

Client Project

UNITED WAY OF THE GREATER CHIPPEWA VALLEY

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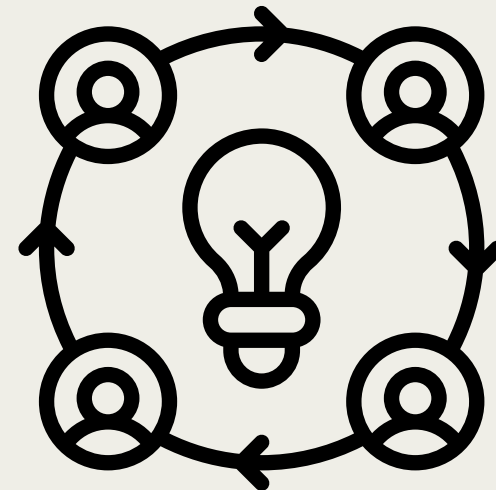


UNITED WAY
Greater Chippewa Valley

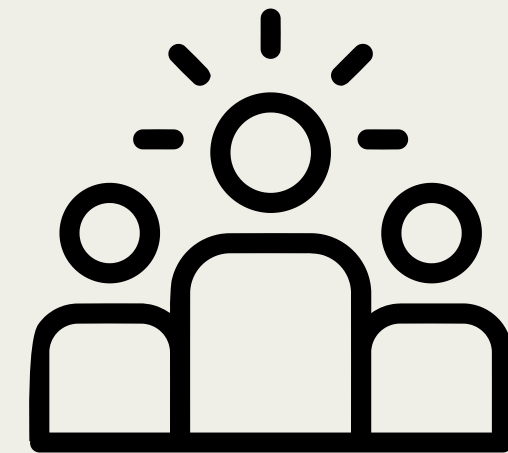
ABOUT UNITED WAY



Mission: improve lives and build stronger communities by bringing resources together to advance the common good



Collaborate with local businesses, nonprofits, and volunteers to create sustainable solutions for the community



Led by a team dedicated to ensuring resources are utilized to create a meaningful community impact

Decision Problem: How can we raise motivation to volunteer for non-profits within the area among college students?

RESEARCH TASK

Investigate how the underlying motivations of United Way's affiliated non-profit initiatives connect with the top motivations of college students.

