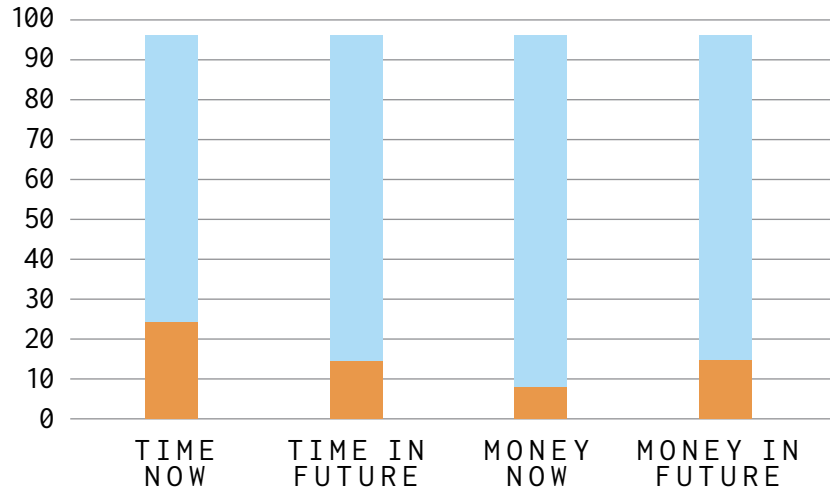
In the past, for young (20-34y) volunteers in particular:
• TES have used average 0-30% of working time
• TES have used average 0-10% of money

At the time of questionnaire A, TES partners expressed the wish to reduce the working time in the future from 20 to 10 % and to increase the money investment from 10 to 30%.

2.4 Training

TES organisations seem not to have specific tools for training young volunteers: 18 out of 20 participants in the questionnaire A declare that the training is the same for all, regardless of age.

Even the length of training period is the same i.e. from 40 to 120 hours over a period of 3 to 24 months.

The length of training in TES environment is considered to be a guarantee of quality, a good way to explore trainee's motivation and to have long-term volunteers. A demanding training is intended to be an opportunity to prepare people well for the job and to better involve them.

Even while expressing the idea to reconsidering some points, TES are not willing to sacrifice the quality of training.

2.4   Conclusion

During the 2 years-work on this project, it should be noted a transformation in TES partners' mood about having young volunteers: as the results emerged from survey 1, and also from questionnaire A, at the beginning of this research some partners even had doubts about whether having young people should be a goal for TES. However at the end of this process the whole group was both enthusiastic and appreciated the benefits that can come from more young people in TES.

"*First comes thought; then organisation of that thought into ideas and plans; then transformation of those plans into reality. The beginning, as you will observe, is in your imagination.*" Napoleon Hill

3. MOTIVATION FOR RECRUITING YOUNG VOLUNTEERS

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Titi Gavert – Project partner Palveleva puhelin, Finland

One of the first questions in the beginning of this project was "Why should we recruit young volunteers under 35 years?" The results of the project show that young volunteers can bring a great variety of benefits to TES organisations and to the whole society. Traditionally volunteers in helplines have been mainly adults and elderly people. This project helped to explore how it would change TES work if there were more young adults as listeners and TES team members. The change of age structure has some obvious consequences for working methods within TES but should be easy to deal with for the partners.

3.1 Benefits and motivation for TES organisations to have young volunteers

It was important to determine what special benefits and opportunities TES might have when recruiting young volunteers. Brainstorming in project workshops produced the following ideas and opinions about young volunteers' attitudes and aptitudes.

- Young volunteers give us **access to new technologies**. As digital natives, they are more competent in dealing with new technologies. This is important and useful knowledge for TES organisation. This also makes them more apt to answer via chat or web. They learn new digital developments quickly and can teach other volunteers.
- Because of their life situation, they can be more **flexible**. Especially before they get married and have children. Usually they are also more available for night and evening shifts. Those are very important times for our callers but harder times for volunteers to work. Their mindset is also flexible and this can make them more open to adapt to changes.
- They are **dynamic, enthusiastic, innovative and motivated.** They also have plenty of new ideas and energy to put these ideas forward. They might be very proactive also in other areas than listening.
- Young people are **more fun**! Therefore, TES is more fun and this is a joy for us all.
- They are **eager to improve and learn**. They challenge older volunteers in a good way. Lifelong learning is a goal and it's time for older volunteers to learn from younger ones.
- Young volunteers have **connection to their peers**, so they can help recruit more young volunteers.
- They are involved in various social networks, so they bring up-to-date information and knowledge to TES

about the problems young people have. It can be difficult for older listeners to have access to this **mutual understanding of the problems of the younger** generation. Young volunteers know what it's like to be a teenager or young adult in Europe today, their values, hopes, fears and interests. With this knowledge, they can respond well to the needs of young callers.

* They speak the **same language as the young callers and can be** excellent listeners, especially for young people their own age. They can support TES by teaching new listening skills.
* They have **recently studied** at university or other institutions. They have up-to-date research information about human issues. TES services could greatly benefit from such useful knowledge.

Partners agreed on the following benefits of having young adult volunteers:

* With young volunteers, there is a real connection to the normal life of all generations.
* Mix of generations makes TES organisations stronger and more efficient. It introduces different points of view and can therefore improve TES practice.
* A better balance between old and young volunteers gives a possibility to share the experience and expertise between generations. This also motivates older volunteers to share and pass on their knowledge as well as their life and work experience to the next generation. This is a good use of their professional and life experience.

To sum up, the partners suggest that having young volunteers is a real hope for the organisations' survival in the future. The average age of TES volunteers is at present time quite high. Young volunteers make TES more sustainable by ensuring the future. Even if young volunteers leave after a while, there is a good chance they will return when their life situation becomes compatible with TES work again. Besides guaranteeing volunteers in the future, young volunteers give TES an improved and up-to-date image. In fact should it not be asked: is it really even possible for TES to survive without young volunteers?

3.2 Benefits and motivation for the city / society in having young volunteers in TES-work

When TES have more young volunteers, this can influence the whole community. By training young adults in listening skills, TES can contribute to improving society in general. Trained volunteers are better listeners both for TES and society as a whole. These skills remain even after young people leave TES.

Partners observed that in our society there is a need for people with

* listening skills
* empathy
* communication skills
* open-mindedness
* respect for others
* non-judgmental attitudes
* commitment
* a culture of caring
* values
* a sense of solidarity
* responsibility
* an interest in social networking

TES training and work clearly develop all these skills in young people and prepare them for their professional, social and personal lives. It also makes them better at handling crisis and at facing challenging situations. They become more aware and attentive to others. They can become committed citizens and this reflects on their entourage and in their working environment. They spread the idea that talking can help and the benefits of being listened to.

By working as a listener, young adults can participate in suicide prevention. They help to ease loneliness and improve the lives of many people in crisis. The recent development of chat in TES organisations has brought an increase in the population of young users. By having young volunteers, TES has enriched the service to this population.

3.3 Benefits and motivation for the young volunteers themselves in working for TES

After exploring what it means for the TES organisations to have young volunteers, it is also important to find out what TES work could give to the young. At the beginning of the YOUThES project, we thought the young were mostly interested in having a good training in listening skills which would benefit their professional life.

In the project, we made one survey and two questionnaires. In questionnaire B concerning the motivation of young adults, partners were surprised to discover that the training and a professional benefit were not as important as partners had thought. The most motivating part of being a listener for young people was the possibility to help someone. Young people do not seek benefits only for themselves. They want to give something to the world and to others. Young people want to make a difference in the world.

ASPECTS THAT MOTIVATE YOUNG ADULTS IN WORKING AS VOLUNTEERS IN HELPLINES
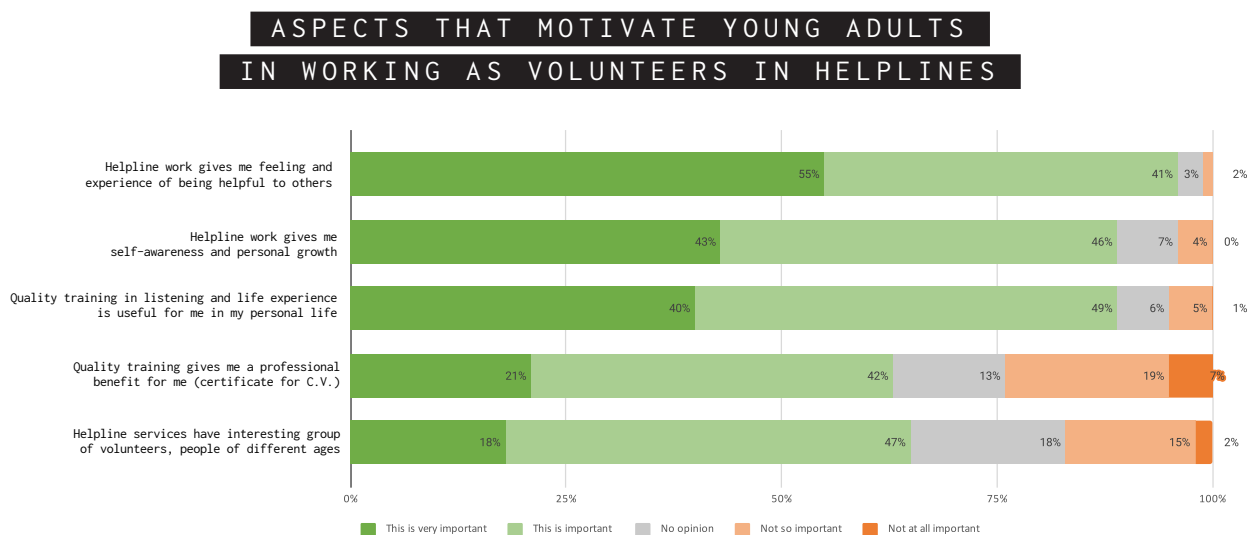
The most motivating aspect for young adults in being volunteers in a helpline is to get the feeling and experience of being helpful. In fact 96% of respondents valued this aspect as a very important or important reason to do TES work. Helping others is very important to the young. The talk about selfish and egocentric young people is not true or at least it is not the whole truth. There is also a wish and a will to help others which can be regarded as part of what makes life meaningful.

