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SCIENTIFIC APPROACHES OF VOLUNTEER GROUPS' CLASSIFICATION IN EUROPE AND UNITED STATES OF AMERICA

Today, Ukraine is at the stage of the formation and development of civil society on the principles of freedom, creativity, humanism, charity. This difficult and long process determined by the controversial political and socio-economic situation that has developed in the state. That is why, in recent years, charitable activity is actively stimulated in Ukraine and the volunteer movement is developing. At present, volunteers are full subjects of social policy.

Actually, volunteering as an active social movement is developing in many countries of the world. Scientists from all over the world consider volunteer groups as a mechanism for building a civil society, organizing local communities and revitalizing local and national levels.

Volunteering is an extremely dynamic field of activity all over the world. Today we can observe many attempts to categorize groups of volunteers on certain grounds. However, the diversity of volunteering activities complicates the process of its unification.

Foreign scientists S. Mc. Carly and R. Lynch unite volunteers into several groups, taking on the sign of the term of their work:

- Volunteers working for a long time (long-term volunteer);
- Volunteers working for a short period of time (short-term volunteer).

The first type of volunteers, according to researchers, is most consistent with the traditional notion of volunteers, because they

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have such features as a complete dedication to the cause or organization. Such volunteers are involved in activities in three ways: they independently find an organization that already works with volunteers; the employee of the organization acts as a volunteer, voluntarily taking and performing additional types of work for the same salary; on the recommendation of other volunteers³.

These volunteers themselves set limits for their work determine their duration. They want to do any work, trying to do everything necessary to make their efforts effective.

The motivation for them is both „achievement” and „joining”, which often looks like a great opportunity to get involved and prove yourself in the affair. Volunteers rely on the majority of organizations that use voluntary helpers in their work, creating appropriate jobs, developing long-term social projects and programs.

In the world practice, traditionally such volunteers are middle-income households who have free time and can always give it to the organization, finding this purpose of their lives or considering it as an equivalent of a successful career. Volunteers who work for a long time also become unemployed, pensioners and people with low incomes.

For volunteers who work for a short period, such work is only interested in general terms. They do not devote themselves to volunteering, although they really help to solve certain social problems. Volunteering does not occupy a leading position in a number of priorities of such people.

The involvement of such volunteers carried out in several ways:

- inviting to an organization that performs work of interest to the given volunteer, but it is not necessary that organizations really need a person to do this work;
- involving volunteers in the preparation and conduct of a specific or community events;
- by „forced choice”, that is, through an invitation to become a volunteer to a comrade who is doing this.

³ С. Маккарлі, *Управління діяльністю волонтерів. Як залучити громадськість до вирішення проблем суспільства*, пер. з англ. О. Винничук, Ресурсний центр розвитку громадських організацій „Гурт”, Київ 1998, 160 с.

As a rule, volunteers who work for a short period do this for the sake of people who have invited them, often without awareness of the importance of a common cause. Motivation for such volunteers is a pure recognition of their own achievements. Such volunteers want to have a clearly defined volume of work at a specific time. Before starting their work, they need clearly understand what exactly they should be doing for a particular period.

In world practice, such volunteers often become specialists in a particular industry, as they co-operate with the organization until achieve a certain goal, and they have not improved their particular activity. Interestingly, a volunteer who works in the same organization for a short period, in another – can work for a long time.

American researcher K. Navaratnam of the Virginia Volunteer Development Center (USA) adheres to this approach. In the article „Volunteer Expansion”⁴, he divides volunteer groups into types by their volunteer work time:

- temporary volunteers – persons who take part in activities only when they are interested;

- regular volunteers – people who are constantly involved in volunteering, participate in different programs and provide various services;

- seasonal volunteers – people who participate in volunteering activities in a particular period of the year in programs that are relevant to their interests.

K. Navaratnam also divides the volunteers according to the roles they play in the organization and their involvement in the work of the organization at different levels: the direction of programs and policies; development, planning and management; direct provision of services; support, materials and equipment. Such volunteers are involved in programs of economic, social development, local community development and agriculture⁵.