METHOD



63 responses

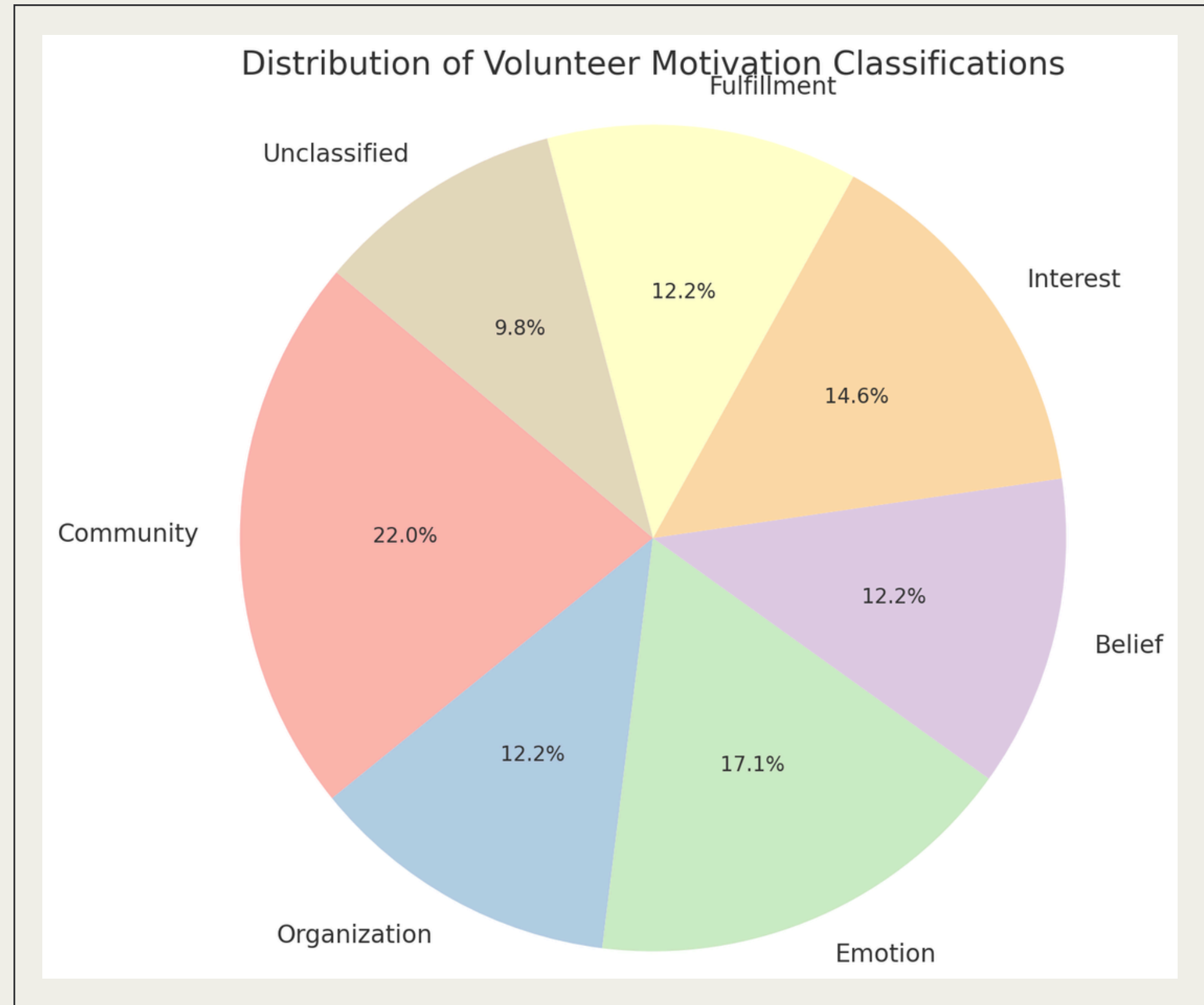


Implementation of a survey regarding general questions about United Way of the Chippewa Valley will be sent out to UWEC students.

- Focused on questions about motivations for volunteering
 - What motivations to volunteer
 - Past volunteer engagement
 - How likely to volunteer with specific initiatives
- Grouped responses based on similarity, analyzed popular responses

FINDING 1

- Collected through the use of an open-ended question
 - **Question:** "What would motivate you to volunteer?"
 - **Analysis:** Decoding & categorizing responses
- Results show that UWEC students are likely to volunteer when it is related to the community.
- Emotionally related reasons (e.g., to feel good) were the second-largest reason UWEC students volunteered



INTERPRETATION

- » Many students seek fulfillment through performing activities that make them feel good about themselves. This could be a result of intrinsic motivation that some students seek to fulfill.
- » Involvement in the community is also a great way to stay involved and immerse oneself in the area. Overall a great way to connect and grow relationships within the community.

RECOMMENDATION

Provide local opportunities that allow students to interact with other students and community members who can impact student relationships.