However it is not always easy for the volunteer to feel they have been helpful. The callers are anonymous and the conversations are "here and now" so there is no possibility to know what happened after a call or a chat. Therefore it is important to give this feeling of being helpful in other ways, for example in group discussions or consulting sessions within listener's community. This feedback is an important motivating aspect both for volunteers themselves and those who consider becoming listeners.

Nevertheless in many cases the direct feedback for the listener is when the caller says, at the end of the conversation: "This has been really helpful for me, thank you!" or "Now I can go to sleep, thank you for your help!". Even after a suicidal call, when the caller seems to find a reason to keep going at least one more day.

Other motivational aspects are also noticeable. Nearly 90% of respondents valued as "important" or "very important" the possibility to develop self-awareness and personal growth. This can be facilitated particularly through

training and supervision. The work as a listener gives a good opportunity to learn about life. The listener hears about hardships and misery they may never have heard about before. This gives a deeper understanding of life in society today and gives a new perspective on one's own life. TES work develops empathy and maturity. Young volunteers, along with older ones, learn to deal with their own feelings and with high levels of stress. Life experience increases by being confronted with the different human situations and by having conversations with people from different backgrounds, experience, and ages.

The quality of the training provided also makes TES work attractive for young people. Training makes it possible for volunteers to test themselves and to improve their communication and listening skills. Training and work in TES give an important team and group experience. For those doing social studies (psychology etc.), training and listening work gives a possibility to define or complete a professional project through practice or casework. TES training can enhance CVs with references and certificates and improve young volunteers' chances of obtaining a job.

Although the option of becoming a member in a volunteer group of different ages was not rated among the top answers on motivation, it was important to over 60 % of the respondents. There are not many opportunities to work in a group of mixed ages these days. Groups for hobbies or other voluntary work are often very homogenous groups. TES work gives the young volunteers a possibility to get to know and work with adults and elderly people. Partners felt that age diversity is beneficial to everyone.

3.4 TES organisations' doubts about recruiting young adults as volunteers

As already stated, at the beginning of this project there were some doubts within TES organisations about recruiting young volunteers. It can be useful to look a little bit closer into these doubts and fears so that solutions can then be found.

Here are some of the doubts expressed by partners during the project:

- Training young people is an investment and there are costs for TES. If young volunteers leave shortly after their training, the organisation can feel let down. If students do TES work as practice period from university, they require quite a lot of time and energy from supervisors and trainers in TES. Quite often after the practice period is over they leave. This is a drain on resources.
- Sometimes the young do not seem to take their responsibility as TES volunteer seriously enough. The young are involved in many projects and TES is only one of these. Young volunteers have busy lives so it's more complicated to find suitable times for TES work. They might not be so committed to listening. If so, other volunteers may feel they cannot count on them.
- Do young people have enough experience of life for doing TES work? Sometimes when there is an « I know better » attitude along with a lack of real experience this can make for difficulties working in a team. Other times too much initial enthusiasm might not stand the test of time and their commitment is short-lived.
- The life situation of the young is perceived as unstable by TES recruiters. They believe there is a higher probability for them leaving voluntary work if their life situation changes and that this can make the TES team unstable.

3.5 What does a TES organisation need to recruit more young volunteers?

Based on the workshops, the survey and questionnaires there are several things TES organisations could consider to develop a strategy to recruiting young volunteers:

- TES should reconsider their attitude to "volunteers leaving too soon". It's true some young people are leaving sooner than the older volunteer, but those who stay are very committed. If young trainees were prepared to make a commitment to be active listeners for one year, then it would be worth training them.
- Life in today's society is more about short projects, not about long-term commitments. Is "leaving" really a

problem about young people or is it perhaps because society has changed while TES organisations still think volunteers will stay for decades? It is also good to remember those who leave now can return later. We might have friends for a lifetime!

- TES organisations should reconsider total anonymity of those working at TES. Then young volunteers could tell their friends about TES work and this would help TES to recruit young volunteers.

- TES organisations should promote the importance of having skilled listeners in society. Young people want to be helpful to others. They give others the possibility of being listened to. This is valuable to the community as a whole.

- TES organisations should have a communication strategy to attract young volunteers. These were developed in the project (see chapter 5)

- TES organisations should be aware of the generation and gender strategy in Europe.

- Without turning into a social club, TES could develop its social side. This would make it possible for TES organisations to bring different age groups together.

- Local TES organisations should have help with promotion material, flyers, posters, suitable especially for young people. TES is training good listeners for society, so maybe the city could give some funding for recruiting and training young people. This would make it easier to recruit young volunteers. There is a need for good tools to make TES attractive for the young.

3.6 Conclusion

The biggest obstacle for recruiting young volunteers seemed to be the relatively short time the young volunteers stay in TES work. This can be seen mainly as a mindset issue. When there are so many advantages in having young volunteers, TES organisations should set up strategies.

4. LOCAL, NATIONAL AND INTERNATIONAL STRATEGIES IN RECRUITING YOUNG VOLUNTEERS

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Renée Cheval – Project partner SOS Amitié, France

As we have seen in previous chapters, the benefits for TES services in recruiting young volunteers are manifold: they are undeniably beneficial to the services as well as to the young volunteers themselves and most of all offering training in listening-skills to the young can be regarded as a way of developing their awareness as committed and caring citizens throughout their lives.

And yet, in some federations, there is a strong resistance: training volunteers is time and energy consuming, especially during the practical phase and it is also costly, so that it is felt that, if young volunteers only remain active as TES listeners for a short period of time, the efforts made to train them will have been wasted. TES work is still too often seen as an activity people can engage in when they are in a phase of personal and professional stability, that is roughly after the age of 40, or once they have retired.

We believe that the short-term and in the long run benefits of recruiting young volunteers far outweigh the potential drawbacks. Our goal is to ensure that TES can be a place where young people and older ones can and should work together. We want to encourage young volunteers to join our organisations and stay, knowing exactly what they are committing themselves to. How can this be achieved?

4.1 On the local level

Change mentalities within the posts

- The first step is for post leaders, trainers, and people in charge of recruiting to see young people volunteering positively, to understand the challenges and to develop strategies to overcome them. They should be made aware of all the benefits of having both young and old trained for TES work or involved in other tasks within the organisation. We should all have a common understanding of the need to achieve a successful integration of young adults within our posts. It is vital to overcome the reluctance often met in the posts to even consider the application of people under 35 to join our services.

- It is necessary to talk and inform more about what can be gained for all concerned and to highlight what young listeners have to offer, especially at a time when communication through modern media is fast expanding.

- The perspective of the training should change: its goal should not only be a preparation for TES work but it should take into account the opportunity for social awareness and self- development.

- Post-managers have to be convinced that it is important for our organisations to have a more modern image, one that reflects society as a whole with both young and old.

- It is essential that they should be reminded that it is vital to lower the average age in the posts if we want to ensure the viability and existence of our services in the future.

- It has to be pointed out that age alone is not a suitable criteria in recruiting: as it is, it is tempting for recruiters to recruit people who conform to the existing profile with the risk that it will lead to a detrimental uniformity.

- Everyone involved should be convinced that people of different ages working together is a source of mutual knowledge and enrichment. Learning is a life-long process and young people have a lot to teach even mature adults.

Convince

Persuade our local fund-providers – whether governmental or non-governmental – that acquiring listening-skills is not only beneficial for TES services but for society as a whole and that we should be granted funds specifically for the purpose of training young people.

Communicate

- Conduct surveys to find out how far the local population is aware of the existence of our services, how they are perceived particularly among younger age-groups. Would they think of contacting us if they were in need of emotional support? Do they know that we are in constant need for new volunteers? And most importantly, would they think of getting in touch with us if they were considering doing volunteer work?

- We need to have a clear and targeted communication strategy with support material aimed specifically at young people. Be visible! Posters, flyers and press-releases are not enough. Nowadays it is essential to be active on the social media that they use: Instagram, Youtube, Pinterest, Twitter. We should consider that the best way to ensure that what is offered is in line with the interests of young users is to seek the help of young people to design publicity material and create digital contents: they are in the best position to know what would appeal to people in their age-group. Once these accounts are open, there is an obvious need to keep them active and to up-date them consistently: so it is necessary to appoint someone for that purpose. It is obvious that young people have digital savvy that older volunteers may lack and young volunteers could be a big help! In order to succeed, volunteer placement has to match interests and competence to roles.

