

JOIN HANDS DAY 2004 Evaluation Report



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EXECUTIVE SUMMARY

JOIN HANDS DAY is a national day of service. The fifth JOIN HANDS DAY took place on May 1, 2004, although some participants held their events on different days due to weather or other conflicts. JOIN HANDS DAY encourages people to form partnerships across generations and to build understanding, respect, and trust while working together to help improve their neighborhoods. It is sponsored by the members of the National Fraternal Congress of America, collectively known as America's Fraternal Benefit Societies (AFBS), in association with the Points of Light Foundation and the Volunteer Center National Network. This report is an evaluation of JOIN HANDS DAY 2004. A summary of the results include:

"I thank God for folks like you all. You all took the time to put this day together and by doing so, many young folks and old folks have had the opportunity to work alongside of one another and got to know a little about each other."

—2004 JOIN HANDS DAY participant

- In 2004, 91 percent of adults and 67 percent of youths knew who was sponsoring the event. The lower percent of youths' recognition can be explained by a higher percent of youths being less than 12 years old. Of those less than 12, almost half did not know who sponsored the event.
- Approximately one-third of those who indicated that they are not fraternal benefit society members have participated in at least one other fraternal activity besides JOIN HANDS DAY.
- In general, 91 percent of the respondents viewed their project's sponsoring organizations favorably.
- When the respondent population is limited to adult non-fraternal respondents attending fraternal events, 78 percent are "very willing" to attend future fraternal events and 19 percent are "somewhat willing." More than two-thirds of youth non-members are "very willing" to attend future fraternally-sponsored events and 29 percent are "somewhat willing."
- More than half (56 percent) of this year's respondents indicated that they felt somewhat or very involved in the planning of their project. Youths who were involved in planning were much more likely to agree or strongly agree that they learned a lot about adults, reexamined their beliefs and attitudes about adults, better appreciated adults, better understood the challenges of being an adult, and believed that adults value youths.
- Involvement in planning also had a positive impact on adults. Adults who were involved in planning were more likely to agree or strongly agree that they learned a lot about youths, reexamined their beliefs and attitudes about youths, better appreciated young people, better understood the challenges of being young, and realized that youths are more responsible than they thought.
- Ninety-four percent of youths and 97 percent of adults agreed or strongly agreed that they were satisfied with their accomplishments. When we asked participants if they wanted to be part of more events involving both youths and adults in the future, 86 percent of youths and 91 percent of adults agreed or strongly agreed.
- Youths who participated in JOIN HANDS DAY during both 2003 and 2004 were more likely to have positive views toward adults than those who did not participate last year. In both groups more than half had improved attitudes. Like their younger counterparts, adults who participated in 2004 and 2003 were more likely to agree or strongly agree with every item used to measure the generational attitudes outcome than were one-time adult participants.



- Although evidence suggests that youths and adults were partners on the day of the event, it continues to appear that youths often are less involved in planning the event than adults. When we asked participants about their involvement in planning, 22 percent of youths said that they were “very involved” and 46 percent said that they were “not at all involved.” In contrast, 41 percent of adults said they were “very involved” and 36 percent of adults were “not at all involved.” The differences in youth and adult responses are statistically different; adults continue to be more likely involved in planning than are youths.
- Comparative observations for JOIN HANDS DAY 2001, 2002, 2003, and 2004 responses suggest that progress is being made toward many JOIN HANDS DAY goals. JOIN HANDS DAY fosters a desire among youths and adults to participate in more cross-generational events. JOIN HANDS DAY events provide participants time for reflection about service experiences and encourage participants to reexamine their perceptions about other generations.

We distributed 29,000 surveys nationwide—14,000 more than in 2003. Surveys were sent to almost 300 organizations, including fraternal benefit society home offices and units (e.g., chapters, lodges, and arbors), Volunteer Centers, and organizations identified by the Points of Light Foundation. (Note: more than one-half of the surveys distributed, (15,200) went to Thrivent Financial for Lutherans, with a return rate of eight percent. Of the remaining surveys distributed (14,800), 18 percent were completed and returned.)



JOIN HANDS DAY 2004: EVALUATION REPORT

JOIN HANDS DAY is a national day of service. JOIN HANDS DAY encourages people to form partnerships across generations and to build understanding, respect, and trust while working together to help improve their neighborhoods. It is sponsored by the members of the National Fraternal Congress of America, collectively known as America's Fraternal Benefit Societies (AFBS) in association with the Points of Light Foundation and the Volunteer Center National Network.

In May 2000, the Center for Urban Policy and the Environment (Center) of Indiana University–Purdue University Indianapolis (IUPUI) was commissioned to evaluate JOIN HANDS DAY. The purpose of this evaluation is to assess whether JOIN HANDS DAY is an effective volunteer experience that is meaningful to participants and increases partnerships between youth and adult participants.

In 2000, the Center conducted a process evaluation for the first year of JOIN HANDS DAY activities.¹ Center staff used the lessons learned from that evaluation to design and conduct a preliminary outcome evaluation of JOIN HANDS DAY 2001 and JOIN HANDS DAY 2002.²

In 2003, the Center embarked on an expanded scope of work for evaluating JOIN HANDS DAY.³ This 2004 report continues that work and is organized into nine parts:

- research methods
- survey distribution
- implications for fraternal benefit societies
- participant survey results: immediate outcomes
- participant survey results: intermediate outcomes
- participant survey results: long-term outcomes
- summary of findings
- recommendations
- appendices

"I think it is very important to have interaction between adults and children. They each learn something about each other and that is very important to help others."