Social and psychological services of USA distinguish volunteers-managers; volunteer assistants; volunteers of direct help. Volunteer managers can assist in working with the local communities, in

⁴ K. Navaratnam, *Extension Volunteers*, 1986, p. 19.

⁵ Ibidem, p. 10.

involving volunteers, in the work of the board of directors, in holding meetings.

Volunteer assistants, as a rule, work once a week. They can act as a registrar, guardian, and telephone operator, cleaner, clerk, etc. They can also work at home, for example, to send correspondence, print reports, and answer current phone calls. Volunteer assistants can help raise funds for the organization, conduct advertising campaigns, and act as leaders of volunteer programs. Volunteers of direct help work directly with clients. This is the most popular form of volunteering, since most people who choose volunteering work prefer to provide specific assistance to different groups of the population. When working with clients, volunteers of direct help bear responsibility for their activities along with professionals.

The environmental organization of the Netherlands, „Vereeniging Milieuzorg Wageningen”, in its activities distinguishes: volunteers of the main active members, support activists, support professionals, workers without payment.

First group includes the council of volunteers and active members of the organization that participate in a variety of environmental programs implemented at the local level. These people trained according to the direction of their volunteer activity. A separate area of training is the organization and conduct of social and advertising campaigns.

The support activists that make up the second group are those involved in emergencies. Such people, as a rule, do not need special training to perform their tasks. This group includes students, unemployed, homemakers, old age pensioners, and people with special needs who are able to perform certain types of work.

Support professionals are specialists in selected areas that volunteer expert advice, evaluation. Typically, these specialists form groups of advisers who function on an advisory basis. They develop social campaigns and involve them in the ministries, departments and organizations that work at the main place of work. Hence, volunteers of support professionals become influential lobbyists at different levels.

The group of volunteers – „unpaid workers” – includes individuals who work full time in a public organization without receiving

a material reward. As a rule, these people deliberately decided to remain without paid work and live at the expense of social benefits. The reward for them is direct work in an organization that solves the same problems that concern the volunteer. Most often, this group includes the elderly, students, homemakers or individuals who through the development of a successful project want to receive a paid position in this organization.⁶

Based on the results of a poll of the Gallup Institute (USA) (1981), American researchers identified the following types of volunteers in the direction of their work: observers during voting during the election; collectors of cash donations; rescuers; those who work in hospitals; members of school board of trustees; coaches; choristers; regular at mother's schools.⁷

According to the same classification, researcher Nylund M. in the work „Varieties of Mutual Support and Voluntary Action: a Study of the Finnish Self-Help Groups and Volunteers”⁸ builds the following typology:

- volunteers who carry out social services. A traditional form of volunteer assistance that includes food delivery, shopping assistance, friendly visits, exchange of experience, technical assistance, etc.;
- volunteers involved in the protection of civil rights. Activities of volunteers are aimed at changing the functioning of institutions and systems, empowerment of citizens;
- volunteers engaged in civic activities. The work of volunteers is connected with the functioning of state institutions, as well as with the planning and development of a political line in committees and commissions, the dissemination of information, evaluation of state programs and their implementation;

⁶ Модели организаций Milieukontakt Oost-Europa, Запад-Восток, Проект „Организация и управление”, <http://www.wildfield.ru/club/c04b101.htm>, [12.03.2018].

⁷ Л.Э. Кунельский, М.С. Мацковский (ред.), *Энциклопедия социальной работы*, пер. с англ., в 3 т., т. 1. А–И, Центр общечеловеческих ценностей, Москва 1993, 480 с.

⁸ M. Nylund, *Varieties of Mutual Support and Voluntary Action: a Study of Finnish Self-Help Groups and Volunteers*, Hakapaino Oy, Helsinki 2000, 166 p.

– volunteers in charge of leadership. Volunteers carry out management work to develop a program line as members of the board of directors and other bodies in the volunteer sector;

– self-help volunteers. The activity of volunteers is carried out in two directions: improvement of the ecological and social condition of the district or the micro district or participation in self-help groups such as „Anonymous alcoholics” who deal with the problems of individuals;

– volunteers-collectors of financial resources and donations. Activities of volunteers aimed at collecting donations.