- We have found that word of mouth plays an important part in recruiting: if young volunteers join our services and are welcome, if they feel that what they are doing is worthwhile , they will tell their friends and hopefully make more of their peers interested in becoming listeners.

- Local youth organisations, school, universities can be contacted. For instance, an open day experience could be offered with no direct link to recruiting but learning about listening-skills might arouse curiosity and inspire some participants to train as listeners.

Adapt

- Contracts can be daunting and an obstacle to recruiting. Young people anticipate many personal or professional changes occurring in their lives. So contracts about the number of shifts per month or the number of years they sign up for should be more flexible than for other age-groups.

- As far as training is concerned, efforts might be made to suit the availability of young people, while maintaining a level of high quality. Also, having young trainers and monitors, as well as young recruiters would make the

process to join our services more attractive.

- We need to change the way we speak about our "work", make it exciting, a challenge, convey the idea that learning about listening-skills is a life-changing experience, on the personal and social level.

- Adapt our image to make it inclusive: all material used for communication purposes should show men and women, both young and old.

4.2 On the National Level

Local policies in the field of recruiting are to a large extent determined by the recommendations on the national level: it is up to the leaders and members of National Boards to drive change, make the decisions and implement them. Therefore, they too should first and foremost be convinced that extending the recruitment age range to young volunteers is a positive step for our organisations, for young people themselves and for society, and ultimately it is a question of survival for our services.

Image
- Any national communication should give the image of our services as a place where young people are welcome to come and work, where they will acquire new skills and get a sense of being helpful to society. Specific logos or communication material should be used to appeal to the under 35's. If we consider that motivation of young volunteers differ from retiree volunteers, different material could be used in a different context, presenting a mixed image, people of all age-groups.

- Create national surveys to find out what would appeal to young people, what would potentially inspire young listeners!

- It might be helpful to find an "ambassador", a popular actor or sportsman, someone with a positive image among young people who could become the "face" of our association, represent it in national campaigns, speak on its behalf in the media and relay its actions and projects on television and social network.

Training
- Advertise the high quality of the training we offer and the value of listening-skills for young people themselves and for society: the skills we promote are a way of being helpful to people in a crisis situation but also a key to shaping more engaged, enlightened and tolerant members of society.

- Ensure that the training given at the national level is similar in content and objectives from one local post to another. Nowadays mobility is the norm for young people who often have to move in order to find employment. It is important to make it easy for them to continue their commitment to our services even if they are transferred to another city or region. This would also put an end to the often-heard argument that "training young people is not worth it, as they leave quickly". A common training would play a significant part in allowing young volunteers to remain active in TES for a longer period of time even in unforeseen circumstances.

- Bearing in mind the fact that young people are busy and mobile, we should consider providing Web/ on-line access to training.

Connections
- Our services should establish connections with universities and research institutes in order to recruit, by informing them of what we do and of our constant need for new listeners.

We know that students in psychology or social studies are the most likely to give a positive response to a recruiting campaign but we should not underestimate the possibility that in making our services known to business schools , there might be economic benefits in the future, when their students become businessmen and poten-

tial donors! They are also the trustees and leaders of tomorrow and they need to be recruited today!

- Some organisations such as Greenpeace or Amnesty International are widely known for their ability to recruit and retain young people. Could we approach them and maybe learn from their recruiting methods?

Projects

- Whenever national congresses are organized, it could be interesting to involve young people, to invite them and to devote a certain amount of time in the presentations to topics relevant to them.

- Imagine "Fun-events" for young people, social evenings or picnics where the National Organisation, its aims and needs could be presented.

4.3 On the international level (IFOTES)

Role of the delegates in the International Committee

The various surveys IFOTES has conducted regarding the benefits for TES services and the motivation, aspirations and needs of young volunteers to become involved, has provided a comprehensive overview of the situation in the different member countries, of the necessary steps to be taken and challenges to be met. It is the role of the IC delegates to report the findings and share the results with their national federations. They must convince them of the merits and benefits for all concerned of a greater and easier openness to young listeners.

Role of IFOTES

- In this context, as for any age-group, it is the mission of IFOTES to bring together National Association of Telephone Emergency Services, to exchange and share information about best-practices. IFOTES will support its members in adopting a new perspective on the involvement of young volunteers within the national organisations.

- **Web-platform:** Some pages on the website could be reserved for young volunteers who want to exchange and chat. These pages could also offer information about our European network and the possibility of having meetings or even exchanges between young volunteers of our member organisations.

- **Congress**: the title and concept of next congress in Udine in July 2019 is "Leaving Loneliness- Building Relationships". We might consider offering lower fees for students and hosting an event specifically for the students of the University of Udine already involved in the preparations for the Congress. A workshop could be devoted to the following theme "The Loneliness of Young People". Some simple easy exercises or a listening quiz could be suggested as an introduction to the value of listening.

- **New project:** In the future, it might be interesting to launch a new European project run by young volunteers.

- **IFOTES connections** to EU offices dealing with Youth topics could be the starting-point of a lobbying campaign to include an article stating the right to be listened to in the European Convention on Human Rights so that governments and stake-holders should acknowledge the added value that being heard as a basic human right could bring. This right should apply to young people just as they should do to everyone else.

An International Day of Listening

IFOTES and its members should aim at promoting a single day event in Europe to highlight the benefits, for individuals whatever their age or circumstances and for society as a whole, in being listened to.

5. USING DIFFERENT MEDIA
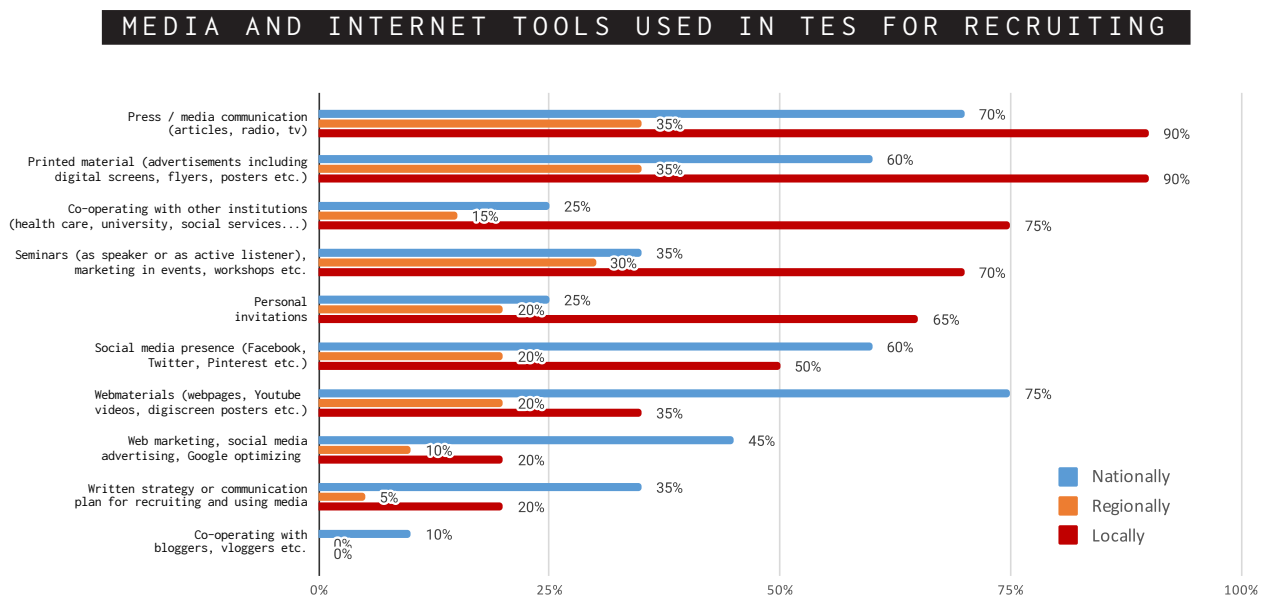# AND INTERNET IN RECRUITING

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Leif Jarle Theis – Project partner Kirkens SOS Bergen, Norway

5.1 General use of media and internet

The project has mapped the general use of media and internet in the work of recruiting young volunteers for TES work. All centers that participated in the survey use internet and media as tools for both visibility and recruitment and all centers have their own website. There is a difference in practice both in terms of extent and awareness about the use of media and internet for visibility and recruitment. When it comes to targeted strategy for recruiting young people through internet and media, there is a significant development potential.

5.2 The extent in use of media and internet

The diagram below shows the extent and priorities.

MEDIA AND INTERNET TOOLS USED IN TES FOR RECRUITING

Tool	Nationally	Regionally	Locally
Press / media communication (articles, radio, tv)	70%	35%	90%
Printed material (advertisements including digital screens, flyers, posters etc.)	60%	35%	90%
Co-operating with other institutions (health care, university, social services...)	25%	15%	75%
Seminars (as speaker or as active listener), marketing in events, workshops etc.	35%	30%	70%
Personal invitations	25%	20%	65%
Social media presence (Facebook, Twitter, Pinterest etc.)	60%	20%	50%
Webmaterials (webpages, Youtube videos, digiscreen posters etc.)	75%	20%	35%
Web marketing, social media advertising, Google optimizing	45%	10%	20%
Written strategy or communication plan for recruiting and using media	35%	5%	20%
Co-operating with bloggers, vloggers etc.	10%	0%	0%

All centers use traditional mass media to make the TES work known and to recruit volunteers. That means printed material for distribution and effort to get publicity in the media in the radio, newspapers and television through editorial and printed media.

