



**Proven Strategies for the
Recruitment and Retention
of Latinx Volunteers**



Land Acknowledgement

Lipan Apache

Mescalero Apache

Chiricahua Apache

Piro

Manso

Suma

Jumano

Ysleta del Sur Pueblo

Piro/Manso/Tiwa Indian Tribe of the Pueblo of San Juan de Guadalupe

Tortugas Pueblo

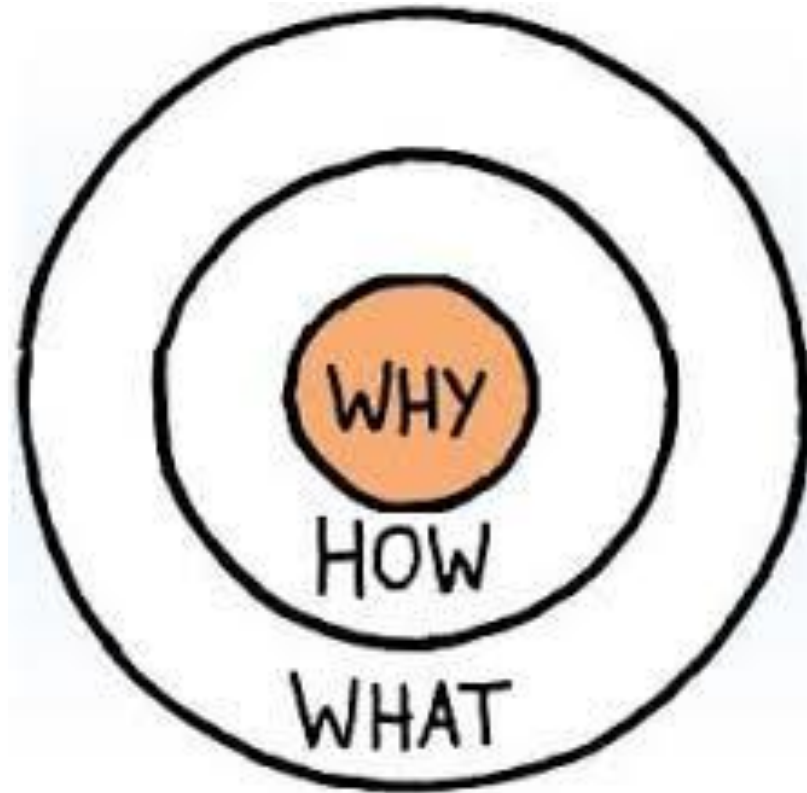


<http://landacknowledgements.org/>
<https://native-land.ca/>

My Why



What's Your Why?





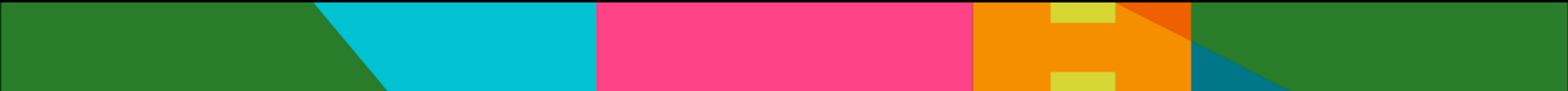
Agenda

By the end, you will be able to:

1. **Navigate** Latinx identity
2. **Explore** your Latinx landscape
3. **Map out** the Latinx representation you seek
4. **Arrive** at proven practices to engage and support Latinx volunteers



Navigating Latinx Identity





Hispanic

Latinx

Chicano/a

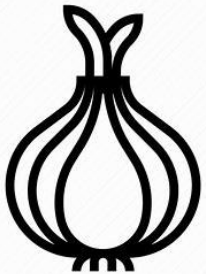
Latino/a

Spanish



Latine

Mestizo/a



GEOGRAPHICAL ORIGIN



LATINO(A)

Includes
Brazil,
French Guiana,
Guadaloupe,
Martinique,
Haiti, Saint
Barthélemy and
Saint Martin.

Does not
include
Spain.

HISPANIC

Includes
Spain.

Does not
include
Brazil,
French Guiana,
Guadeloupe,
Martinique,
Haiti, Saint
Barthélemy and
Saint Martin.

Argentina
Bolivia
Chile
Colombia
Costa Rica
Cuba
Dominican Republic
Ecuador
El Salvador
Guatemala
Honduras
México
Nicaragua
Panama
Perú
Puerto Rico
Uruguay
Venezuela

Being Latino means being from everywhere, and that is exactly what America is supposed to be about.

— Raquel Cepeda —



Know your communities.
Name your communities.

Generation

Race

Language



Separate Questions Approach

→ NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.