The International Association of Christian Youth (YMCA)⁹ identifies five types of volunteers:

– volunteers involved in the project and program activities. They manage projects or programs or assist in their implementation (program instructors, trainers, group leaders, consultants, etc.). It also includes those who provide services at the level of local communities (organizers of school clubs, social-pedagogical assistance and support of children and youth);

– support volunteers who assist in office and administrative work;

– volunteers fundraisers participating in a variety of charity donation programs in their various types;

– volunteers participating in the work of the board of organization, board of directors, board committees, expert councils;

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Based on this classification, the International Union of Christian Youth determines the following areas of work for volunteers: working with active people of the elderly (fitness groups, water sports); child care work; work in the field of public relations; office and administrative work; conducting classes with children and parents; work with children of preschool age (playgrounds, music clubs, sports, dances); work with adolescents and youth (leaders of youth groups, mentoring, coordinator of work of young volunteers).

⁹ Міжнародна спілка християнської молоді (YMCA), *Волонтерство разом з YMCA Категоризація волонтерів*, http://www.ymca.net/get_involved/get_involved_as_a_ymca_volunteer.html, [12.03.2018].

The organization working with people with disabilities OPTIONS (USA)¹⁰ uses the following classification of volunteers in its activities:

- volunteers are members of the directors' board of the organization. The board consists of motivated professionals from the business sector or representatives of other sectors who are interested in the development of the organization. The Board of Directors consists of several teams that deal with issues such as policy and procedures, finance, public relations, fundraising;

- volunteer experts – people who provide resources and expertise for the development of the organization. It may be a volunteer professor who provides scientific counseling and methodological support for specific programs;

- volunteers – members of beneficiaries family of organization - persons who are directly involved with the target groups of the organization, which are their relatives and relatives. They spend their time and effort to improve the quality of life of the target group, which includes members of their family and themselves, as well as similar ones. Activities: fundraising, informing members of other families, representing the interests of families and target groups for decision makers, conducting diaries, telephone surveys, etc.;

- volunteers from local communities are individuals living in a territorial community and conducting individual, group work and mass events at their own community level. Such work may include: conducting circles, counseling, organizing meaningful leisure, household assistance to people with special needs;

- volunteer students – people studying in colleges and universities and participating in the Service Learning Program. Students work with people with special needs, focusing them on community-based social services. They serve as consultants, trainers, household assistants. Student volunteers work from one to two semesters 1 hour per day 4 days a week. Volunteer activities under this program allows you to get a discount for further study.

¹⁰ G. Cuskelly, *Australian Sports Commission: Volunteer Management Program Recruiting Volunteers*, Australian Sports Commission, Brisbane 2000, 28 p., http://www.options4u.org/volunteer_types.htm, [12.03.2018].

In contrast to the above-mentioned classifications, the UN Volunteers program recognized the key positions of the volunteer typology as follows¹¹:

–*sphere of activity*: public initiatives, culture and sport, education, disaster management, environmental protection, gender, public administration, HIV / AIDS prevention, public health promotion, homelessness, homelessness, human rights, information and communication technologies, peacekeeping, poverty, private sector, sexuality, socio-pedagogical support for children, people with special needs, youth leadership, social protection and support for refugees and displaced persons;

–*task force*: children, youth, the elderly, the poor, refugees, migrants, people with special needs.

Classification attributes „sphere of activity” and „target group of activity” are found in various international organizations, which add to the previous lists the following types: advocacy (advancement of interests); corporate volunteering; infrastructure development; management; Internet volunteering; policy; conducting researches; volunteers of the elderly; volunteers from vocational training; young volunteers.

With development of information and communication technologies, volunteerism has become even more diverse. In particular, there was on-line or „virtual” volunteering¹², the essence of which is the possibility of remote provision of various services.

Among the benefits of this type of volunteering is the ability to find each other, the ability to exchange, the power of open and accessible information, the ability to mobilize efforts, and more. Lacks include plagiarism, deliberately misinterpretation of facts, high cost of equipment, payment for the Internet, etc.

In Ukraine, the first attempts to classify volunteers related to the formation of a volunteer movement in the network of social services for youth and the creation of volunteer units in various public

¹¹ Програма „Волонтери ООН”, <http://www.worldvolunteerweb.org/resources/how-to-guides/manage-volunteers/doc/interviewing-potential-volunteers-for.html>, [13.02.2018].