The internet with social media, web marketing, Google optimization and collaboration with bloggers, etc., is significantly less used.

5.3 Home pages status

All centers have websites. The websites are easy to find and have an informative landing page, but there is different awareness of the use of the website. This applies, for example, to how those who visit the website can quickly move on to Facebook and there are limited stories about people who use the service and experience from volunteers. Most organisations have click function on a Facebook icon easily visible on the website, but the navigation to Facebook is different from organisation to organisation. Not all organisations have in mind that it is important to invite people to their homepage from Facebook pages.

There are a lot of websites with old information. The same for the Facebook pages. This indicates that some websites and Facebook pages are not updated on a regular basis. Only half of the participants in the project offer visitors the opportunity to fill in application forms for volunteer service on-line. Only a few centers have a targeted approach to young people on internet or Facebook to challenge them to volunteer in TES.

5.4 Targeted use of the media and the internet in communicating with young people

Media and internet are used in the overall strategy for recruiting volunteers, but most of the participants in the project have not developed their own professional strategy for using media and internet to recruit young volunteers in TES.

The reasons may be many, but based on feedback from workshops and mapping through surveys, it is possible to point out some reasons why:
- The organisation has insufficient knowledge of the use of internet and media to be able to target young potential volunteers
- The organisation has knowledge of how the TES work is enriched with young volunteers, but knowledge has not yet had consequences for priorities and therefore no targeted strategy for recruiting young people has been designed
- The national organisation wishes to focus on young volunteers but has not yet clarified nationally if there is a basis for a common strategy. There is national unclearness or disagreement about what one will require from young volunteers in terms of education and what one will require young volunteers to give in return.
- The organisations do not have a clear strategy for recruiting young volunteers because the organisations lack knowledge about how young people are motivated for service and how to use media internet for a direct inquiry.
- The national TES organisations do not want to focus on young volunteers. The reason is that young volunteers do not stay long enough as volunteer compared to the investment the organisation is putting into the education

The sum of this survey and collection of knowledge about status through YOUThES' workshops,

gives us a basic knowledge about status and from that we can point out some ideas of a reasonable strategy and consider sensible methods to strengthen the work to recruit young volunteers by means of media and internet.

Below is a summary of some knowledge and reflection done in workshops and studies in the project.

5.5 Where do young people seek information?

The diagram below shows where young people seek information. More than 300 young people between the ages of 20 and 35 have responded to this survey. There are young people from all the partner organisations.

WHERE WOULD YOU SEEK OR WOULD YOU LIKE TO SEE INFORMATION ABOUT HELPLINES?
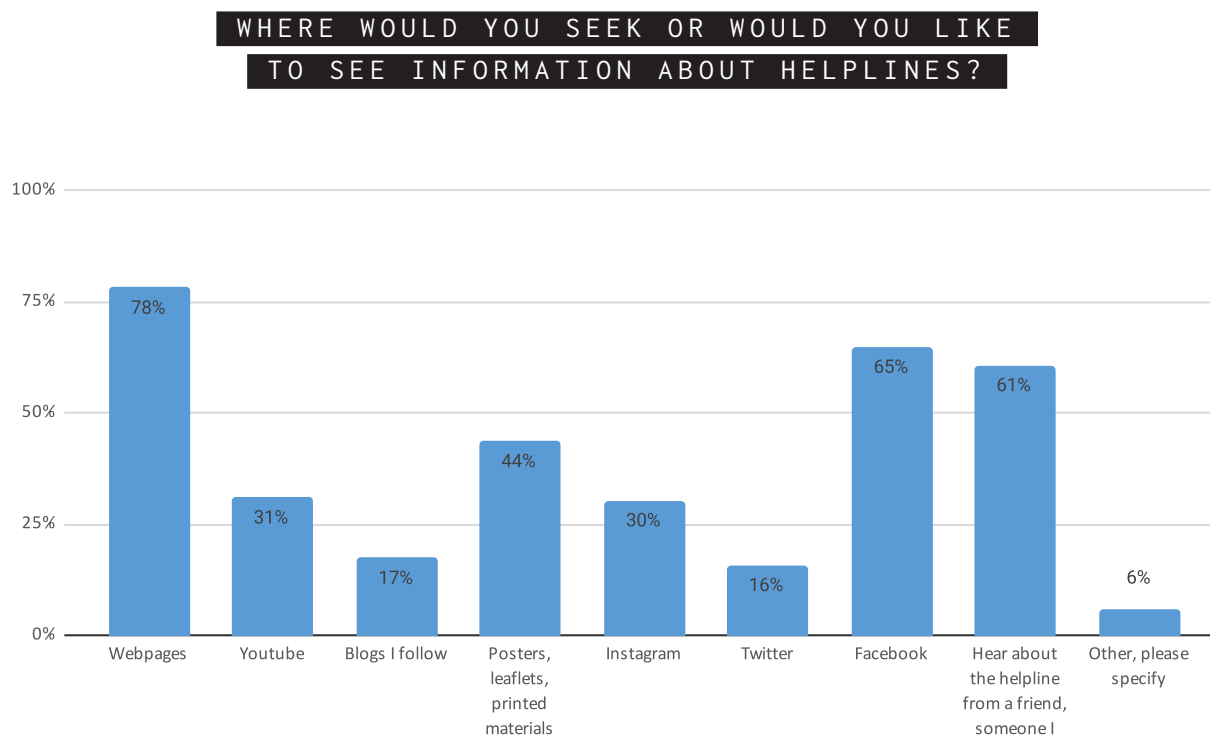
Two main platforms for social media were identified. These are the website and Facebook. We know further that to find both Facebook and the website, a person will often do a Google search. It is therefore interesting to know what the young people in the survey pointed out to be the seeking-words they would use if they were seeking information about how to be a volunteer in a crisis phone or chat. They did not get any suggestions in the survey but came up with their own suggestions. Of about 200 seeking-words suggested, there were 10 that got the highest score:

- helpline
- help
- voluntary work, volunteer work
- volunteer
- suicide
- depression
- anonymous, anonymity
- loneliness, lonely
- crisis
- listening

These are the words that should be used in the text when an organisation seek to communicate with young people to recruit them through Facebook and website.

5.6 Best practices in the use of the media and internet. Attempted summarize. Focus on what motivates and what are possible improvements

Based on what has been achieved through surveys in the YOUThES project, workshops in the six meetings and reflection and shared experience along the way, there is a basis for pointing out a possible best practice to motivate young people to volunteer in TES work.

5.6.1 What motivates you?

The main motivational factor for young people to volunteer in TES is:

"To feel that I am helping and that the training makes me a good listener and that my volunteer work gives me life experiences and is useful for me in my personal life".

Participants in the project were given the task to reflect on using the website and Facebook to motivate. Participants pointed out the following:
It is important to convey stories on the web pages and Facebook that moves people. It might be volunteers who themselves tell about how they experience helping others. This can be conveyed as an interview, personal stories or short videos. It is important to have a plan for how these stories can be shared and liked by others. It is therefore an opportunity to explore the use of Google optimization. With Google optimization, an organisation can take actions to ensure that the organisation's website or Facebook page gets increased number of visits. This can be done by using the option Google allows NGOs to apply to, to get an account that the national organisation can use to provide these stories. Part of the strategy will be to find the right seeking-words.
By increasing the number of visits on the pages, it is important to make it easy for those who visit the page to find out what it means to be a volunteer at the local center or in the national organisation. Furthermore, it should be possible to fill in an application form on-line or send a short video online with a self-presentation to be a volunteer (this is possible today in FAMH/Finland), and then get quick feedback on the process further. It can remove some obstacles for some young people to apply.
There are also two other motivational factors that were identified as important: the possibility of obtaining documentation that one has completed training and that one has completed the minimum requirement for practice. This documentation is important for young people. It can be used in a CV or as a reference in other relevant contexts. The second motivational factor was that the training and practice experience qualifies to serve at another center if somebody moves to another place.

5.6.2 What improvements do you think TES can do to meet young people with a call to become a volunteer?

The most important improvement participants in the survey pointed out was this:
"The the emergency telephone service is active in social media and visible in the media in general by pointing out the value of helping others and increasing personal experience, plus that the training is standardized so that volunteers can serve in several places both nationally and internationally.

In the workshop, some factors were identified in a possible best practice to achieve this improvement. One is that national centers should have employees or external experts who can prioritise communication. This can also be a volunteer, but it is a professional task that require stable hands-on and specific skills because it is a resource-intensive work and requires good knowledge of the use of social media. Some organisations should consider whether one should have a central resource that actively update common website and Facebook. This same resource could also guide and help the local centers themselves to create activity on their local pages. It is important to constantly think of new stories about people who are affected, both as callers and volunteers. It can be sharing how young volunteers in TES experience being part of a community and about the opportunity to increase personal skills. Or stories about young people who have moved to another place and got into TES based on training given by another post and so on. There must also be a continuous posting of news, current events and articles and posts related to the service.

