

# DoSomething Strategic Launches New Report Highlighting What Today's Youth Want Out of Volunteerism

*Amidst a Loneliness Epidemic and as Young People Navigate a New Political Climate, Service Offers a Rewarding Opportunity to Connect and Create Tangible Impact*

NEW YORK, NY, UNITED STATES, December 4, 2024 /EINPresswire.com/ -- Today, DoSomething Strategic, in partnership with the American Red Cross, unveiled a new report highlighting critical insights on the evolving volunteerism landscape and how both organizations and brands can best meet these shifts to more effectively engage Generation Z and Generation Alpha in service.

The report, titled, "What Gen Z Wants: The Future of Volunteerism," features survey responses from over 1,300 participants ages 13-25 to capture their evolving needs and preferences and identify a roadmap to attract, connect with, and retain young people through volunteering and cause-based initiatives.

READ THE FULL REPORT HERE: <https://dosomethingstrategic.work/what-gen-z-wants-volunteerism>

Over the past 25 years, the number of nonprofits registered in the U.S. [has nearly doubled](#), intensifying the competition for volunteers. At the same time, formal volunteering rates have reached a 30-year low, with [only 23% of Americans](#) participating in formal volunteer activities as of 2021 – showing the importance of innovative engagement strategies to reach younger generations.

The report identifies three key pillars to engage Gen Z and Gen Alpha effectively: (1) Community Impact; (2) Connection; and (3) Careers.

Topline takeaways from "What Gen Z Wants: The Future of Volunteerism" include:

- The loneliness epidemic rages on: Gen Z is the loneliest generation with eight in ten stating they are lonely. With 85% of respondents recognizing volunteering as a chance to forge new relationships, it is critical to prioritize social engagement within volunteering initiatives.
- Young people, particularly from Gen Z and Gen Alpha, are expressing high levels of social consciousness but often feel unsure about how to get involved. While 76% of youth are eager to

create change, 32% don't know where to begin.

- An astounding 93% of young respondents want to see their volunteer efforts result in tangible community impact. Notably, traditional in-person volunteering remains essential, with 83% of those surveyed valuing direct personal engagement.

- However, younger generations also seek accessible and diverse volunteering options—including micro-volunteering, skill-based engagements, and virtual opportunities.

- Volunteering is viewed as a pathway to career development, as 79% of participants value it as a means to advance professionally. Organizations that offer mentorship and skill-building opportunities can tap into this motivation.

“On the heels of a life-changing 2024 election – and not to mention a global pandemic that fostered digital connectivity, but left young people feeling lonelier than ever – these findings echo what we’ve heard from Gen Z and Gen Alpha all along: they crave direct, meaningful engagement with each other and with the world” said Max Steinman, Vice President of DoSomething Strategic. “By embracing a focus on community impact, nurturing authentic connections, and cultivating pathways to career growth, brands can use service as a pathway to meaningfully engage younger consumers and organizations can grow their bench of emerging leaders who will ultimately drive their long-term growth and sustainability.”

About DoSomething Strategic:

DoSomething Strategic (DSS) is the social impact consultancy of DoSomething.org. Using data and insights derived from over 8 million young people taking action on DoSomething.org, DSS supports mission-aligned brands and organizations in developing more effective social impact strategies.

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