—2004 JOIN HANDS DAY participant

¹ Littlepage, L. & Perry, J. L. (2000). JOIN HANDS DAY: Interim evaluation report, volumes I and II. Indiana University–Purdue University Indianapolis, School of Public and Environmental Affairs, Center for Urban Policy and the Environment.

² Littlepage, L., Perry, J. L., Christensen, R., & Jones, D. (2001). JOIN HANDS DAY 2001: Interim Evaluation Report. Indiana University–Purdue University Indianapolis. School of Public and Environmental Affairs, Center for Urban Policy and the Environment.

Littlepage, L., Jones, D., Perry, J. L., & Christensen, R. (2002). JOIN HANDS DAY 2002: Evaluation Report. Indiana University–Purdue University Indianapolis. School of Public and Environmental Affairs, Center for Urban Policy and the Environment.

³ Christensen, R., Littlepage, L. & Perry, J. (2003). JOIN HANDS DAY 2003: Evaluation Report. Indiana University–Purdue University Indianapolis, School of Public and Environmental Affairs, Center for Urban Policy and the Environment.





RESEARCH METHODS

Evaluating Implications for Fraternal

Focusing specifically on implications for fraternal benefit societies, we made a few changes in the 2003 survey instrument for 2004 that responded to observations from JOIN HANDS DAY leaders. The first change was to add “employer” as a possible response to the question: *How did you find out about today’s JOIN HANDS DAY project?* In addition, we added a follow-up to the question: *Are you a member of a fraternal benefit society?* The follow-up asks those who indicated “no”—*Would you be interested in joining one?*

In 2002, because of concerns about the difficulty of past surveys for younger respondents, we developed a separate survey for young volunteers under age nine. We retained this survey for 2004 and made it available on the Web. Overall, the results were positive. Most volunteers under nine years old liked the day, felt good about adults, and wanted to participate again next year.

Program Logic Model

In 2000, with input from the JOIN HANDS DAY Steering Committee, the Center developed a program logic model for each of JOIN HANDS DAY’s long-term goals. The logic models have maintained their relevance and were used as a guide in developing a survey instrument to measure the following immediate outcomes in 2004:

- Youth and adult participants provided service to their communities.
- Participants recognized that fraternal benefit societies sponsor JOIN HANDS DAY.
- Youths and adults formed partnerships.
- Youth and adult participants found the activity fulfilling.

We also asked questions to measure the intermediate outcome of changes in youth and adult participants’ attitudes toward each other. In addition to questions that measure the immediate and intermediate outcomes, the survey included questions that provide data for measuring long-term outcomes, as well as information about the respondents, for follow-up in future years.

The expanded scope of the logic model includes a more elaborate focus on implications for fraternal. Specifically, we asked questions that enable us to track fraternal membership in relation to JOIN HANDS DAY activity. This includes understanding how sponsorship of JOIN HANDS DAY might bring organizational benefits.



Survey Distribution

Incentives

In an effort to stimulate responses, every respondent who returned a survey was entered into a drawing for 10 \$50 prizes. Previous research has shown that use of incentives does not bias survey responses.

Distribution

We distributed 29,000 surveys across the country—14,000 more than in 2003,—to almost 300 organizations, including fraternal benefit societies home offices, fraternal units (e.g., chapters, lodges, and arbors), Volunteer Centers, and organizations identified by the Points of Light Foundation. Of the surveys distributed, 15,200 went to Thrivent Financial for Lutherans (Thrivent). The Thrivent surveys were printed on a different colored paper to differentiate them from the remainder of the surveys. Of the remaining surveys, 14,800, approximately 68 percent were distributed to fraternal benefit societies.

Follow-Up Distribution

In addition to the 29,000 surveys, we sent more than 2,300 follow-up surveys to JOIN HANDS DAY 2003 participants who provided us with contact information on their 2003 survey. The follow-up survey was designed to measure changes in respondents' beliefs and attitudes compared with their previous responses. Both the 2003 follow-up survey and the 2004 participant survey were reviewed and approved by IUPUI's Institutional Review Board on January 9, 2004. Appendix I includes copies of all survey instruments.

Internet Distribution

In order to maximize participant access to the survey instrument, JOIN HANDS DAY provided access to the evaluation materials electronically. Surveys were available on the Internet at the JOIN HANDS DAY Web site.⁴ The 2004 survey could be accessed in two ways: (1) it could be downloaded from the site, to be printed locally and mailed to the Center; or (2) a respondent could fill out a survey online and send it to the Center electronically.