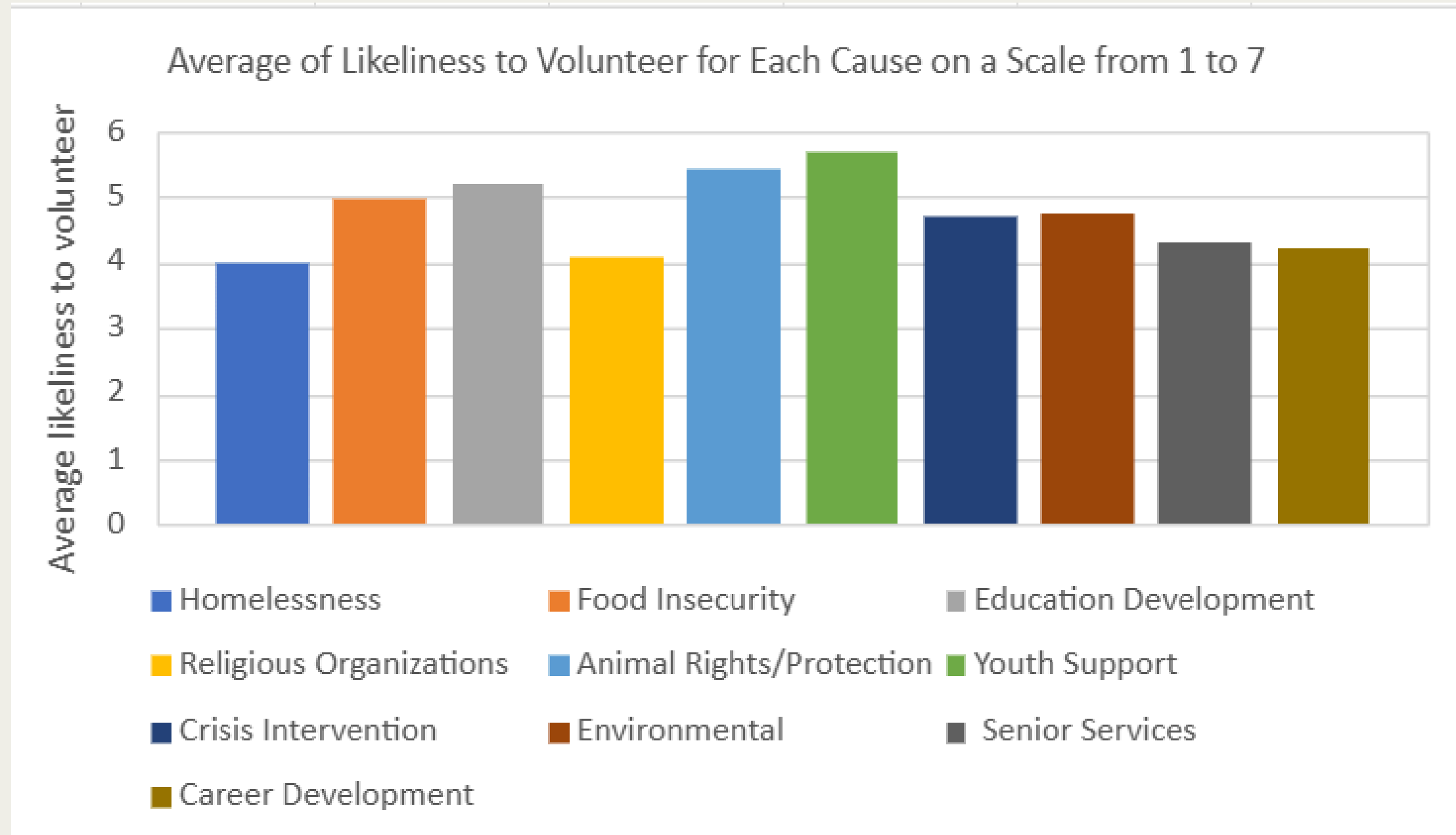
- Encourage events such as the YMCA Healthy Living Program and the Community Table
- Look to utilize the campus to organize some volunteering opportunities



FINDING 2

Question: On a scale from 1–7, rate how likely you are to volunteer with each of these causes. (1 = least likely, 7 = most likely)

Result: The top two motivations for volunteering among students are youth support (5.7) and animal rights/protection (5.5).



INTERPERTATION

These high average scores indicate that college students are primarily driven by causes that feel meaningful and are directly impactful to the community.

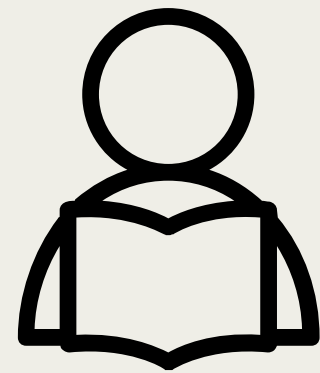
RECOMMENDATION

All though United Way does not have any programs supporting animals rights/protection, it may be beneficial to explore partnerships within the area, and continue their support with the local youth.

S U M M A R Y



Seek local events that allow students to connect with other community members



Promote opportunities that cater to youth community involvement.



Look to partnering with new organizations such as the Humane Society – expand to different horizons

Thank You!!

Questions?