The activity on the page should be a dynamic use of both text, images and small video clips and it must be an interactive opportunity. That means that the person who visits the site can comment on a text, photo or video, and always have the possibility to share what is on the page.

5.7 Conclusion and recommendation

TES in Europe has the means and tools needed to use the media and the internet in a proactive way to recruit young volunteers. Today, there are too few partners who use the tool in this way. The sites and Facebook pages are static and not as dynamic as they could be. Targeted contact with young people is almost absent. There is a significant improvement potential for developing new ways to recruit young people to TES work through social media. In order to develop the strategy, it is important to know what motivates young people to volunteer in TES and let this be the starting point.

6. COMMUNICATION, PROMOTIONAL ACTIVITIES AND OTHER WAYS TO MOTIVATE AND INVOLVE YOUNG VOLUNTEERS

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Eva Brandisz – Project partner Magyar Lelki Elsősegély Telefonszolgálatok Szövetsége (LESZ), Hungary

After drawing a roadmap of the general situation in members' associations it was concluded that to increase the numbers of young volunteers, motivation within TES is a key factor.

The first step was to explore and redefine attitudes to this before beginning to make an attractive case on the social stage for young volunteers. By clearly expressing motivation, the important benefits of having young volunteers in TES-work in the different countries could then be explored and highlighted.

Based on an overall agreed understanding, the YOUThES project itself became a significant landmark in opening wider a symbolic door to young volunteers.

6.1 General priorities and contents of promotional, communication and other ways

With the YOUThES project surveys and workshops it was identified that national TES already have activities for recruiting young people both through media and other channels. After sharing, analyzing, and comparing current processes, it became clear that improving strategy designed specifically for young people could be a significant tool for both recruitment and also for keeping young volunteers in crisis helplines.

In one of the surveys the participants were asked about the current methods they had for making it easier for young volunteers to join and motivating them to stay. A common understanding that « Life is often unpredictable for young people. » was established and how the different national TESs could make it easier for these volunteers to join and how to motivate them to stay was explored.
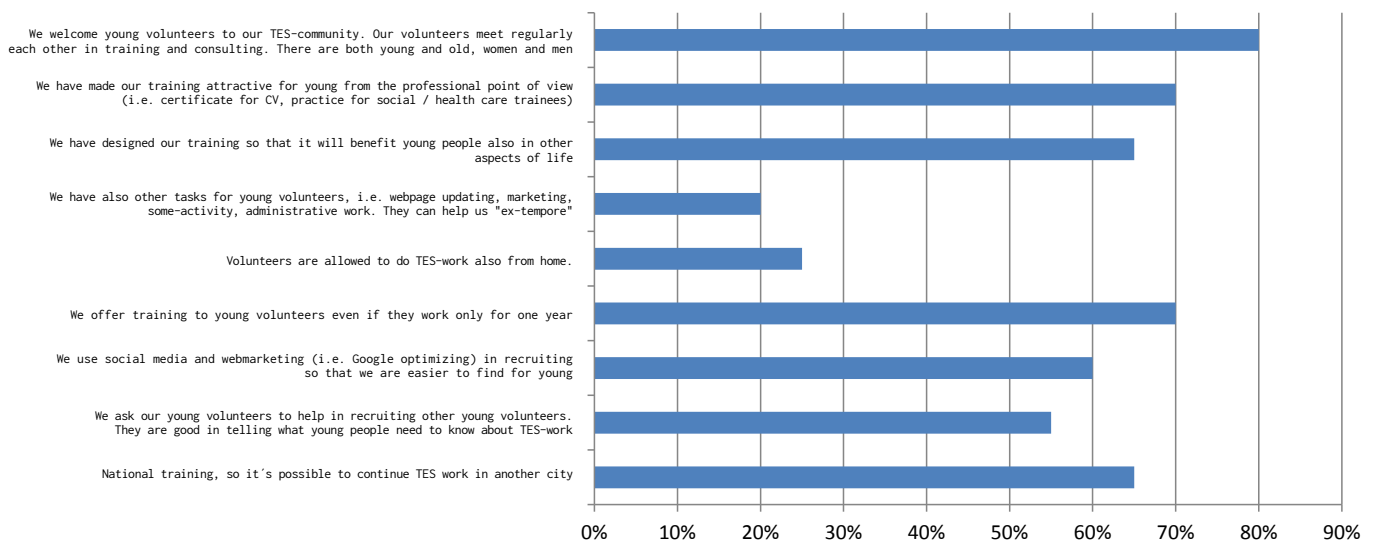
Based on the survey it was also clearly stated by the TES members that "welcoming young volunteers to TES-community", so that different generations can work together, is undeniably the first step in changing mentalities within the organisations.

- National and local TES must make efforts to design the training contents and to ensure the value of the listening-skills is attractive to young people both from their professional and a personal point of view.

- As mobility in Europe is now the norm for young people, national TES should take into consideration the fact that common training contents would allow volunteers to continue their commitment to TES even if they changed jobs or moved.

- After analysing the survey it was found that the majority of TES members do not as yet use the young volunteers talents and skills to take on other tasks, for example to help the association to communicate with their peers.

6.2 Challenges/problems and possible solutions in recruiting young volunteers

In the survey the main problems in recruiting young volunteers and their ideas about how to solve these problems were discussed.

To establish best practice in recruiting young volunteers it is necessary to know the most common problems for recruiting young people and the reasons that might weaken TES's motivation to recruit young people. Chapter 4 analyzes and explains these problems and offered possible solution strategies.

Commitment

It's very difficult or young people to make commitments due to life changes eg. profession changes, changes of their place of work or change of their place of residence.

TES often has difficulties keeping young volunteers after training for the following reasons:

Lack of time

Many people between the age of 25 and 35 do not have the necessary spare time to do voluntary work. It is a period when they are studying, building careers, having and raising children and homebuilding.

This can make it difficult to program dates for training. One option could be to increase the number of initial training sessions which would shorten the recruitment period.

Early lose of motivation

Many young volunteers loose their motivation after only a few months. A possible solution would be more counseling to help them find reasons to continue and room for voluntary work in their lives. It is important that they experience « ownership » of their voluntary activity and can regulate when they are available and when to take a break from this activity

6.3 Actions and promotional activities for supporting young people to join and to stay

6.3.1 Supporting young people to join

Important ideas and tools for trying to make it easier for young people to join TES and keeping them in the service for a longer period were identified both nationally and locally.

• **Media and social media**

As summarized in Chapter 5, several national TES have made efforts through media activities in order to reach young people e.g. press-releases, media content with statements, for example that TES is specifically looking for young volunteers for training.

 Workshops and surveys during the meetings highlighted the need for many members to make significant progress. Presence on social media (e.g. Facebook, Instagram, YouTube) is often unsuccessful due to lack of trained employees who can successively handle and manage this area and pay attention to young people's needs.

• **Personal contacts**

A potentially important source of recruitment is through professional contacts, family and friends of volunteers already working for TES and encouraging volunteers to talk about their TES work is therefore necessary.

Training or workshops to help volunteers to communicate about TES work would help this process.

• **University contacts and co-operation practices**

Some TES posts offer a practice-period for students, especially psychology and social studies students. Volunteering is a possibility for young students to learn and improve their listening skills *in situ* and is also an indirect way of connecting and maintaining relationship with young people. Some students will continue as TES volunteers after their practice is finished.

 It is an excellent time of life to build a strong commitment to TES work and this commitment encourages them to stay for longer period. Their presence in the TES can go on to motivate others from the same age-group to join.

A national communication strategy or campaign with an attractive media style for this kind of practice-period involving the universities was also discussed.

Recruiting students through posters at universities, presentations and lectures and through student-exhibitions was discussed by delegates but this area is very undeveloped at the moment. One of the centres of LESZ Hungary reported that there is a module of crisis intervention at their local university and where those participating can apply directly for TES training.

• **TES presence**

Besides social media and web presence, big events that are very well publicized such as Youth festivals or exhibitions are a potential area where TES could meet the younger generation.

Few national TES participate in youth festivals with their young volunteers and professionals. Nevertheless such events were felt to be not just places for recruiting but places where TES could also contribute to the general social awareness of their work amongst the young and promote the emotional support they make available to support young people.

Some of the partners made recruiting campaigns during important national or international days such as Telephone Day, World Mental Health Day or Suicide Prevention Day. Press releases and reports by the media and television channels about these events strengthen our recruiting efforts.

- **Other promotional methods and products**
  Covers for bicycle saddles and distribute them in front of universities.
  - Short video-messages or films performed by famous actors, singers or sportsmen who have a positive image among young people
  - Short interviews made with young volunteers who had already joined TES.
  - Short videos and interviews with interesting stories from people who had called TES and received support.

- **TES recruitment and policy**

According to the project workshops TES members have already created some attractive promotional material such as leaflets, posters and Facebook posts for recruiting young people. Many partners use on-line application forms which are also available through the national and local WebPages. Both tools can be further developed.