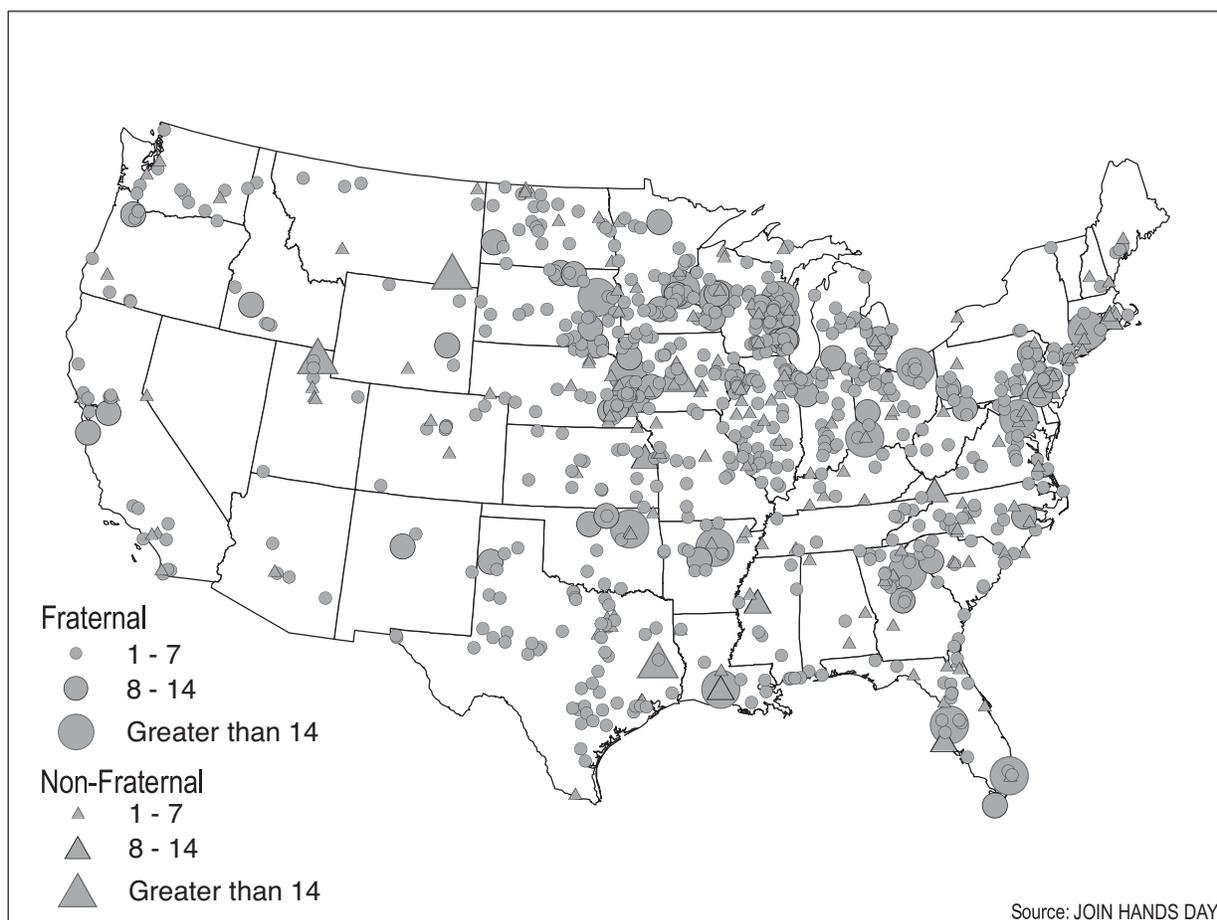
⁴ http://www.joinhandsday.org/scripts/projects_resources_eval.cfm



JOIN HANDS DAY 2004: PARTICIPANT SURVEY RESULTS

The fifth JOIN HANDS DAY took place on May 1, 2004, although a small percentage of participants held their events on different days. As in previous years, the activities for the event included thinning brush and vegetation, removing trash from streams, preparing meals for the poor and home-bound, repairing playground equipment, painting over graffiti, and helping the elderly and homeless. Approximately 50 of the National Fraternal Congress of America's (NCCA) 76 member-societies were represented in the JOIN HANDS DAY registration database (as of August 6, 2004), up from 30 in 2003. As Map 1 illustrates, the majority of the projects were concentrated in the Midwest (as defined by the U.S. Census).

Map 1: Locations of JOIN HANDS DAY 2004 Projects





Survey Return/Response

We received more than 3,600 completed surveys from the 29,000 surveys sent to nearly 300 organizations. This is a smaller percentage of total return than last year (12 percent as opposed to a 17 percent response rate in 2003). More than one-half of the surveys distributed, (15,200) went to Thrivent Financial for Lutherans, with a return rate of eight percent. Of the remaining surveys distributed (14,800), 18 percent were completed and returned, slightly higher than in 2003.

The percentage of surveys returned from individuals attending fraternally-sponsored projects is higher than in 2003, when 64 percent of the returned surveys came from individuals who participated in fraternally-sponsored projects. This year, that figure is 68 percent. JOIN HANDS DAY is enjoying increased institutional support among fraternal, especially Thrivent, and this may account for the increasing number of respondents who are members of fraternal.

Twenty-three percent of the respondents attended JOIN HANDS DAY events that were sponsored by non-fraternal organizations. Another nine percent (333) of the total return came from those who returned a survey via the Internet. The large number and wide geographic distribution of surveys returned leads us to infer that the responses are representative of 2004 JOIN HANDS DAY participants.

Organization of Results

The responses to the 2004 surveys are organized into four sections:

The first section highlights the findings relevant to fraternal sponsoring JOIN HANDS DAY projects. It reports on new questions added to the survey. Questions answered in this section include:

- What are the implications of JOIN HANDS DAY for sponsoring fraternal benefit societies?
- How important are fraternal benefit societies to the success of JOIN HANDS DAY?

