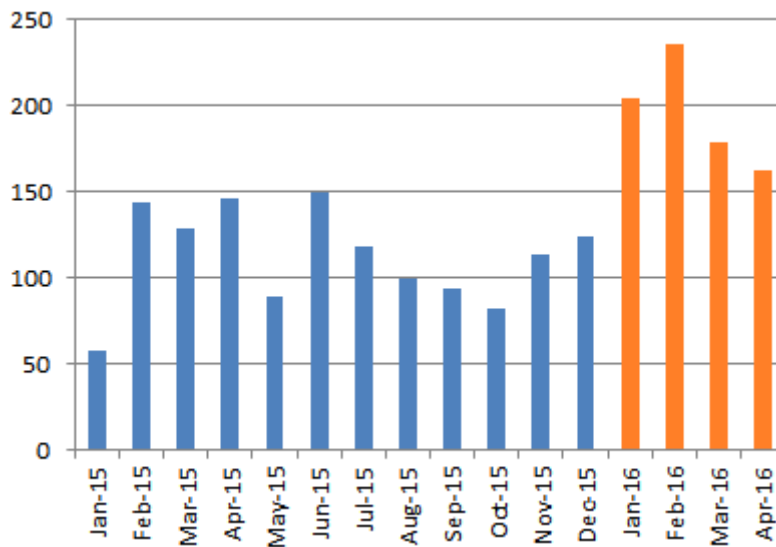


When do people Volunteer?

Prepared by Steve Harris, May 2016

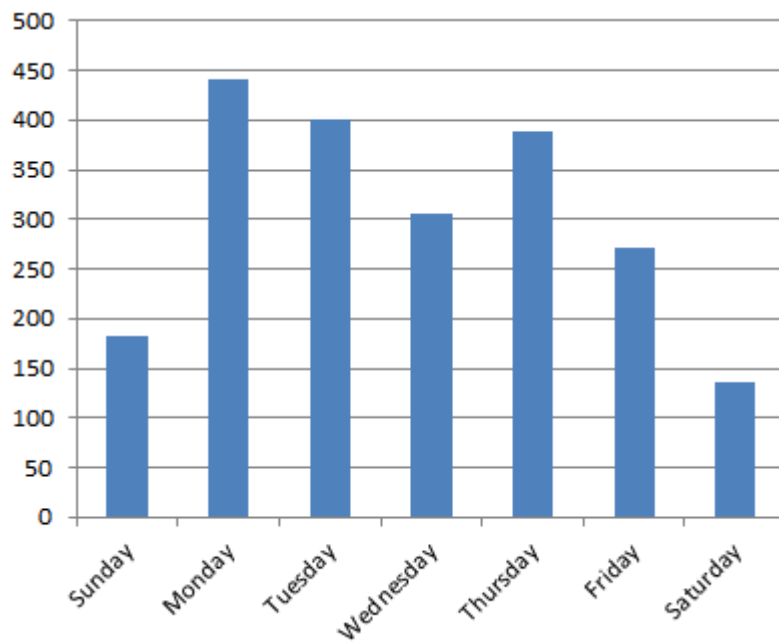
This short report is about when people take action on volunteering opportunities. Specifically we looked at applications to opportunities advertised by Volunteering Gloucestershire on do-it.org during the last 15 months.

1. It Varies from Month to Month



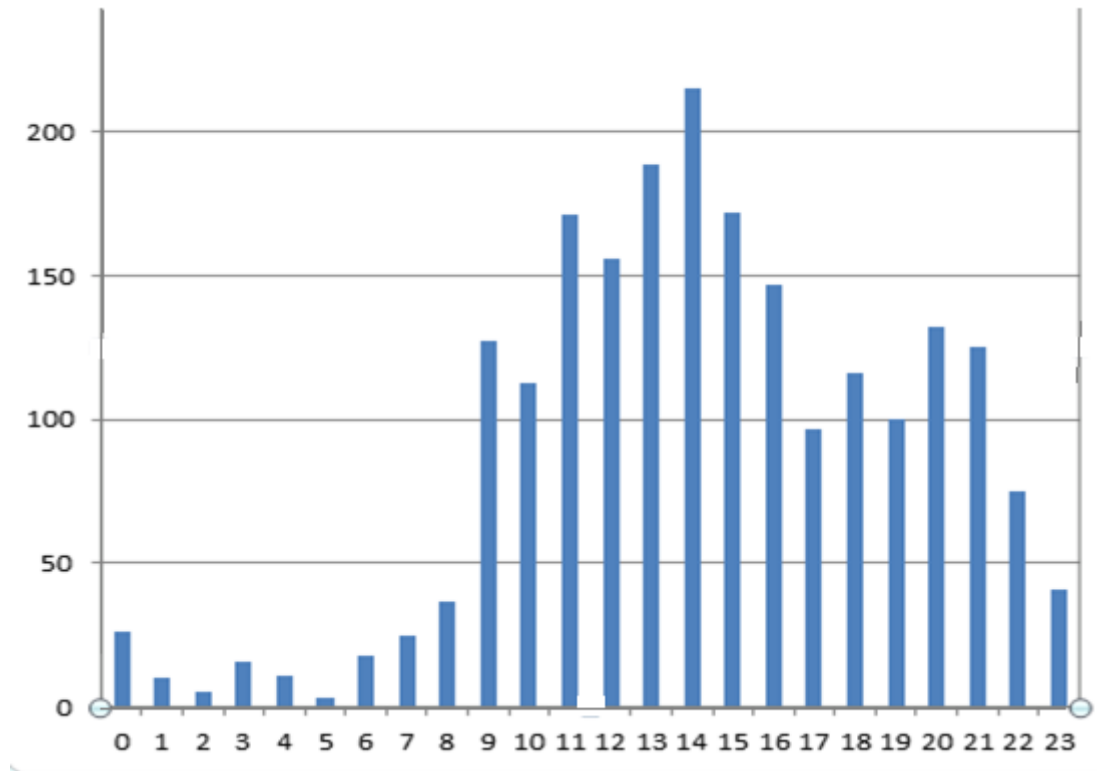
The chart above shows monthly totals. In early January 2016 we made significant changes to the way our own website sends volunteers to do-it.org so we've marked these (improved) results in orange. In 2015, the best month was June which may be due to Volunteers Week. The low figure for January 2015 may reflect teething troubles with the (then) new do-it.org

2. It varies with the day of the week



We were surprised by the comparative lack of activity at weekends. The peak on a Monday could suggest that no sooner than people have got back to work on a Monday, they're thinking about other ways of spending their time.

3. It varies with time of day



Again this shows some tendency for people to take action on volunteering during “working hours”. This could be that retired/unemployed people think more about volunteering at times when other people are at work. Another reason could be that people in work might have easier Internet access.

4. Conclusions

Volunteers mostly take action to volunteer on weekdays during “office hours”. This suggests that calls to action during the above times may work best. Of course, this ignores those volunteers who take some time after learning of an opportunity before acting on it. We couldn’t detect a “volunteering season”.