It was agreed that TES recruitment process should be multiple. The style and methods of direct and indirect recruitment should give a lot of information about TES, its activity, its image, communication strategy and organisational culture. Therefore a well-prepared national or international recruitment policy is very important.

The study shows that none of the members have specific recruiting policy designed especially for young people.

Some ideas developed during the workshops concerning future recruiting policy specifically designed for young volunteers:
- Recruitment campaigns using identical, well designed material via all the possible communication channels and at the same moment in time would be best method to reach the target group
- Use of Key words (chapter 5) instead of long and complicated texts in recruitment material and key words "embedded" in articles and interviews.
- Cooperation between national TES and other organisations, companies, local or national institutes
- Using young recruits to do other tasks in TES while they wait for a training program so they don't loose their motivation to join and also offering on-line access to training modules while they wait for selection procedures (see chapter 4).

6.3.2 Supporting young people to stay

- **TES work athmosphere to support young people in the service**

The team established that the main problem is not only the difficulty of recruiting young volunteers but also how to support them and keep them in the service.

It was agreed that it is essential that TES teams have good and open atmosphere in the post, so that young volunteers feel that they are valued, welcome and motivated to come to group meetings and events.

The professional leaders, supervisors and crisis workers should support new young volunteers so that they feel they are getting special attention and that they learn something on every shift. More attention

given to young volunteers is a possible way of encouraging them to stay and help TES find more young volunteers.
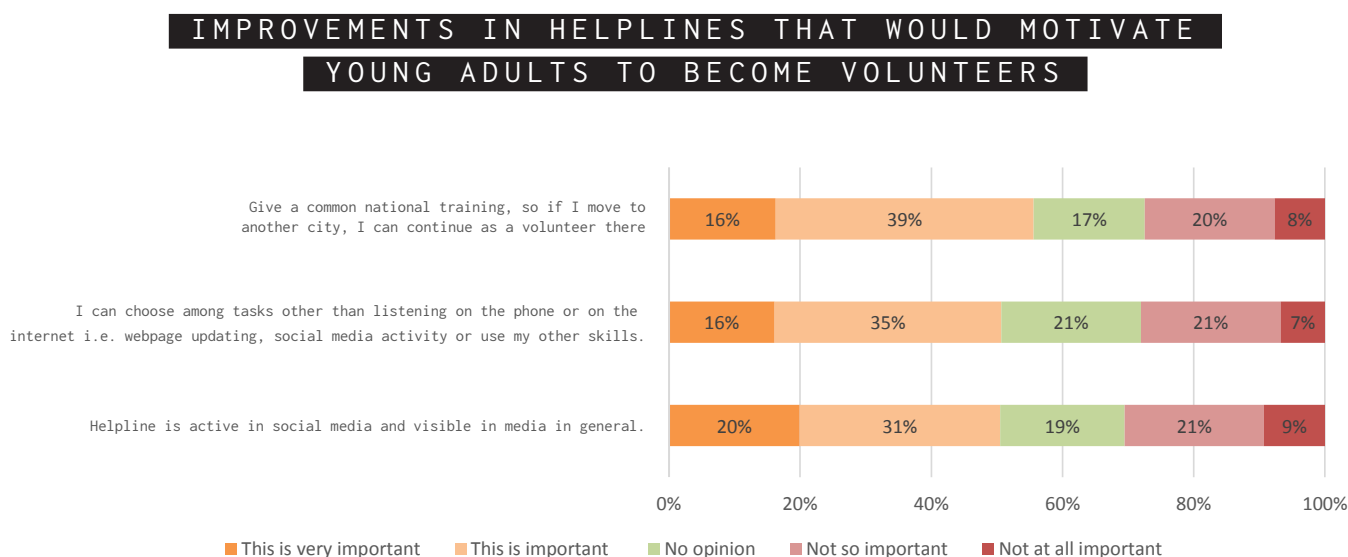
Young people are more mobile and live busy lives. Adapting shift hours or even decreasing hours might be a way forward to encourage young volunteers.

Some project members mentioned that they have a small budget to pay for certain listening shifts for students when they do make more shifts, especially at night or during holidays. This refund could motivate young people to stay as listeners and also help TES with shifts that are more difficult to cover.

Inviting psychological experts or famous lecturers to the post is also popular among young volunteers in some of the member countries.

6.4 How the young sees the situation, what improvements they wish to have?

In summary of the international project meeting's focus on the national and local strategies in recruitment young volunteers, a survey was created for young people. The aim was to find out what appeals to this age-group and what inspires them. More than 300 young people from all participating countries replied to this survey. The results enabled finding further ideas to improve our practice, not just about how social media and internet activities, as summarized in chapter 5 but also to answer the main question concerning how to improve activities in general.

IMPROVEMENTS IN HELPLINES THAT WOULD MOTIVATE YOUNG ADULTS TO BECOME VOLUNTEERS

	This is very important	This is important	No opinion	Not so important	Not at all important
Give a common national training, so if I move to another city, I can continue as a volunteer there	16%	39%	17%	20%	8%
I can choose among tasks other than listening on the phone or on the internet i.e. webpage updating, social media activity or use my other skills.	16%	35%	21%	21%	7%
Helpline is active in social media and visible in media in general.	20%	31%	19%	21%	9%

It was established that the following items were important:
- The desire for a common training program that enables movement between posts was verified in the outcome of the survey above.
- The possibility to choose from several tasks other than listening within the association is also very important for young people.
- According to a survey there should also be an increase in the association's presence and visibility on social media.

6.5 Conclusion

To develop a strategy including the possible best practice in recruiting young volunteers it is necessary to take several potentially important factors into consideration. For example developing TES motivation and changing mindsets, creating a more attractive communication style for

young people, strengthening the TES presence in the society and the cooperation with universities and institutes are key starting points.

In addition to previous traditional solutions a number of changes should be made: Training should be more flexible for young people; Realizing the importance of counseling new volunteers when they start listening; The service should take into account the views of young people and use modern technology e.g. strengthen its presence in social media; Furthermore there are untapped links with universities with regard to recruitment, where it is directly possible to build relationships with young people.

Making these changes, adapting them to the needs of the young generation and improving the work environment should enable TES organisation to become more popular among the young generation.

7. MODELS AND CONCEPT FOR BEST PRACTICE IN RECRUITING YOUNG VOLUNTEERS

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Astrid Hoepperger – Project partner Telefonseelsorge, Austria

7.1 Motivation

7.1.1 Motivation of the staff

Recruiting specifically young volunteers is somehow a new attitude within TES organisations. At the beginning almost none of project partners had young volunteers. Some partners recognized the need of young volunteers but other doubted even that. This project helped to find ways to see the advantages and possibilities in recruiting young volunteers. Already the project itself gave a new awareness of the value of young volunteers!

To have young volunteers is a concrete hope for the TES organisation survival in the future. Beside this, young volunteers give TES a modern, improved and up-to-date image. Young volunteers give TES organisation access to new technologies, to young generation life realities and recent research. Young volunteers challenge older volunteers by being eager to learn, dynamic, innovative, motivated and fun. They bring lots of valuable attitudes to TES organisations.

When TES have more young volunteers with listening skills, it has an influence also for the whole community. The trained young become more aware, attentive to others, committed citizens which reflects in their entourage and their work environment. They spread the idea that talking is helpful. They can prove the benefits of being listened to. By working as a listener, young adults can save lives. Finally TES can offer a better listening service to young callers when there are young listeners.

7.1.2 Motivation of the young potential candidates for TES volunteers

As many as 96% of young respondents thought the most motivating aspect was "Helpline work gives me feeling and experience of being helpful to others." Almost as important was "Helpline work gives me self-awareness and personal growth." The motivation of young potential candidates for TES voluntary work comes from within. The talk about selfish and egocentric young people is not true in the European context. Or at least it is not all the truth. Our young people wish to be helpful for those in difficult life

situations.

Besides being helpful, young volunteers value the quality training for listening skills that TES offers. The training and the work as a listener give a good opportunity to learn about life in larger perspective. The listener hears about hardships and miseries they have maybe never heard about. This gives a deeper understanding about life in society today and gives a new perspective to their own life situation. TES work develops empathy and maturity.

7.2 Where to find them?

Usually the training is done on a local level and also most of the recruiting. But efforts on a national level can and should assist local recruiting. Web-pages, flyers, videos, advertisements, etc aimed at recruiting can be developed on a national level (which is less costly and helps to show a common face all over the country) and then adapted to local needs.

The best result is obtained by the combination of social media and the traditional mass media. But recruiting is also linked to the awareness of the organisation in the population. When the people know the organisation, when they know what is the objective of the organisation, they also get interested in becoming a volunteer.