The second section reports on the general results from this year's participants. These comprise the responses to the 29,000 surveys. The results described in this section are primarily immediate outcomes (e.g., what are youth attitudes this year?), as opposed to intermediate or long-term outcomes (e.g., does JOIN HANDS DAY leave a lasting impression?).

The third section reports the analysis of feedback from 2003 participants who were asked to share their opinions about JOIN HANDS DAY a year after their participation. These are the responses to the follow-up surveys. We were interested in assessing their attitudes and opinions about JOIN HANDS DAY a year after their participation.

The final section addresses trends over the last four years and analyzes several long-term outcomes.

Implications for Fraternal

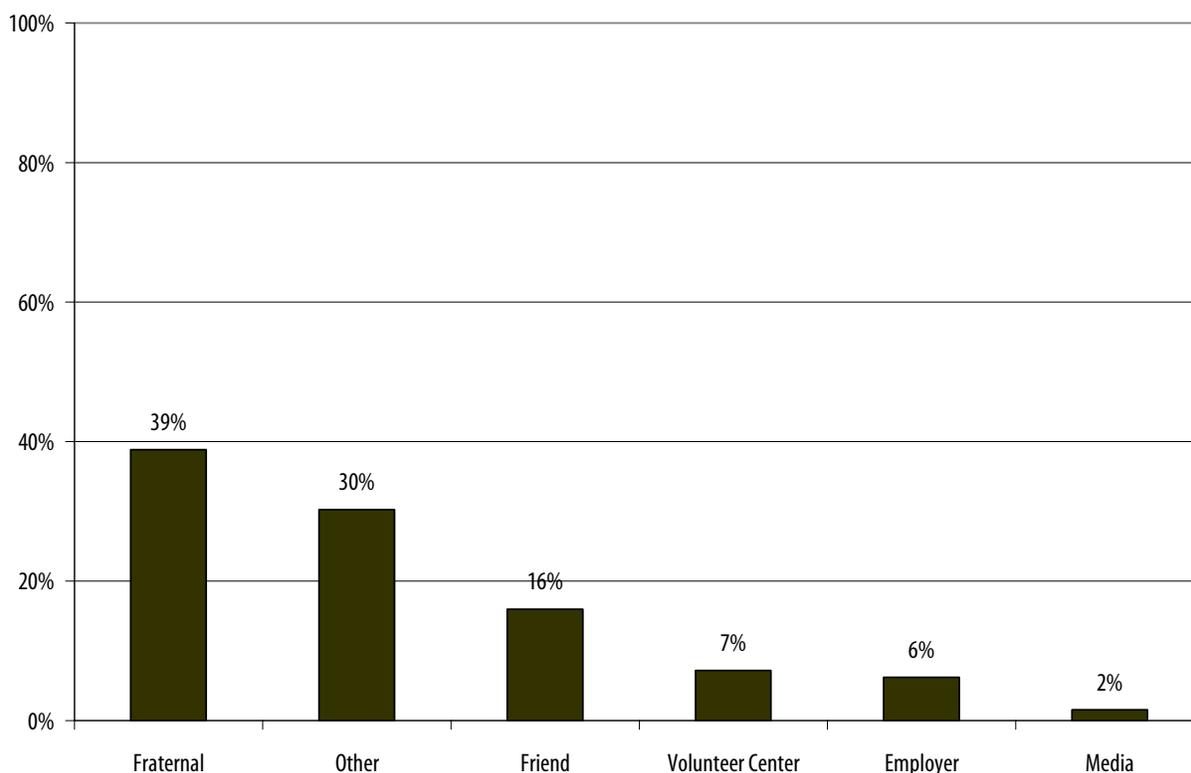
In order to gauge one immediate outcome—recognition by participants of fraternal benefit societies that sponsored JOIN HANDS DAY—we asked participants if they knew who was sponsoring the event. In 2004, 91 percent of adults and 67 percent of youths knew who was sponsoring the event. The lower percentage of youth recognition can be explained by a higher percent of youths being less than 12 years old. Of those less than 12, almost half did not know who sponsored the event.



If we look at fraternally sponsored projects only, 85 percent of the participants who said they were not members of a fraternal benefit society knew who sponsored the event. This indicates that JOIN HANDS DAY is a venue that continues to raise awareness about fraternal benefit societies among non-members, including youths. This analysis is informative for the long-term outcome of increasing public awareness of fraternal benefit societies, discussed in greater detail in the next section.

Thirty-nine percent of this year's respondents found out about JOIN HANDS DAY through a fraternal benefit society (see Figure 1). Some examples of the other ways people found out were through family members, youth groups, church bulletins, and school announcements.

Figure 1: Fraternal Play an Important Role in Advertising JOIN HANDS DAY



A more detailed analysis suggests that 77 percent of fraternal respondents found out about JOIN HANDS DAY through fraternal benefit societies (see Table 1). Non-fraternal respondents were more likely to be invited by a friend (23 percent) or to find out by other means (42 percent). The other category included learning about the event from other sponsoring groups such as schools, churches, and Scouts.