8. Is Person 1 of Hispanic, Latino, or Spanish origin?

Mark one or more boxes AND print origins.

- No, not of Hispanic, Latino, or Spanish origin
- Yes, Mexican, Mexican Am., Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, another Hispanic, Latino, or Spanish origin — Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc. ?

9. What is Person 1's race?

Mark one or more boxes AND print origins.

- White — Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc. ?
- Black or African Am. — Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc. ?
- American Indian or Alaska Native — Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc. ?
- Chinese Vietnamese Native Hawaiian
- Filipino Korean Samoan
- Asian Indian Japanese Chamorro
- Other Asian — Print, for example, Pakistani, Cambodian, Hmong, etc. ? Other Pacific Islander — Print, for example, Tongan, Fijian, Marshalese, etc. ?
- Some other race — Print race or origin. ?

Click image to Enlarge

Combined Question Approach

8. What is Person 1's race or origin?

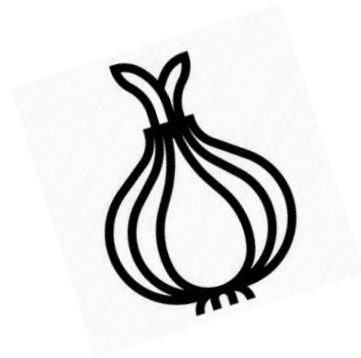
Mark one or more boxes AND print origins.

- White — Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc. ?
- Hispanic, Latino, or Spanish origin — Print, for example, Mexican or Mexican American, Puerto Rican, Cuban, Salvadoran, Dominican, Colombian, etc. ?
- Black or African Am. — Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc. ?
- Asian — Print, for example, Chinese, Filipino, Asian Indian, Vietnamese, Korean, Japanese, etc. ?
- American Indian or Alaska Native — Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc. ?
- Native Hawaiian or Other Pacific Islander — Print, for example, Native Hawaiian, Samoan, Chamorro, Tongan, Fijian, Marshalese, etc. ?
- Some other race or origin — Print race or origin. ?

Click image to Enlarge



Language



15 Spanish Words for KITE

BY WWW.SPEAKINGLATINO.COM

1. BARRILETE

- Argentina
- Colombia (Caribbean)
- Guatemala
- Honduras
- Nicaragua
- Uruguay

2. CACHIRULO

- Spain (Valencia)

3. CHICHIGUA

- Dominican Republic

4. CHIRINGA

- Puerto Rico
- Cuba (regional)

5. COMETA

- Chile
- Colombia
- Ecuador
- Mexico (regional)
- Nicaragua
- Panama
- Peru
- Spain
- Uruguay
- Venezuela (regional)

6. LECHUZA

- Nicaragua

7. PANDORGA

- Paraguay
- Argentina (regional)
- Uruguay (regional)

8. PAPAGAYO

- Venezuela
- Mexico (regional)

9. PAPALOTE

- Costa Rica
- Cuba
- Mexico

10. PAPELOTE

- Honduras

11. PETACA

- Venezuela (regional)

12. PISCUCHA

- El Salvador

13. VOLADOR

- Bolivia
- Venezuela (regional)

14. VOLANTÍN

- Chile
- Argentina (regional)
- Bolivia (regional)
- Venezuela (regional)

15. ZAMURA

- Venezuela (regional)

REAL WORLD SPANISH

SpeakingLatino.com

EXPLORE YOUR LATINX LANDSCAPE

Assess your
current state
of
Latinx
representation.



Quantitative Data

www.census.gov

Drill down by state, county, city or zip code

Compare 2020 versus 2010

Review estimations

United States Census Bureau


Search

BROWSE BY TOPIC EXPLORE DATA LIBRARY SURVEYS/ PROGRAMS INFORMATION FOR... FIND A CODE ABOUT US


// Census.gov / Decennial Census of Population and Housing / By Decade / 2020 Census Decade / 2020 Census Results

Now Available: 2020 Post-Enumeration Survey (PES) Results for the 50 states and District of Columbia.

