

# Volunteer Outreach Campaign Strategy

## Strategic Recommendations for NCSS

### Executive Summary

**Objective:** Design volunteer outreach campaigns to maximize long-term impact

**Target:** Singaporeans across different age groups

**Goal:** Support MCCY's target of doubling volunteerism rate from 35% (2016) to 70% (2024)

**Data Source:** Moral Foundations Theory (MFT) survey of 2,007 Singaporeans + Community Mediation Centre data

**Key Finding:** Singaporeans exhibit strong universal values (Harm/Care: 28-41%) but age-specific moral foundations require tailored messaging strategies.

### Data Analysis Overview

#### Sample Characteristics

- **Total Respondents:** 2,007 Singaporeans
- **Age Range:** 16-91 years
- **Data Quality:** High response rates across all demographic segments
- **Additional Context:** 7,194 Community Mediation Centre cases analyzed

#### Moral Foundations Theory (MFT) Segments

1. **Harm\_Care** (679 respondents, 33.8%): Universal appeal for helping vulnerable people
2. **Fairness\_Cheating** (763 respondents, 38.0%): Strongest in 35-44 age group (43.36%)
3. **Loyalty\_Betrayal** (88 respondents, 4.4%): Concentrated in 55+ age groups (7%+)
4. **Authority\_Subversion** (45 respondents, 2.2%): Highest in 55+ age groups (3.54-3.98%)
5. **Purity\_Degradation** (395 respondents, 19.7%): Consistent across all age groups
6. **Liberty\_Oppression** (37 respondents, 1.8%): Small but engaged segment

### Key Findings

#### 1. Age Group Prioritization (Critical Insights)

Age Group	Key MFT Profile	Education Level	Income Profile	Social Networks
16-24	39.21% Harm/Care + 35.97% Fairness	25.5% Degree+	Mixed income	95.0% diverse
25-34	40.88% Harm/Care + 38.82% Fairness	56.5% Degree+	High income	93.8% diverse

Age Group	Key MFT Profile	Education Level	Income Profile	Social Networks
35-44	30.62% Harm/Care + <b>43.36% Fairness</b>	<b>55.8% Degree+</b>	<b>High income</b>	<b>93.5% diverse</b>
45-54	34.46% Harm/Care + 39.27% Fairness	37.9% Degree+	<b>High income</b>	<b>93.5% diverse</b>
55-64	28.32% Harm/Care + 35.69% Fairness + <b>7.08% Loyalty</b>	17.7% Degree+	Medium income	90.6% diverse
65+	30.58% Harm/Care + 33.94% Fairness + <b>7.34% Loyalty</b>	8.3% Degree+	Low income	88.1% diverse

Strategic Implications:

- **Primary Targets:** 25-34 and 35-44 (highest education, income, and social diversity)
- **Secondary Targets:** 16-24 and 45-54 (good potential with tailored approaches)
- **Tertiary Targets:** 55-64 and 65+ (moderate potential, specific messaging needed)

2. Demographic Targeting Insights

Education-Based Strategy

- **25-34 & 35-44:** Target for professional skill-based volunteering (55%+ degree holders)
- **16-24:** Focus on skill development and learning opportunities
- **45+:** Emphasize experience sharing and mentoring roles

Income-Based Strategy

- **25-44:** Target for corporate partnerships and workplace volunteering
- **55+:** Focus on time-based contributions rather than financial resources

Social Network Strategy

- **All age groups:** High social diversity (88-95%) enables peer-to-peer recruitment
- **16-34:** Excellent for social media and digital campaigns
- **35+:** Strong for community-based and word-of-mouth recruitment

3. Messaging Strategy Insights

Living in Singapore Attitudes

- **Q30.1 (Government regulations):** All age groups strongly agree (70-80% T2B)
- **Q30.2 (Group interests):** Younger groups need individual benefit messaging
- **Q30.3 (Regulations benefit):** All groups agree volunteering benefits both individual and society

Authority Respect Patterns

- **16-54:** Target through official institutions and government partnerships

- **55+:** Engage through respected community elders and traditional leaders
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## Strategic Recommendations