Table 1: Comparison of Sources of Information about JOIN HANDS DAY, Fraternal and Non-Fraternal Respondents

How did you find out about today's JOIN HANDS DAY project?	Fraternal Respondents	Non-Fraternal Respondents
Through a fraternal benefit society	77%	12%
Through a Volunteer Center	2%	11%
Through an employer	2%	10%
Television, radio, newspaper	1%	2%
Invited by a friend	7%	23%
Other	12%	42%

More than half of the fraternal member respondents considered themselves “very active,” with almost half of the respondents asserting that they had attended five or more fraternal activities in the preceding year (not including JOIN HANDS DAY) (see Figures 2 and 3). This suggests that many of the fraternal volunteers participating in JOIN HANDS DAY are also very engaged in other fraternal activities. However, this result may be an artifact of response rates—it may be that fraternal members who are highly active were far more likely to return their surveys.

Figure 2: Fraternal Activity among JOIN HANDS DAY Participants

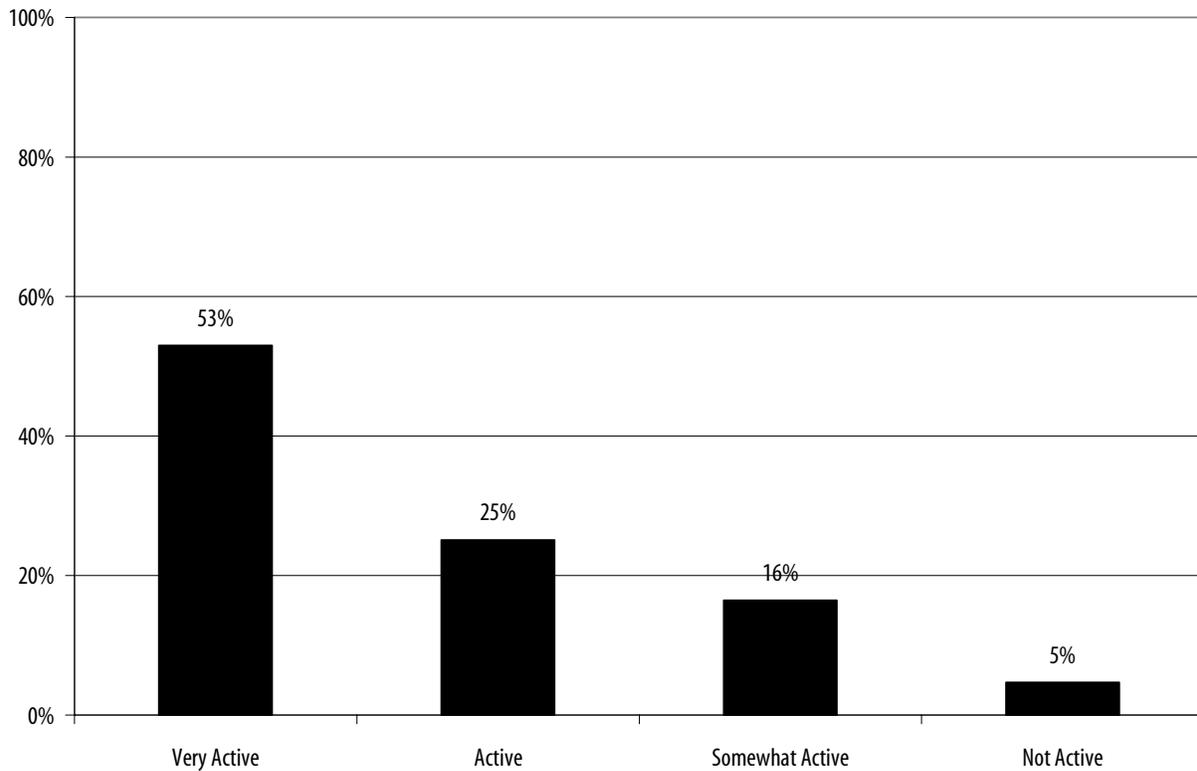
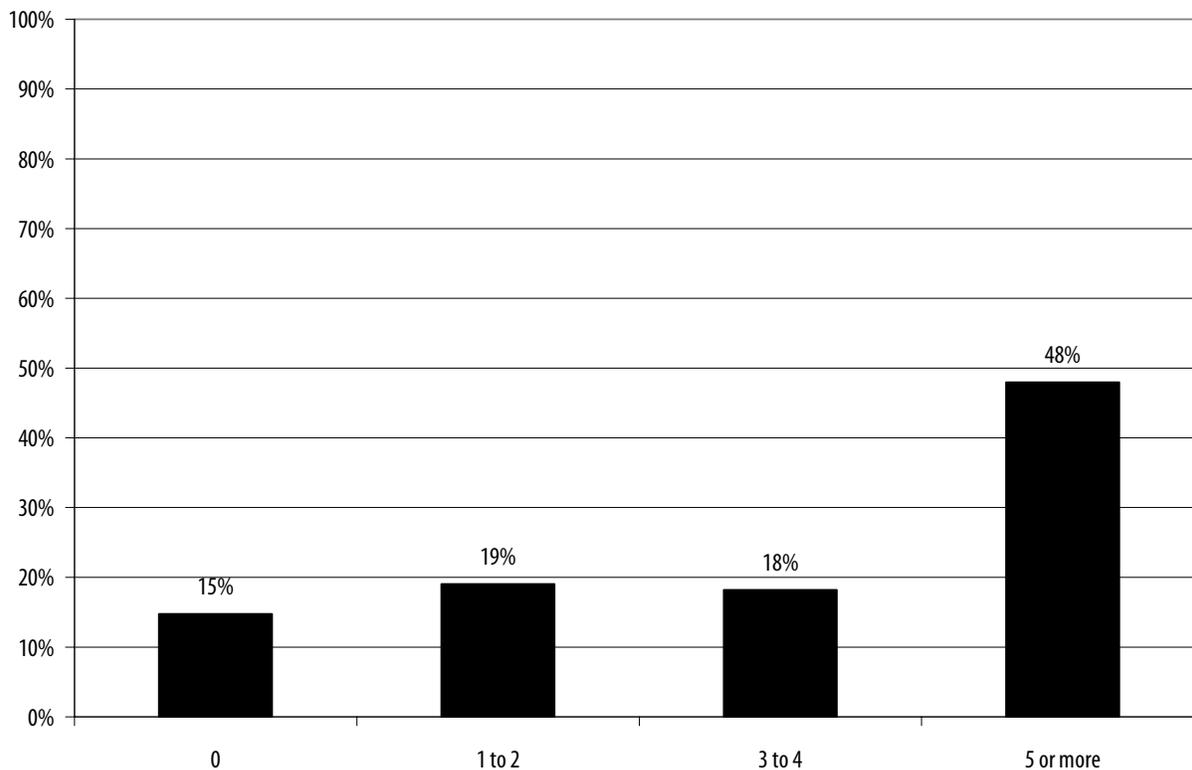