¹² В. Святненко, *Нові технології волонтерства*, „Добра воля” 2004, № 1 (27), с. 10–12.

organizations. Therefore, it is not surprising that the first classification of volunteers for many researchers of this issue is „belonging to a certain organizational structure”. However, in our opinion, it is remembered that the main feature of volunteer activity is voluntary and free assistance. If we talk about volunteers-officials and sponsors, there is a risk (danger) of such activities in order to advertise their own image, name, brand, firm.

In addition, one of the first classifications of volunteers in Ukraine was „by age”. Again, this classification is not accidental. When analyzing the history of the volunteer movement in Ukraine, these age groups played a significant role by forming volunteer units (children, teens, young people) and participating in the volunteer movement „Pensioner to the Pensioner” (the elderly)¹³.

Worthy of note is the classification of volunteers, proposed by I. Weaver¹⁴. The author, taking into account domestic and foreign experience, identifies the following types of volunteers:

- Workplace volunteers – persons from the number of employees of the same company that attracts them, who work volunteers in their free time;

- Retiree volunteers – these are pensioners who have the strength and desire to work, to do a useful thing for society;

- Alternative sentencing volunteers – mainly conditional convicted citizens who choose to work as a volunteer (working out a certain number of hours in favor of society) as an alternative to their sentence in a criminal case;

- Professional volunteers – individuals who are attracted, mainly through professional associations and unions;

- Episodic volunteers – these persons who work in separate projects or participate in a certain event, work for a short period of time;

¹³ Е.И. Стеженская, Н.В. Вержиковская, *Волонтерское движение в Украине „Пенсионер – пенсионеру”: инф. материалы*, А.В. Мойсеева (ред.), ТИРАЖ, Київ 1999, 40 с.

¹⁴ К.С. Шендеровський, І.Я. Ткач, К.В. Савченко (ред.), *Соціальна робота в територіальній громаді м. Києва: досвід 2004 року. Нариси практиків*, КМЦССМ, Київ 2004, 204 с.

– Transitional volunteers – these are people who change something in life and often take part in volunteer programs to try and test themselves and return to normal life in society;

– Unemployed volunteers – these are individuals who work as volunteers to gain skills and abilities to further seek paid work;

– Stipend volunteers – these are individuals who receive a financial reward for their work, which, however, does not fully cover their labor contribution;

– Volunteers who have gone through the problem - brothers, sisters of children with special needs, etc;

– Volunteers – teenagers and youth, representatives of social organizations that implement social programs, government orders (in Ukraine, mainly students).

Logical is another approach by the American researchers R. Lynch and S. McCarry to typologies groups of volunteers. Offering volunteers' volunteer programs a way to recognize the work of volunteers; they offer the following classification, based on the „motivational orientation” sign:

- goal-oriented volunteers;

- volunteers, aimed at recognition of leadership, authority¹⁵.

The reasons that lead people to volunteer activity, according to the authors of the classification, may be the most diverse and have the ability to change during a volunteer career, as a result of the transition from organization to organization, as well as within one organization.

According to this classification, researchers propose to take into account the motivational features and needs of each group of volunteers in recognizing their work. In particular, for volunteers oriented to achievement, the ideal way of recognition is the possibility of additional training or getting a more complex task. The subject of recognition of such a volunteer is his special achievement, which acknowledged as the highest score pointing out the main points. Volunteer colleagues and the leader of the volunteer program in this case should select the reward.

¹⁵ С. Маккарлі, *Управління діяльністю волонтерів. Як залучити громадськість до вирішення проблем суспільства*, пер. з англ. О. Винничук, Ресурсний центр розвитку громадських організацій „Гурт”, Київ 1998, 160 с.

The group-oriented volunteer expects to recognize the presence of the organization's leadership, members of his family and the members of the groups with whom he is affiliated. The purpose of recognition and special reward for such a volunteer is recognition of his personal contribution to the case. Recognition must declare leadership. However, if the volunteer's most important group connections are with clients, in this case they invite to the ceremony and give a word for personal thank-you.

