

## Rural areas



### Motivations to volunteer or attend

People in rural areas tend to have a neighbors-helping-neighbors idea of volunteering. Because those in rural areas may have fewer ties or access to major national causes and nonprofit organizations, **they often find passion in personally helping individuals** in their communities.

Since many rural areas have limited facilities, putting a fun spin on usual activities may help motivate these members to attend fraternal events. If you plan an activity that requires further travel, consider the transportation issues members might experience and offer solutions, such as carpool coordination.

### Interests

People in smaller rural areas may feel they know most people who live in their communities and are **often looking for ways to socialize**. A good question may be – how do I get these community members to interact in an exciting, new way with the resources we have available?

Consider putting a twist on usual activities, such as:

- Have a community member showcase a talent by teaching others at an educational event.
- Ask members to dress up for a holiday or other fun theme at a social activity.
- Coordinate a “relays in the park” event for a social or Matching Fund activity. Check out the activity idea resources on the Training Materials site for more ideas on how to engage members.

Rural members may also have **close ties or interest in church and/or school functions**. Honoring a teacher or school staff member at a Hometown Hero event may be inspiring to people in these areas. Service projects that involve helping students in need and schools or classrooms that could benefit from additional support may also be particularly important to rural families.

### Communication preferences

One challenge when communicating with people in rural areas may be the lack of internet connection or cellular service. **Post-cards and phone calls** are likely to be the most efficient method of communication.