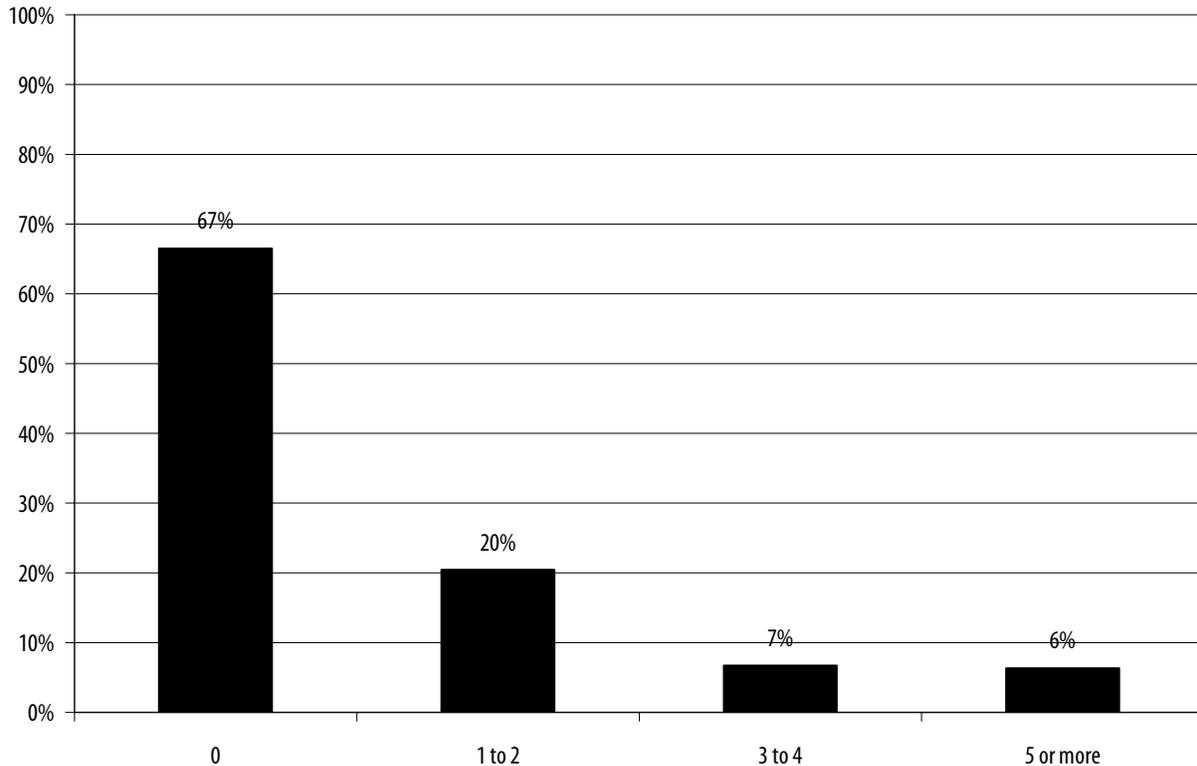
Figure 3: Quantifying Fraternal Activity among Fraternal JOIN HANDS DAY Participants





Interestingly, as Figure 4 illustrates, approximately one-third of those who indicated that they are not fraternal members, have participated in at least one other fraternal activity besides JOIN HANDS DAY.

Figure 4: Quantifying Fraternal Activity among Non-Fraternal JOIN HANDS DAY Participants



Last year we began a new line of inquiry that measures whether a respondent's view of fraternal members improved as a result of participation in JOIN HANDS DAY. This line of questioning begins by asking volunteers how well they know the sponsoring organization. More than half (58 percent) were "very familiar" with the sponsoring organization, while 14 percent of the respondents had never heard of the sponsor of their respective projects. This indicates that JOIN HANDS DAY serves as a context for fraternal members to make new connections.