A key aspect in recognizing a power-oriented volunteer is to provide wider access to management information. Recognition made at the level of eminent representatives of the organization or well-known people. He should hear all the environments of such a volunteer. It is advisable to put information on the volunteer and his success in the local newspaper on the radio and television. The decision to recognize such a volunteer took part at the level of leading persons in the organization.

It is noteworthy for S. Mc Carry and R. Lynch to classify volunteers from the point of view of managing their activities. Authors group volunteers based on „those who need specific management”:

- volunteer in a certain position;
- volunteer without a specific position;
- Volunteer in the Advisory Board;
- a young volunteer;
- volunteer-professional;
- volunteer groups;
- volunteers who work during a particular event;
- volunteers of the elderly;
- permanent volunteers;
- volunteers who need a transitional period;
- volunteers who have a permanent place of work;
- volunteers from the number of probationers;
- volunteers who provide community services;
- volunteers who receive remuneration from the government;
- volunteers - leaders.¹⁶

¹⁶ Ibidem.

In the media space there is an original „associative” classification of volunteer groups that may cause difficulties in terms of management of their activities, in particular:

- The cantankerous complainer, who constantly complains about the impossibility of doing work and expresses dissatisfaction with everything that surrounds him, such a volunteer, even in spite of lengthy training, cannot determine the type of volunteer activity, but rejects any proposed work without having to dare to try himself in work;

- The puppy dog – a person who is reasonably friendly, but unstable in his or her interests. Such a volunteer is constantly enthusiastic about new activities without ending work that has been started;

- The dreamer, as a rule, dissatisfied with the quality of service or product, because he has his own vision of improving the activities or services. However, often this idea of improvement is unattainable and unrealistic;

- The “needy”: It is characterized by increased communication with a desire to speak out about their problems;

- The “boss” – a person who dictates the conditions for the performance of work or attempts to reach a cooperative decision, taking leadership positions. Nevertheless, if he does not take into account his desire to be a leader, he will begin to work on his own, gathering around like-minded people. There is a risk that at a certain point in time it could undermine the authority of the volunteer program manager, taking over all the powers;

- The “maybe later” – a person who is attracted to work, but almost never has time to execute it for a definite period. Such a volunteer always count on others to support their own work;

- The Worst Nightmar – a person that embodies several of the above types or even a mixture of all. This person is unable to work on a volunteer basis and creates many problems for the volunteer manager¹⁷.

¹⁷ „The Points of Light Foundation” (США), „*VolunteerResource.Org*” з розвумку з ефективних практик волонтерства та менеджменту волонтерів, <http://www.jjhill.org/pol/index.cfm?action=main.individualProvideDoc&lngID=6967>, [13.03.2018].

Obviously, from a scientific point of view, such a classification is conditional, but quite acceptable to the head of the volunteer program.

Researchers Y. Aksenov, A. Verbitsky and P. Hamolsky distinguish volunteer groups, taking as a basis the classification mark „motivation for volunteer activity”:

- Emotional;
- Rational;
- Moral.

According to them, the authors identify two types of volunteers:

- for a long time (the volunteer is a supporter of a problem or organization, usually guided by rational motives);
- for a short period of time (the volunteer does not have a very deep interest in the organization or problem, prefers a clearly defined type of work, limited activity, the main motivation - recognition of his personal achievements)¹⁸.

Employees of the NGO “Christian Children’s Fund - Belarus”, offer another approach to the classification of volunteers. The idea borrowed from social workers in the United States. This approach based on the consideration of personality characteristics of a person. They suggest uniting volunteers into three groups:

- People who succeed;
- Sociable people;
- Energetic people.

According to the authors, the representatives of the first group are well organized, working to achieve a certain goal. However, they need constant benchmarks and small instructions to be sure that the chosen path is correct. Such people love to compete, solve problems and overcome previous records. These volunteers can work well on their own, carry out important work, prepare reports, and organize events, campaigns for attracting new volunteers.