2020 Census Results



Decennial Census P.L. 94-171 Redistricting Data Summary Files



2020 Census Apportionment Results

Enter state, county, city, town, or zip code

Select a fact

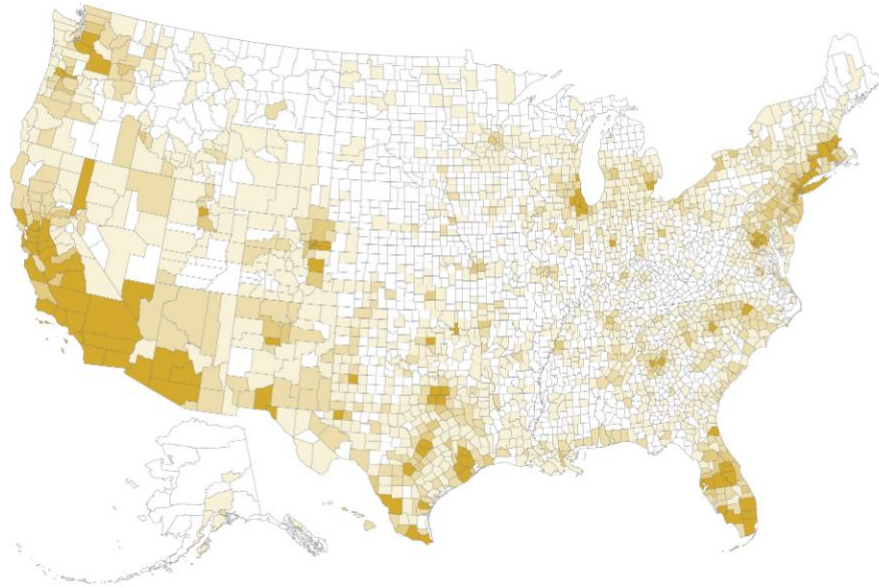
CLEAR TABLE MAP CHART DASHBOARD MORE

Table

All Topics	Texas	United States
Population, Census, April 1, 2020	29,145,505	331,449,281
PEOPLE		
Population		
Population Estimates, July 1 2021, (V2021)	29,527,941	331,893,745
Population estimates base, April 1, 2020, (V2021)	29,145,505	331,449,281
Population, percent change - April 1, 2020 (estimates base) to July 1, 2021, (V2021)	1.3%	0.1%
Population, Census, April 1, 2020	29,145,505	331,449,281
Population, Census, April 1, 2010	25,145,561	308,745,538
Age and Sex		
Persons under 5 years, percent	6.9%	6.0%
Persons under 18 years, percent	25.5%	22.3%
Persons 65 years and over, percent	12.9%	16.5%
Female persons, percent	50.3%	50.8%
Race and Hispanic Origin		
White alone, percent	78.7%	78.3%
Black or African American alone, percent (a)	12.9%	13.4%
American Indian and Alaska Native alone, percent (a)	1.0%	1.3%

	2020 Texas	2020 US	2010 Texas	2010 US
Hispanic or Latino	39.7%	18.5%	37.6%	16.3%

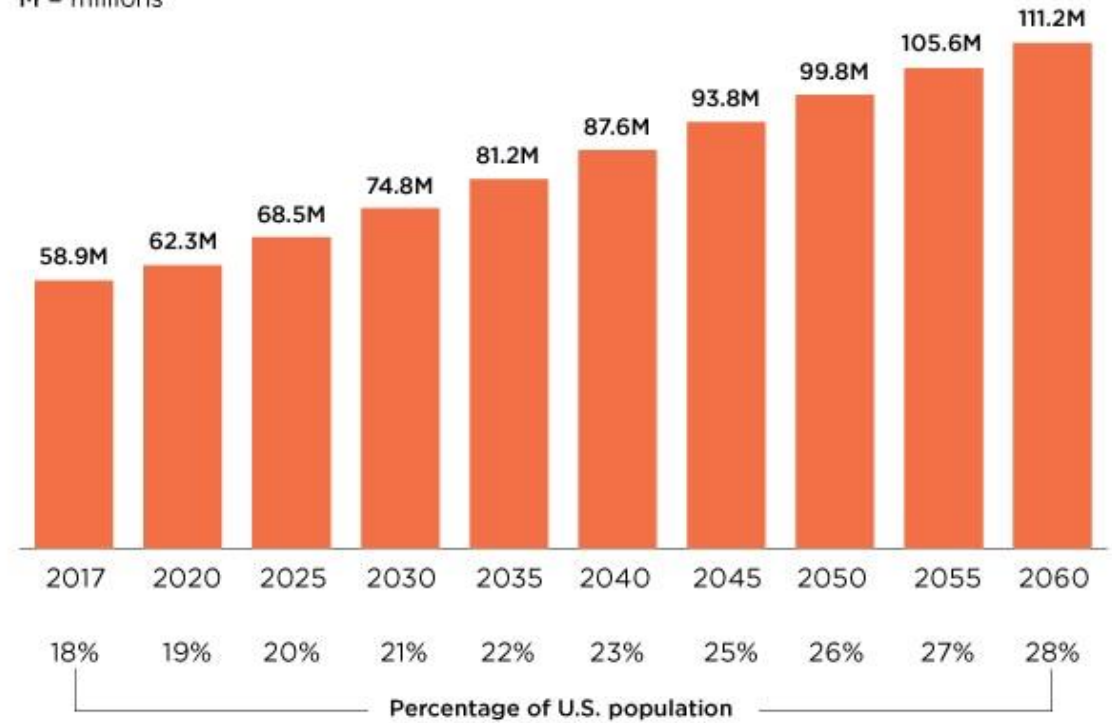
So Much Data!