The next component of this inquiry asked how favorably respondents view the sponsoring organization. In general, 91 percent of the respondents viewed their project's sponsoring organizations favorably.

The extent of this favorable rating might be gauged by whether the respondents are willing to attend other events sponsored by the organization. To this question, 77 percent responded "very willing," and 19 percent responded "somewhat willing." When the respondent population is limited to adult non-fraternal respondents attending fraternal events, 78 percent are "very willing" to attend future fraternal events (see Table 2), and 19 percent are "somewhat willing." This affirms JOIN HANDS DAY's potential role in encouraging new fraternal membership among adult, non-fraternal volunteers.



With an understanding that JOIN HANDS DAY can encourage new membership among young non-members and reinforce membership among youth members, we also analyzed this question in relation to younger volunteers. Our analysis confirms JOIN HANDS DAY’s potential. Almost two-thirds of youth non-members are “very willing” to attend future fraternally-sponsored events (see Table 2), and 29 percent are “somewhat willing.” Among youth fraternal members, 70 percent are “very willing” to attend future fraternal events (see Table 2), and 25 percent are “somewhat willing.”

Table 2: Fraternal Sponsorship—JOIN HANDS DAY Impacts Participants’ Willingness to Attend Future Events

How willing would you be to attend another event sponsored by this organization?					
Respondent Type	Very Willing	Somewhat Willing	Not At All Willing	Not Sure	Total
Fraternal Youth	70%	25%	0%	6%	100%
Non-Fraternal Youth	64%	29%	1%	6%	100%
Fraternal Adult	87%	12%	0%	1%	100%
Non-Fraternal Adult	78%	19%	0%	3%	100%

After we asked if the participant was a member of a fraternal benefit society, we followed up those who are not members, with a new question: “would you be interested in joining one?” Of those who responded to this question, 10 percent indicated that they would be interested in joining a fraternal benefit society and another 30 percent indicated that they don’t know enough about them. This indicates that fraternal participants in JOIN HANDS DAY should make an effort to provide information about their organization at the event.

Participants in JOIN HANDS DAY 2004: Immediate Outcomes

In this section we have organized the results around the following points: general respondent demographics; comparisons of youth and adult respondents; comparisons of fraternal and non-fraternal event participants; comments from the 2003 surveys, and implications for fraternal.

Respondent Demographics

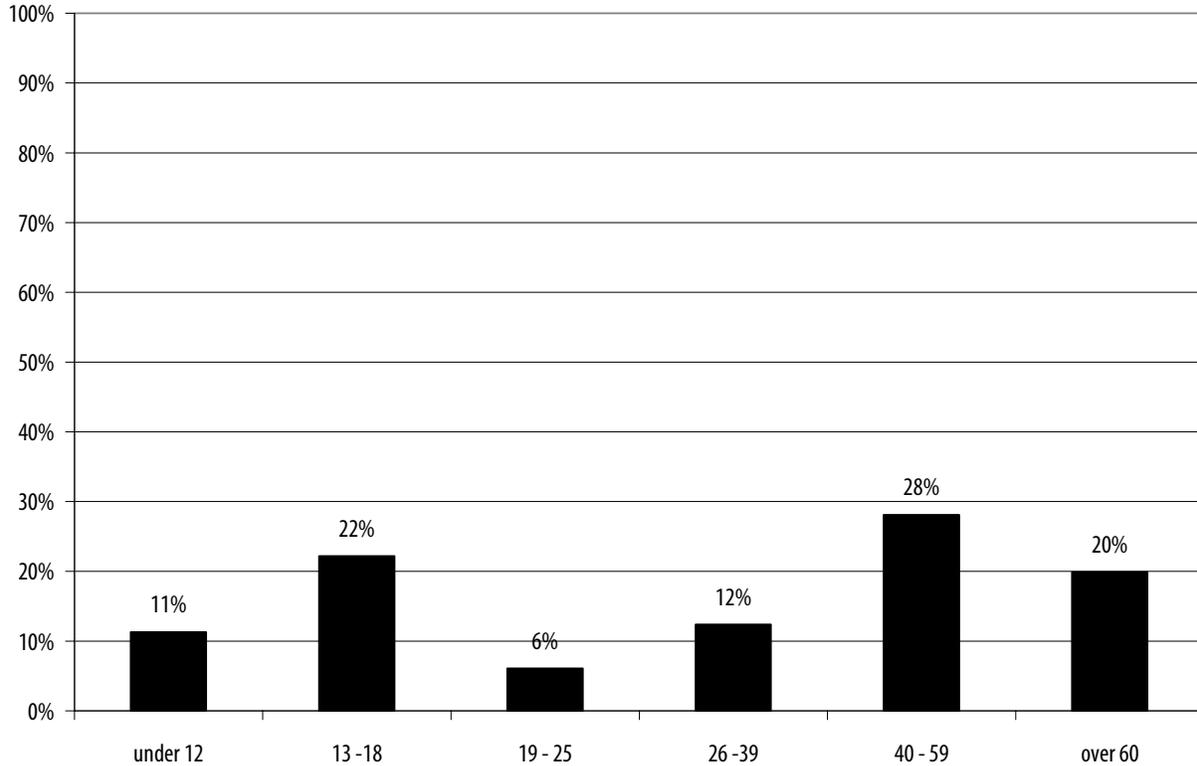
Sixty-seven percent of the respondents were female, and 39 percent of respondents were 25 or younger (see age distribution, Figure 5), a figure that was 37 percent last year, and 34 percent in 2002. Forty-two percent of the respondents said they are members of a fraternal benefit society (down from 45 percent in 2003 and 50 percent in 2002), with 24 percent of youth respondents and 56 percent of adults claiming membership (this was 22 and 60 percent, respectively, in 2003). Of the respondents who participated in JOIN HANDS DAY last year, 69 percent were members of a fraternal benefit society.