### Phase 1: Primary Target Groups (Months 1-6)

#### 25-34 Age Group (340 respondents)

**MFT Profile:** 40.88% Harm/Care + 38.82% Fairness/Cheating

**Strategy:** Digital-first, professional development, social impact focus

**Channels:** LinkedIn-style platforms, corporate partnerships, social media

**Messaging:** "Build your career while building a better Singapore"

**Programs:** Corporate volunteer programs, skill-based mentoring, social impact projects

#### 45-54 Age Group (354 respondents)

**MFT Profile:** 39.27% Fairness/Cheating + 34.46% Harm/Care

**Strategy:** Leadership roles, mentoring, traditional community values

**Channels:** Community leadership programs, intergenerational initiatives

**Messaging:** "Share your wisdom, shape our future"

**Programs:** Community leadership roles, intergenerational mentoring, traditional value preservation

### Phase 2: Secondary Target Groups (Months 7-12)

#### 16-24 Age Group (278 respondents)

**MFT Profile:** 39.21% Harm/Care + 35.97% Fairness/Cheating

**Strategy:** Peer networks, skill development, digital native approach

**Channels:** Educational institutions, social media, peer recruitment

**Messaging:** "Learn, grow, and make a difference together"

**Programs:** Peer mentoring, skill development workshops, social media campaigns

#### 55-64 Age Group (339 respondents)

**MFT Profile:** 35.69% Fairness/Cheating + 28.32% Harm/Care + 7.08% Loyalty/Betrayal

**Strategy:** Traditional community roles, wisdom sharing, intergenerational programs

**Channels:** Community centers, traditional institutions, family programs

**Messaging:** "Strengthen our community bonds"

**Programs:** Traditional community roles, intergenerational programs, family-oriented volunteering

### Phase 3: Tertiary Target Groups (Months 13-18)

#### 35-44 Age Group (369 respondents)

**MFT Profile:** 30.62% Harm/Care + 43.36% Fairness/Cheating

**Strategy:** Family-oriented programs, community building

**Channels:** Family-focused platforms, community centers

**Messaging:** "Create a fairer society for your family"

**Programs:** Family volunteer programs, community building initiatives

65+ Age Group (327 respondents)

**MFT Profile:** 30.58% Harm/Care + 33.94% Fairness/Cheating + 7.34% Loyalty/Betrayal

**Strategy:** Community leadership, wisdom sharing, traditional values

**Channels:** Community centers, religious institutions, traditional media

**Messaging:** "Lead with wisdom, preserve our values"

**Programs:** Community leadership, cultural preservation, traditional value sharing

Campaign Implementation Strategy

Messaging Framework by MFT Segment

MFT Segment	Primary Message	Secondary Message	Target Age Groups
Harm_Care	"Help others in need"	"Community care starts with you"	All ages (universal appeal)
Fairness_Cheating	"Create a fairer society"	"Justice for all Singaporeans"	Strongest: 35-44, 25-34
Loyalty_Betrayal	"Strengthen our community"	"Belong to something bigger"	Strongest: 55+
Authority/Subversion	"Respect and contribute to society"	"Build institutional trust"	Strongest: 55+
Purity/Degradation	"Maintain Singapore's values"	"Preserve our cultural heritage"	All ages (consistent)
Liberty_Oppression	"Individual freedom and rights"	"Express yourself through service"	All ages (small segment)

Communication Channel Strategy

Digital-First Approach (16-44 age groups)

- **Social Media:** Instagram, TikTok, LinkedIn
- **Mobile Apps:** Volunteer matching platforms
- **Online Communities:** Professional networks, interest groups
- **Digital Content:** Video testimonials, impact stories

Traditional Approach (45+ age groups)

- **Community Centers:** Physical locations, regular events
- **Traditional Media:** Newspapers, radio, television
- **Religious Institutions:** Temples, churches, mosques
- **Word-of-Mouth:** Peer recommendations, family networks

## Hybrid Approach (All age groups)

- **Corporate Partnerships:** Workplace volunteer programs
  - **Educational Institutions:** Student and alumni networks
  - **Government Platforms:** Official recognition and support
  - **Peer Networks:** Social network-based recruitment
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## Additional Survey Recommendations

### Target Profiles for New Survey

#### Primary Survey Targets

1. **Active Volunteers (Current):** Understand retention factors and satisfaction
2. **Non-Volunteers (High Potential):** 25-34 and 35-44 age groups
3. **Lapsed Volunteers:** Identify re-engagement opportunities
4. **Influencers:** High social network diversity individuals

### Key Survey Questions

#### Motivation & Barriers

- What would motivate you to start volunteering?
- What prevents you from volunteering currently?
- How do you prefer to be contacted about volunteer opportunities?
- What types of volunteer work interest you most?

#### Communication Preferences

- Which social media platforms do you use most?
- How do you prefer to receive information about community activities?
- What messaging resonates most with your values?
- Who do you trust for recommendations about community involvement?

#### Program Design

- What time commitments work best for your schedule?
- What skills would you like to develop through volunteering?
- How important is recognition and appreciation?
- What would make volunteering more convenient for you?

#### Community Values

- How do you define "community service"?
- What Singaporean values are most important to you?
- How do you prefer to contribute to society?
- What community issues concern you most?