7.2.1 Internet and media

In addition to traditional communication tools and channels, e.g. traditional local newspapers and distribution of information folders, it is important to use social media to reach out to new and especially to young volunteers. The use of Facebook (for young people aged 25 – 35 yrs), of Instagram (for 18 to 25 yrs olds), of blogs, vlogs, of YouTube, of Twitter and in this order, along with similar communication tools, give the possibility to reach specific target groups and spread information at a much lower cost than traditional mass media. When young people were asked in the questionnaire where they seek information about helplines, it was found that at the moment web-pages, Facebook and personal acquaintance are the top three spots. It is important to be up to date and to keep an eye out for the most used communication tools by the targeted age group and this can change from year to year and from country to country. At the moment the basis is, of course, a good webpage from which one can easily reach the other Internet tools or conversely to redirect people from Facebook, for example, to the more elaborated homepage. All these tools have to be kept up to date and should include good, vivid and interesting information. And of course web-pages should be adapted to mobile phones. The goal must be to meet young people where they spend their time (and today they spend long periods of the day and night on their smartphones and laptops), to present useful and interesting information about the organisation and to invite them to get in contact in a simple and effective way. So it is a good idea to offer the possibility to apply online.

 Young people who are building their career are also interested in getting references, perhaps a certificate that proves their listening skills and their voluntary commitment so this should also be mentioned when promoting the voluntary task on the Internet.

Another important point is to use proper key words in the text identified by young people who replied to our questionnaire (see chapter 5 Use of media and Internet).

A precondition for all that of course is that the organisation has sufficient knowledge of the use of internet and/or money to employ somebody for the task. Not only internet skills are required but also the capacity to use this media wisely without risking any form of data misuse. Moreover there has to be the general motivation to be active in recruiting young volunteers (as mentioned above) and the will to develop distinct means to reach this age group.

To develop this distinct strategy on the level of internet it is important to take into consideration the

main motivational factors of young potential volunteers. As our questionnaire discovered the most important factors are the wish to help other people, to feel useful in society, to gain life-experience and to learn for one's own personal life. So it makes sense to show interviews, films, tell stories on the internet that illustrate the experience of helping others and the benefit of this. As the callers of the helplines are of all ages, it is a sign of quality to also have this age mix in the voluntary staff. This picture of the organisation has also be promoted on the internet. Images should show both young and old to emphasize that the helpline is not only for the old or for young but for everyone.

7.2.2 Personal contact, personal acquaintance

The internet is not the only place young people can be met. Personal contact still has a quality of its own. An important option is to get in touch with schools and universities. Of course one thinks primarily of students in the social branches, but it can also be extended to other fields like business schools or technical schools as for these students listening can be a pleasant change and a means to practice social skills.

« The young attract the young ». It also makes sense to have young people as recruiters along side the older ones and on the training team. Moreover the new communication channels (chats, mail) that nearly all helplines have established in the last years are attractive to the young.

Another point to consider is that many helplines have a long tradition of volunteer anonymity. This has to be thought over. If anonymity is eased, volunteers can tell their friends what task they are fulfilling and can act as ambassadors for the organisation. This could help to recruit more young volunteers who would hopefully attract their peers.

7.3 Changes in organisational structure or conditions that maybe required

A shorter period of commitment should be considered instead of the usual 2 yr period. The commitment cannot be too long for young volunteers as their lives change more quickly than the lives of older people but at least one year should be required. As young people are mobile it should be possible to change from one post to another in order to allow volunteers to continue their voluntary work after moving to another city. Perhaps establishing a national training or to synchronize the local trainings to facilitate the change from one post to another would also be beneficial.

Another aspect is the attractiveness of the new media to young people and their skills in this field, which are usually better than those of older people, the young being digital natives. At the moment most of the training is linked and working on the Chat and Mail is only an additional training for an additional task. Specific training for Chat and Mail not linked to training for listening on the phone are already offered in some countries. "Chat-round-tables" exist where four to five volunteers gather together once a week for a few hours with their laptops, ready to offer Chats to people seeking support is an interesting way of organizing the volunteers and a very attractive work method, especially for young volunteers.

In the field of promotion, recruitment campaigns should be designed to attract young people (see chapter 6).

The present situation in our society is characterized by the enormous pace and change. On the one hand it is possible and even necessary to reduce this speed of change by retaining values which are linked to those of listening, eg. having time for each other, giving time for mourning, giving time for growth, being reliable and taking on responsibilities. On the other hand it is also necessary to keep up with the times which means thinking over and probably changing old rules and habits in the TES organisation, e.g. minimum-time of commitment, volunteer anonymity, accustomed ways of recruiting and of training methods.

7.4 How to keep young people

As already mentioned, the world seems to turn faster than in previous times and it is said that long-term voluntary commitment cannot be expected anymore, especially not from young people. The lives of young people can change fast but, from experience, young people are able and willing to stay for a longer period of time or come back later, if they feel good in the organisation.

Usually young people are eager to learn and to develop their personality when they start this type of voluntary work. Good training attracts them. This training must not stop after the basic course. It is important to offer further training, good supervision and guidance by experienced persons (eg the post directors), who can offer support when the listening task gets difficult.

Another important aspect is good integration of the young in the organisation. They should not be those on the edge but rather in the middle. They must be taken seriously and be a part of the decision-making processes. The specific talents of the individual person should be recognized and they should be invited actively to get involved using those special talents. This can be talents in the field of listening eg being good at written Email and Chat counseling or talents like tutoring, giving interviews, giving courses or taking photos at a festivity of the organisation. It is necessary to look at the individual and to talk to the person to find out what talents the person has and what specific goals they have in life. This is an important task for directors to understand their role promoting their volunteers.

If a person is highly esteemed and the task is found to be meaningful, there is a good chance that even young volunteers can be kept for a longer period of time.

7.5 Conclusion

Motivation both of the management staff and the other volunteers are the basis of the successful recruitment of young volunteers. If post leaders, recruiters and volunteers are convinced of the value of the young, the first step will have been taken.

The next step is to make the organisation known to young people and to advertise the chances a participation in TES offers to young people, in particular the benefits of helping other people, of being a useful member of society, of personal growth and of gaining life-experience.

Young people can be found on the internet and through personal contact this can require structural changes in the organisation.

Their period of engagement can be preserved through taking care of them and fostering their talents.

Summary: 5 Points of Recommendation

01 MOTIVATE THE STAFF TO APPRECIATE THE VALUE OF HAVING YOUNG VOLUNTEERS!

- Use different ways to motivate: workshops, discussion at local and national levels and with volunteers, staff and organisation

- Change mindsets: don't be afraid of young people leaving too soon

02 MAKE TES KNOWN TO YOUNG PEOPLE!

- Engage experts to develop a strategic communication plan

- Use modern channels of communication

- Get into personal contacts with young people through schools, universities and national and local events

03 THINK OVER AND ADAPT RULES, HABITS AND WAYS OF RECRUITMENT!

- Mobility: entitle trained volunteers to work in any center of your organisation, even in TES organisations abroad

- Integrate young volunteers in the organisation and give them responsibilities

- Esteem and foster young people's talents

- Reconsider the anonymity of working for TES. Let young volunteers talk about their commitment to helping people

- Ask new volunteers to agree to make at least a one-year commitment to TES

04 CONTRIBUTE TO THE MOTIVATION OF YOUNG VOLUNTEERS!

- Offer quality, attractive and certified quality training

- Stress the benefits of gaining personal growth and life-experience

- Give young volunteers the opportunity to be a part of an international community (IFOTES)

05 SHARE THE IMPORTANCE OF LISTENING SKILLS IN SOCIETY!

- Develop methods to show how good listening can make committed citizens and contribute to mental and social health of the society

8. CONCLUSIONS

-

Project partners

YOUThES project gave plenty of new perspectives in **motivation for recruiting young volunteers**. At the beginning some partners recognized the need for young volunteers but other doubted even that. During the project, we had many workshops, one survey and two questionnaires. At the end of the project the advantages that young adults bring into TES work were identified by the partners.

Nevertheless, there are **some obstacles to overcome** and problems to be solved. The biggest obstacle for recruiting young volunteers seemed to be the relatively short time the young volunteers stay in TES work. Organisations have been used to a situation where volunteers stay as listeners for many decades. This can be seen mainly as a mindset issue. When there are so many advantages to having young volunteers this issue should not be difficult to resolve. For example, the new volunteers could make a commitment to work as a listener for at least one year.

TES organisations train young volunteers to be listeners in helplines and to chat but they also become **better listeners in their everyday life** outside TES. They increase the possibility of people being listened to in their communities and of understanding that, in times of misfortune, talking can help. These aspects are important from the point of view of the whole society.

Young volunteers were asked how they saw voluntary work as a listener. The results were eye-opening. Beforehand it was thought young volunteers were motivated mainly by getting advantages for themselves such as quality training and useful commendations on a C.V. However the most important aspect for young volunteers was the **possibility to help others and the feeling of being helpful**. Their motivation comes more from within themselves than had been imagined.

ANNEX 1

YOUTHES QUESTIONNAIRE A FOR PROJECT PARTNERS

YOUThES questionnaire for TES partners

Dear colleague,

With this questionnaire, we are collecting information for the YOUThES-project. The project is initiated by IFOTES Europe. The purpose for the YOUThES- project is to exchange best practices for recruiting young volunteers, ages 20-34, to work for the emergency helplines. The project will create a **best practice manual** for IFOTES and also for other helpline organizations.

It is very important that we get answers from every IFOTES IC country. Please make sure that there is at least one answer from your country. There are only 13 questions so we hope to get lot of answers.

Please answer the questions from the national point of view. You can also forward the questionnaire to other colleagues in local groups of your organization. Generally, the answers are requested to be on a   national level, so if something is clearly only local please indicate that it is only valid on the local level. All the answers will be grouped by country before analysis.

