FOOD FOR THOUGHT on Engaging Younger Activists

FROM The New Breed: Understanding and Equipping the 21st Volunteer by Jonathan and Thomas W. McKee

10 seismic shifts that have shaken the world of volunteer management and have catalyzed (the) new breed of volunteer:

**Family Dynamics**: From Father Knows Best to Two and a Half Men

**Isolation**: From community to individualism

**Flexibility**: From rigid scheduling to volunteer availability

**Generations**: From experienced veterans to novice Gen Y

**Technology**: From face-to-face to cyberspace

**Professionalism**: From skilled workers to knowledge workers

**Episodic Volunteering**: From long-term commitments to short-term projects

**Slacktivism**: From hard work to easy, “feel-good” tasks

**Micro-Volunteering**: From big-time commitments to bite-sized projects

**Speed**: From slow movements to fast responses to change