## Survey Implementation Strategy

- **Sample Size:** 1,000+ respondents (representative of target demographics)
  - **Methodology:** Mixed approach (online + face-to-face for older demographics)
  - **Timing:** Conduct within 3 months of campaign launch
  - **Follow-up:** 6-month and 12-month tracking surveys
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## Success Metrics & KPIs

### Short-term Metrics (6 months)

- **Registration Rates:** By age group and MFT segment
- **Campaign Engagement:** Social media reach, email open rates
- **Initial Participation:** First-time volunteer sign-ups
- **Brand Awareness:** Recognition of NCSS volunteer programs

### Medium-term Metrics (12 months)

- **Active Volunteer Retention:** By demographic characteristics
- **Volunteer Satisfaction Scores:** By MFT segment and age group
- **Community Impact Measurements:** By demographic
- **Program Effectiveness:** Completion rates, satisfaction scores

### Long-term Metrics (18+ months)

- **Overall Volunteerism Rate:** Progress toward 70% target
  - **Age Group Diversity:** Representation in volunteer base
  - **Sustainable Engagement:** Long-term volunteer retention
  - **Social Impact:** Measurable community improvements
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## Resource Requirements

### Human Resources

- **Campaign Manager:** 1 FTE (full-time equivalent)
- **Digital Marketing Specialist:** 1 FTE
- **Community Outreach Coordinator:** 1 FTE
- **Data Analyst:** 1 FTE
- **Content Creators:** 2 contractors

### Technology Resources

- **Volunteer Management Platform:** \$50,000/year
- **Social Media Management Tools:** \$15,000/year
- **Analytics & Tracking Tools:** \$20,000/year
- **Mobile App Development:** \$100,000 (one-time)

### Marketing Budget

- **Digital Advertising:** \$200,000/year
- **Content Creation:** \$100,000/year
- **Events & Activations:** \$150,000/year
- **Traditional Media:** \$100,000/year

**Total Annual Budget:** \$635,000

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## Risk Mitigation

### Identified Risks

1. **Low Response Rates:** Mitigation through multi-channel approach and peer recruitment
2. **Age Group Resistance:** Mitigation through tailored messaging and appropriate channels
3. **Resource Constraints:** Mitigation through phased implementation and corporate partnerships
4. **Cultural Sensitivity:** Mitigation through diverse team and community consultation

### Contingency Plans

- **Backup Recruitment Channels:** Traditional media if digital underperforms
  - **Alternative Messaging:** Different value propositions if initial approach fails
  - **Partnership Expansion:** Additional corporate and institutional partners
  - **Budget Reallocation:** Shift resources to best-performing channels
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## Next Steps

### Immediate Actions (Next 30 days)

1. **Finalize Campaign Strategy:** Based on management feedback
2. **Develop Creative Assets:** Messaging and visual materials
3. **Establish Partnerships:** Corporate and institutional collaborations
4. **Launch Pilot Programs:** Test with primary target groups

### Short-term Actions (Next 90 days)

1. **Full Campaign Launch:** All target groups and channels
2. **Survey Implementation:** Collect additional data
3. **Performance Monitoring:** Track initial metrics
4. **Strategy Refinement:** Adjust based on early results

### Medium-term Actions (Next 6 months)

1. **Program Expansion:** Scale successful initiatives
  2. **Partnership Development:** Expand corporate and community relationships
  3. **Impact Assessment:** Measure community improvements
  4. **Strategy Optimization:** Refine based on comprehensive data
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## Questions for Management

Strategic Direction

- 1. **Priority Confirmation:** Are the identified age groups and MFT segments the right focus areas?
- 2. **Resource Allocation:** Is the proposed budget allocation appropriate for the 70% target?
- 3. **Timeline Validation:** Does the phased approach align with organizational priorities?
- 4. **Success Metrics:** Are the proposed KPIs the right measures of success?

Implementation Details

- 1. **Partnership Strategy:** What level of corporate partnership should we pursue?
- 2. **Technology Investment:** Is the proposed technology budget sufficient?
- 3. **Risk Tolerance:** What level of risk is acceptable in the campaign approach?
- 4. **Stakeholder Engagement:** How should we involve community leaders and influencers?

Future Considerations

- 1. **Long-term Sustainability:** How do we ensure volunteer retention beyond initial recruitment?
- 2. **Scalability:** Can successful programs be expanded to other regions or demographics?
- 3. **Innovation Opportunities:** What emerging technologies or trends should we consider?
- 4. **Continuous Improvement:** How should we structure ongoing optimization and learning?

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Conclusion

The enhanced analysis reveals that Singaporeans across all age groups share strong universal values (Harm/Care: 28-41%) while exhibiting age-specific moral foundations that require tailored messaging strategies.

Key Success Factors:

- 1. **Targeted Messaging:** MFT-specific communication for each age group
- 2. **Multi-Channel Approach:** Digital-first for younger, traditional for older demographics
- 3. **Peer Recruitment:** Leveraging high social network diversity (88-95%)
- 4. **Phased Implementation:** Focus on highest-potential groups first
- 5. **Continuous Learning:** Regular survey data and performance optimization

Expected Outcomes:

- **6 months:** 15-20% increase in volunteer registration
- **12 months:** 25-30% increase in active volunteer base
- **18 months:** Significant progress toward 70% volunteerism target
- **Long-term:** Sustainable volunteer engagement across all demographics

This strategy positions NCSS to effectively support MCCY's ambitious 70% volunteerism target while building lasting community engagement that reflects Singapore's diverse moral foundations and demographic characteristics.

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Appendices:

- Detailed demographic analysis tables



- MFT segment profiles by age group
- Communication channel effectiveness matrix
- Budget breakdown and resource allocation
- Risk assessment and mitigation strategies