Hispanic Population to Reach 111 Million by 2060

Projected Hispanic Population 2020 to 2060

M = millions



United States[®]
Census
Bureau

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
[census.gov](https://www.census.gov)

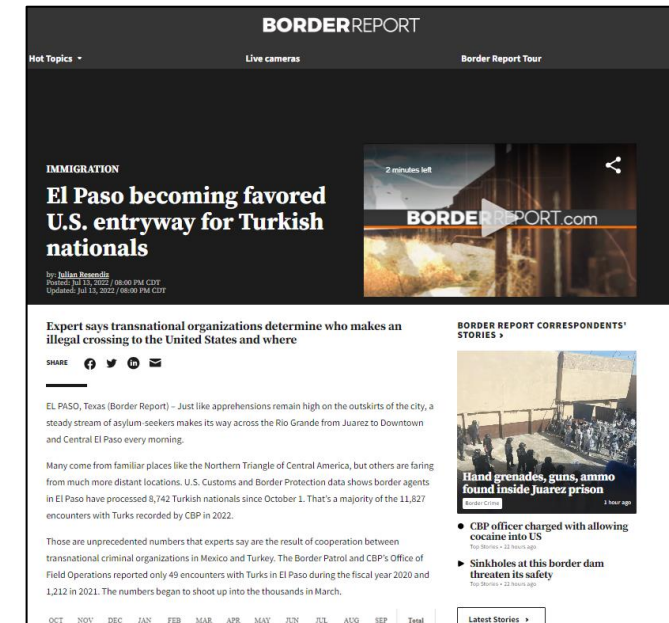
Source: 2017 National Population Projections and
Vintage 2017 Population Estimates
www.census.gov/popest and
www.census.gov/programs-surveys/popproj.html

*Data changes minds.
Stories change hearts.*



Qualitative Data

- Local papers
- Local organizations
- Local events
- Local news
- Social media



What stories and news are reflective or told of your Hispanic/Latinx population?

Your Turn!

<https://www.census.gov/library/visualizations/interactive/detailed-race-ethnicities-2020-census.html>

1. Find your county.
2. Determine the total number of Hispanic/Latinx population in your county.
3. List the top three Hispanic/Latino detailed groups in your county and their percentages.

MAP OUT THE LATINX REPRESENTATION YOU SEEK



future state

Set Destination

Welcome XX Latinx volunteers this year.



Assess Your Current State



Plan For Your Future State



Arrive

Welcomed XX Latinx volunteers this year.



Apply practices

to attract, engage, recognize
and support Latinx volunteers.



The background of the image is a color calibration chart, similar to a color checker or a test pattern. It consists of a grid of colored squares. The top row has seven large squares: grey, yellow, cyan, lime green, magenta, red, and blue. The bottom row has several smaller squares in various colors including blue, grey, magenta, cyan, grey, and white. The text is centered over the top row of squares.

**SORRY TO INTERRUPT YOUR
REGULARLY SCHEDULED
PROGRAMMING**

Now What?

Version 2.0



Is this the right time?

Or is it time to _____?

How?



How

is

the

trust?

Volunteerism,
at its core,
is about trust.

How to _____?

Be known.

Show up.

Join.

Share.

Learn.

Advocate.

Bear witness.

Connect.



In giving of yourself, you will
discover a whole new life full of
meaning and love.

— Cesar Chavez —

AZ QUOTES

Possible Changes....

1. Regression of formal volunteerism
2. Increase in faith-based volunteerism
3. Increase in activism
4. Increase in local, grass-roots volunteerism

“Because volunteering is *proactive* support of an organization, cause or issue, it is always also a political act.”

~ Susan J. Ellis
“Volunteering Is Inherently Political”
Hot Topic, February 2012



4

proven practices to engage Latinx volunteers

1. Expand cultural awareness
2. Show the representation you want
3. Start with a front line
4. Invest in long-term community relationships

Commit to Expanding Cultural Awareness

- Terminology
- Recruitment
- Onboarding
- Training
- Communication
- Familism
- Informalize

Helping is universal.

Volunteering is not.