Representatives of the second group – sociable people – give priority to the general work. They are motivated by the possibility of establishing relationships with others. Such volunteers want all the happiness, are interested in how others feel in the organization, and

¹⁸ Ю. Аксенова, *Фандрайзинг для развития*, ИНФРА-М, Москва 2001, 234 с.

are concerned with the opinion of others about their personality. They work well under the guidance of benevolent people who are capable of working with clients. These volunteers seek to be members of a group that cares about improving work, studying living conditions, and developing plans for assistance. They are happy to work in orphanages, boarding schools for the elderly, arranging concerts, presentations, holidays, etc.¹⁹

The people who make up the third group work in such way as to activate others by their own example. They seek to influence events in the organization, regard themselves as volunteers for a long period. They are prone to forecasting and thorough planning their own activities. They can work both independently and in a group. These volunteers have a good intuition, “feel the information” necessary for success. Energetic people love to solve many problems, be managers, inspire others, use their full potential, publicly speak, interview with the media, and manage activities that are of public interest and a large number of people.

Our analysis of approaches to the classification of volunteers allows us to combine them into groups according to the features presented in Table 1.

Table 1. Classification of volunteers

Classification trait	Examples
Age	Children
	Teens
	Youth
	Adults
	Elderly people
The degree of professionalism	Professionals
	Nonprofessionals
Duration of volunteer activity	Volunteers who work for a long period of time (more than 6 months)
	Seasonal volunteers

¹⁹ И.В. Миронова (ред.), *Возьмемся за руки. Друзья: опыт работы волонтерских групп в Беларуси*, Представительство Христианского детского фонда в Беларуси, CCF-Belarus, Минск 2000, 20 с.

	Volunteers who work for a short period of time (one-time promotions, less than 6 months)
Social role / status	Pupils
	Students
	Unemployed
	Specialists
	Parents
	Families
	Pensioners
	Volunteers who chose to work as an alternative to the verdict
The degree of mobility	Moveable
	With limited mobility
	Immobile
Affiliation to the organization	Corporate volunteers
	Volunteers of NGOs
	Volunteers of state organizations (social institutions)
	Volunteers of religious organizations
	Volunteers of religious organizations

According to the definition of one of the well-known psychologists T. Shibutani, a group is an association of people who carry out a coherent coordinated activity that is knowingly or subordinated unknowingly to any general purpose and to a certain extent satisfies the participants²⁰.

For our research, the characteristics of the social group determined by the well-known Ukrainian psychologist L. Orban-Lembryk are very important, which emphasizes that the totality of people claiming to be called a group is united not only by the community of conditions and means of social activity, but also by the mutual influences of individuals. Social group - a relatively stable set of people, connected among themselves common values, goals, system of relationships, interactions and included in the typical forms of activity²¹.

²⁰ Т. Шибутани, *Социальная психология: учеб. пособ.*, пер. с англ. В.Б. Ольшанского, „Феникс”, Ростов на Дону 2002, 544 с.

²¹ Л. Орбан-Лембрик, *Соціальна психологія: посібник [для студ. вищ. навч. закладів]*, Академвидав, Київ 2003, 448 с.

The main features of the social group include:

- inclusion of them in a broad social context;
- presence of a general personally significant basis for the stay of individuals within the group;
- sufficient duration of existence, which is a prerequisite for the creation of objects and phenomena of group culture, history;
- external and internal organization;
- certain types of influence and relations between individuals, forbidden norms and values;
- awareness of the individuals of their belonging to the group and the emergence on this basis of „We-feelings”;
- presence of group attributes (name, characters, etc.).

We also analyzed modern approaches to the definition and characteristics of small groups. In our study, were based on the theoretical positions of V. Andriyenko, N. Anufriyeva, V. Krysko, T. Shibutani, which characterize a small group as a small community, members of which are united by certain activities, are in direct personal interaction, which is the basis for the emergence of emotional relationships, group norms and processes. The most significant social groups in human life are small groups.

Therefore volunteering is an important direction of social development both abroad and in Ukraine and one of the main features of civil society. Briefly, for Ukraine nowadays, it is a historically formed sociocultural phenomenon, the basis of which was mercy and charity. Briefly, the classification of scientific views makes it possible to identify the main groups of volunteers for their effective involvement in activities both through local communities and at the national level in Ukraine. For the first time, there is a systematic approach to the survey of volunteer groups in the countries of the European Union, the United States and Ukraine.

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