



MEALS on WHEELS CALIFORNIA  
CONFERENCE 2025

MONDAY, MARCH 24 - WEDNESDAY, MARCH 26

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# Fueling Community Impact – The Power of Volunteerism

## Recruitment, Retention, Recognition

**BECCA  
TANKERSLEY**

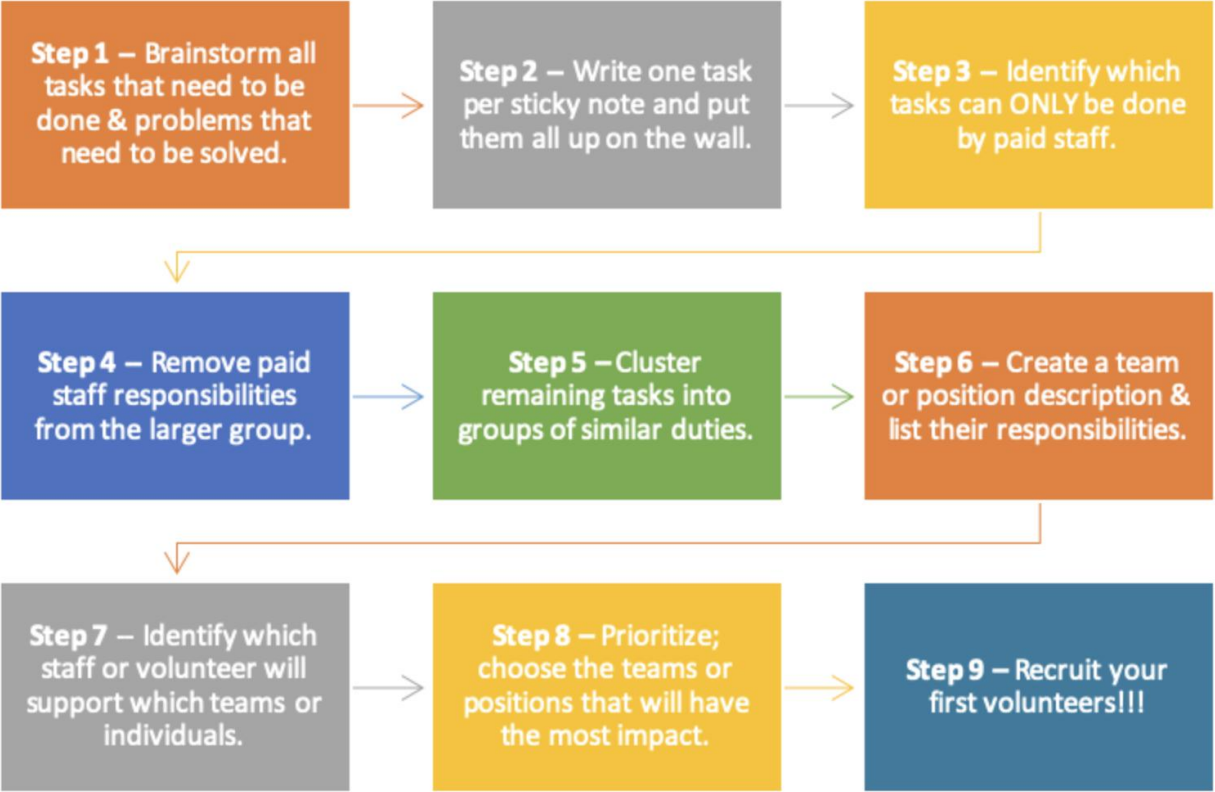
EXECUTIVE DIRECTOR  
VOLUNTEER COLLECTIVE



**Volunteer Collective provides Angelenos with a user-friendly path to volunteer for carefully vetted, impactful nonprofits that help our neighbors in need.**