Please, fill in the questionnaire before 20.9.2017!

Thank you!

1) What are the benefits for your organization to have young (age of 20-34 years) volunteers?

2) What are the benefits for the young volunteers themselves for working in TES work? What do you offer to them?

3) What are the benefits for the city / society for having young volunteers in TES-work?

4) Please describe the situation in your organization regarding young (20-34 years) volunteer:

Percentage (%) of young volunteers?

How many of young volunteers are women (%)?

How long do they approximately work as volunteers (months / years) ?

How long would you require them to stay?

Is the training for young the same as for older new volunteers?

What is the length of training period for young volunteers?

5) Life is often unpredictable for young people. How have you made it easier for volunteers to join to TES work? How do you motivate them to stay?

☐ National training, so it´s possible to continue TES work in another city

☐ We ask our young volunteers to help in recruiting other young volunteers.
They are good in telling what young people need to know about TES-work.

☐ We use social media and webmarketing (i.e. Google optimizing) in recruiting so that we are easier to find for young.
We offer training to young volunteers even if they work only for one year.

☐ Volunteers are allowed to do TES-work also from home.

☐ We have also other tasks for young volunteers, i.e. webpage updating, marketing, some-activity, administrative work.
They can help us "ex- tempore".

☐ We have designed our training so that it will benefit young people also in other aspects of life.

☐ We have made our training attractive for young from the professional point of view.
(i.e. certificate for CV, practice for social / health care trainees)

☐ We welcome young volunteers to our TES-community. Our volunteers meet regularly each other in training and consulting. There are both young and old, women and men.

6) What else have you done or would like to do to ease young volunteers to join and to stay in TES-work?

7) Are there any other problems in recruiting young volunteers? How have you tried to solve those?

8) Which of these are used in your organization in recruiting in general (not just young)? Pick all suitable ones

	Locally	Regionally	Nationally
Printed material (advertisements including digital screens, flyers, posters..)	☐	☐	☐
Press / media communication (articles, radio, tv)	☐	☐	☐
Webmaterials (webpages, Youtube videos, digiscreen posters...)	☐	☐	☐
Social media presence (Facebook, Twitter, Pinterest...)	☐	☐	☐
Web marketing, social media advertising, Google optimizing	☐	☐	☐
Seminars (as speaker or as active listener), marketing in events, workshops...	☐	☐	☐
Co-operating with bloggers, vloggers...	☐	☐	☐
Co-operating with other institutions (health care, university, social services...)	☐	☐	☐
Personal invitations	☐	☐	☐
Written strategy or communication plan for recruiting and using media (in general)	☐	☐	☐

9) Please specify how often your organization uses these in recruiting / marketing in general?

	Very often, about weekly	Several times a year, almost monthly	Once or couple times a year	Seldom, less than once a year	Not at all
Printed material (advertisements including digital screens, flyers, posters..)	☐	☐	☐	☐	☐
Press / media communication (articles, radio, tv)	☐	☐	☐	☐	☐
Webmaterials (webpages, youtube videos)	☐	☐	☐	☐	☐
Social media precense (facebook, twitter, pinterest...)	☐	☐	☐	☐	☐
Web marketing, social media advertising, Google optimizing	☐	☐	☐	☐	☐
Seminars (as speaker or as active listener), marketing in events, workshops...	☐	☐	☐	☐	☐
Co-operating with bloggers, vloggers	☐	☐	☐	☐	☐
Co-operating with other institutions (health care, university, social services...)	☐	☐	☐	☐	☐
Personal invitations	☐	☐	☐	☐	☐

10) Which of these are used especially for recruiting or contacting young volunteers?

	Locally	Regionally	Nationally
Printed material (advertisements including digital screens, flyers, posters..)	▢	▢	▢
Press / media communication (articles, radio, tv)	▢	▢	▢
Webmaterials (webpages, youtube videos, digiscreen posters...)	▢	▢	▢
Social media presence (Facebook, Twitter, Pinterest...)	▢	▢	▢
Web marketing, social media advertising, Google optimizing	▢	▢	▢
Seminars (as speaker or as active listener), marketing in events, workshops...	▢	▢	▢
Co-operating with bloggers, vloggers...	▢	▢	▢
Co-operating with other institutions (health care, university, social services...)	▢	▢	▢
Personal invitations	▢	▢	▢
Written strategy or communication plan for recruiting young volunteers	▢	▢	▢
We don´t recruit young volunteers	▢	▢	▢

11) How much do you use your resources especially for young (20-34y) volunteers? (contacting, recruiting, training, motivating...)

We have used approximately _____% of our working time

We have used approximately _____% of our money

In near future our target is to use _____ % of our working time

In near future our target is to use _____ % of our money

12) What else would you tell about using media for contacting young people? What are your "best practices" considering marketing, recruiting, media-co-operation ...?

13) Do you offer a possibility to fill an application for a volunteer in your webpages or elsewhere in web?

⬤ No we don´t.

⬤ We don´t have it yet, but we have planned to have this possibility in near future.

⬤ Yes we do.

14) Contact information

Your name _____

Organization Country _____

Webpage _____

ANNEX 2

YOUTHES QUESTIONNAIRE B FOR YOUNG PEOPLE

IFOTES YOUThES questionnaire

Welcome to our questionnaire concerning helplines. We are particularly interested in the opinions of young people aged 20-34 years. There are only a few questions so it shouldn't take too long to answer. Your opinions are important for us for developing our services. You will remain anonymous.

IFOTES is an umbrella federation for helplines in Europe. Our members work in 25 countries offering listening via telephone, email and chat.

Thank you!

1) What would motivate / motivates you in working as a volunteer in the helplines?

	Not at all important	Not so important	No opinion	This is important	This is very important
Quality training in listening and life experience is useful for me in my personal life	☐	☐	☐	☐	☐
Quality training gives me a professional benefit for me (certificate for C.V.)	☐	☐	☐	☐	☐
Helpline work gives me self-awareness and personal growth	☐	☐	☐	☐	☐
Helpline services have interesting group of volunteers, people of different ages	☐	☐	☐	☐	☐

2) What improvements in the helplines would motivate you to consider becoming a volunteer?

	Not at all important	Not so important	No opinion	This is important	This is very important
Give a common national training, so if I move to another city, I can continue as a volunteer there	☐	☐	☐	☐	☐
Helpline to be active in social media and visible in media in general	☐	☐	☐	☐	☐
I can choose among tasks other than listening on the phone or on the internet i.e. webpage updating, social media activity or use my other skills	☐	☐	☐	☐	☐

3) What else might motivate you to consider volunteering in helplines?

4) Where would you seek or would like to see information about helplines?

◯ Webpages

◯ Youtube

◯ Blogs I follow

◯ Posters, leaflets, printed materials

◯ Instagram

◯ Twitter

◯ Facebook

◯ Hear about the helpline from a friend, someone I know

◯ Other, please specify _____

5) What keywords would you use when seeking information about helplines?

Some background information just for our statistic. You will remain anonymous.

6) Your age

- ⚪ under 20 years
- ⚪ 20-24 years
- ⚪ 25-29 years
- ⚪ 30-34 years
- ⚪ over 35 years

7) Gender

- ⚪ female
- ⚪ male
- ⚪ other

8) Country

⚪ Austria ⚪ Belgium ⚪ Finland ⚪ France ⚪ Germany ⚪ Hungary ⚪ Italy ⚪ Netherlands ⚪ Norway ⚪ Slovenia
⚪ Spain ⚪ Switzerland ⚪ Other, please specify _____

9) Your relationship with helpline

- ⚪ I know very little about helplines
- ⚪ I know somebody who works or has worked in helpline (professional or volunteer)
- ⚪ I´m interested in working as a volunteer in helpline
- ⚪ I have trained as a volunteer, but I don´t work as a volunteer at the moment / anymore
- ⚪ I have been trained and work as a volunteer at the moment

10) What was your reason not to work as a volunteer in a helpline in this season / no more?

- ⚪ I had no more time for voluntary work
- ⚪ Listening in helpline was too demanding for me
- ⚪ Voluntary work in a helpline wasn´t useful for me
- ⚪ There were some problems in the helpline so I quit
- ⚪ There were changes in my personal life so I couldn´t continue in the helpline
- ⚪ Other, please specify _____

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EUROPE

International Federation
of Telephone Emergency
Services

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Italy:	Telefono Amico Italia - www2.telefonoamico.it
	Studio Rucli – www.studiorucli.it
	ARTESS – Association for Research and Training on Emotional Support Skills – www.art-ess.org
The Netherlands:	Sensoor/deLuisterlijn - www.deluisterlijn.nl
Norway:	Kirkens SOS I Norge - www.kirkens-sos.no
Slovenia:	Association of Slovenian TES - www.telefon-samarijan.si
Spain:	Teléfono de la Esperanza - www.telefonodelaesperanza.org
Switzerland:	IFOTES - International Federation Of Telephone Emergency Services – www.ifotes.org
	Die Dargebotene Hand/La Main Tendue/Telefono Amico - www.143.ch

YOUThES

Recruiting young volunteers for crisis help-lines