"YOU NEVER REALLY KNOW JUST HOW MANY YOU'VE HELPED"

VOLUNTEERING

AT ST LUKE'S

ÚNETE AL EQUIPO DE VOLUNTARIADO

Buscamos personas voluntarias para nuestras actividades del proyecto Entre Cuates dirigidas a personas con y sin discapacidad.

¿Quién puede ser voluntario?
Cualquier persona con sentido de responsabilidad y compromiso.

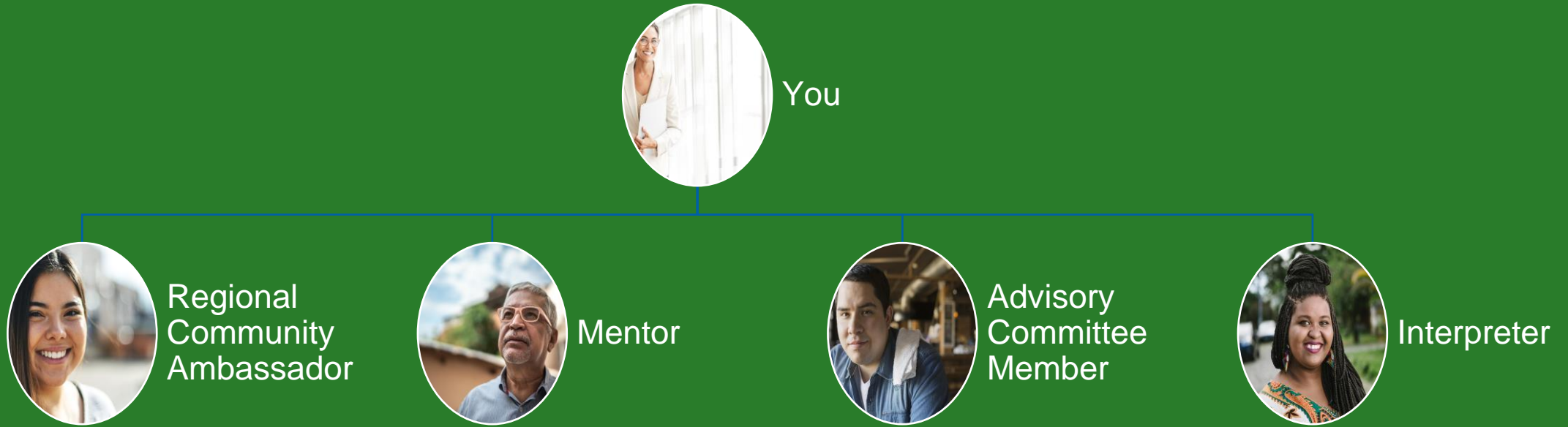
Funciones del voluntariado:
Brindar acompañamiento en las actividades recreativas, de ocio, entretenimiento y deportivas en el Entre cuates.

COMPARTE TU TIEMPO DE FORMA SOLIDARIA

INFORMES:
☎ (656) 626 2590
☎ (656) 624 87 35

www.integra.org.mx

Show the Representation You Have and Want



Seek Your Front-Line

Apply a mentoring and co-volunteering approach.



Invest in Long-Term Community Relationships

- Hispanic Business Chamber
- Hispanic business owners
- Hispanic eateries
- Heritage events
- Hispanic public servants, celebrities, politicians, etc.
- Religious denominations
- Spanish media outlets




Preguntas?



Conclusion

Together we:

1. **Navigated** Latinx identity
 2. **Explored** your Latinx landscape
 3. **Mapped out** the Latinx representation you seek
 4. **Arrived** at a few proven practices
- 



Gracias!

Monica Jasso, CVA (ella/she/her)
Volunteer Coordinator
El Paso County, Texas



m.jasso@epcounty.com
[linkedin.com/in/monicajasso915](https://www.linkedin.com/in/monicajasso915)

Resources

Culturally Responsive Practice: The Key to Engaging Latinos as Adult Volunteers,
by Dr. Hobbs

https://www.ijova.org/docs/IJOVA_VOL24_NO6_Hobbs.pdf

Recruiting, Training, and Retaining Hispanic Volunteers by the National Council on Aging, by Maria Eugenia Hernandez-Lane and Maria Fernandez Mata

<https://cahealthadvocates.org/wp-content/uploads/2016/04/Final-Latinos-and-Volunteerism-3-30-17.pdf>

How to Promote Diversity and Inclusion at Your Volunteer Organization, Volgistics

<https://www.volgistics.com/blog/diversity-and-inclusion-for-volunteer-organizations/>



<https://www.pewresearch.org/hispanic/fact-sheet/latinos-in-the-us-fact-sheet/>