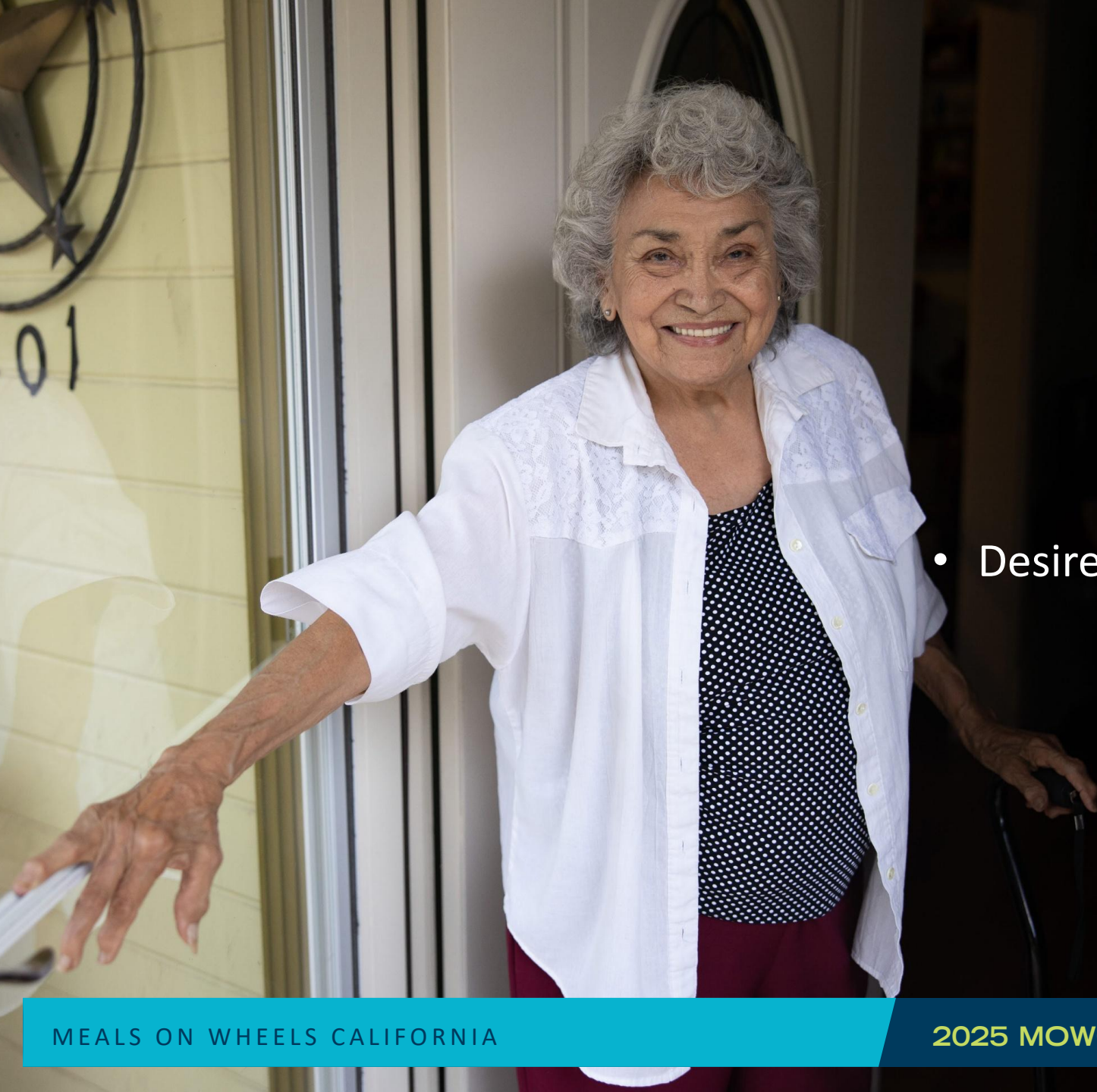


# Process for Volunteer Role Design





*What are some of  
your needs a  
volunteer could fill?*



# Who are they?

## 2025 Trends

- Desire for greater flexibility and inclusivity
  - Want immediate action
- Perception of brand overreach
- Potential for volunteer fatigue



# Who are they?

- Very busy
- Want flexibility
- Want empowerment
- Tech savy
- Want to make a difference
- Don't want to be micromanaged
- Want skill building opportunities

- **Gen Alpha (12 and younger)**  
Highly empathetic! Connecting with them now can lead to champions down the line.
- **Gen Z (13-28)**  
First, to grow up as “digital natives.” Prioritize tangible impact, skill/career development and mentorship.
- **Millennials (29-44)**  
Driven by personal experiences and making meaningful change. Sandwich generation. Micro-volunteering and experiences are most appealing.
- **Gen X (45-60)**  
Independent and seek hands-on, results-oriented projects. Drawn to leadership.
- **Baby Boomers & Silent Generation (61-97)**  
Value the social and emotional benefits of volunteering. Like on-going, hands-on, social projects.



# 7 Deadly sins of volunteer recruitment

1. Expecting announcements to get volunteers
2. Going alone
3. Assuming "no" means "never"
4. Saying "we tried that, it didn't work"
5. Not making a direct ask
6. No personal interaction
7. Not following up quickly





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## Where to look?

- Word of mouth is #1
- Speaking engagements
- Networking events
- Alumni
- Partnerships- corporate, community groups, faith groups
- Community mapping
- Online posts

TRACK YOUR RESULTS!





*Where have you had  
success recruiting?*

*Did this jog any new  
ideas?*



# Onboarding Volunteers

Sets the path for retention!

**Get to know them!**

**Make them feel welcome!**

**Reinforce their importance!**

**Be specific about roles!**

**Provide useful training!**





# Recognition

- Create a culture of gratitude
- Connect to the mission as much as possible
- Provide data-driven updates



## Evaluation

- Surveys- 30-day check-ins, annual surveys are important
- “Help make us better” events
- Task forces







## MEALS ON WHEELS CALIFORNIA

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