“Because of JOIN HANDS DAY I’m in the process of becoming a counselor for battered women as a volunteer and I also did a report on domestic violence that will be placed in the reading room.”

—2004 JOIN HANDS DAY participant



Figure 5: Age Distribution of JOIN HANDS DAY 2004 Survey Respondents



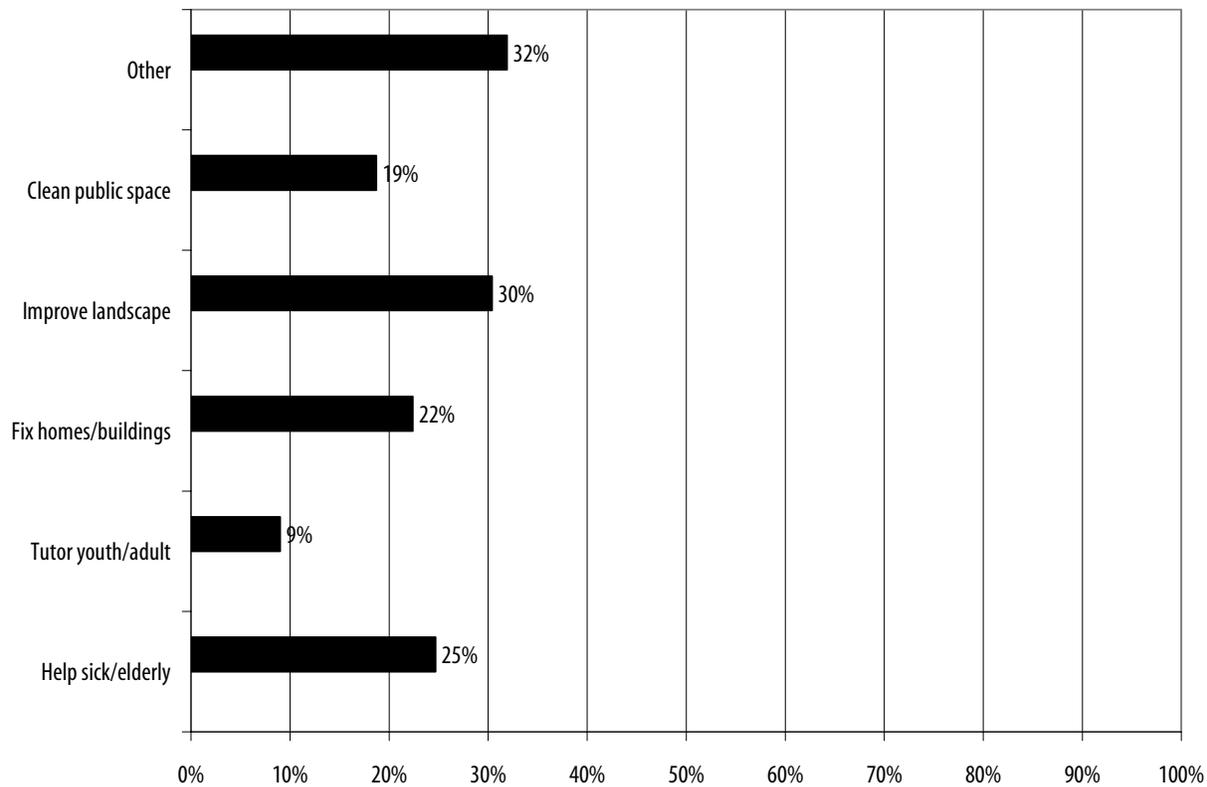
Findings

Events sponsored by non-fraternal organizations had a higher proportion of youth (age 25 and younger) present than events sponsored by fraternal benefit societies. Thirty-three percent of participants at fraternal events were youth (31 percent in 2003), while at non-fraternal events youths accounted for 52 percent (52 percent last year).

The survey asked about the focus of participants' projects in order to measure the immediate outcome of "youth and adult participants provide service to the community." As in previous years, participants accomplished a wide variety of activities (see Figure 6), with many groups participating either in more than one activity or in an activity with multiple objectives.



Figure 6: JOIN HANDS DAY Activities of Respondents





The survey also included questions that focus on two components of the logic model: (1) youths and adults form partnerships, and (2) youth and adult participants find the activity fulfilling. Of great relevance here is how involved the participants were in planning the project. As will be discussed in more detail in some of the following comparative sections, 56 percent of this year's respondents indicated that they felt somewhat or very involved in the planning of their project (see Figure 7).

"I thought that this experience was very valuable for my son who was one of the youth leaders. He not only got the chance to be a leader in our community but it showed him how important it was to give back to your community."

—**2004 JOIN HANDS DAY participant**

Figure 7: Participation in Planning

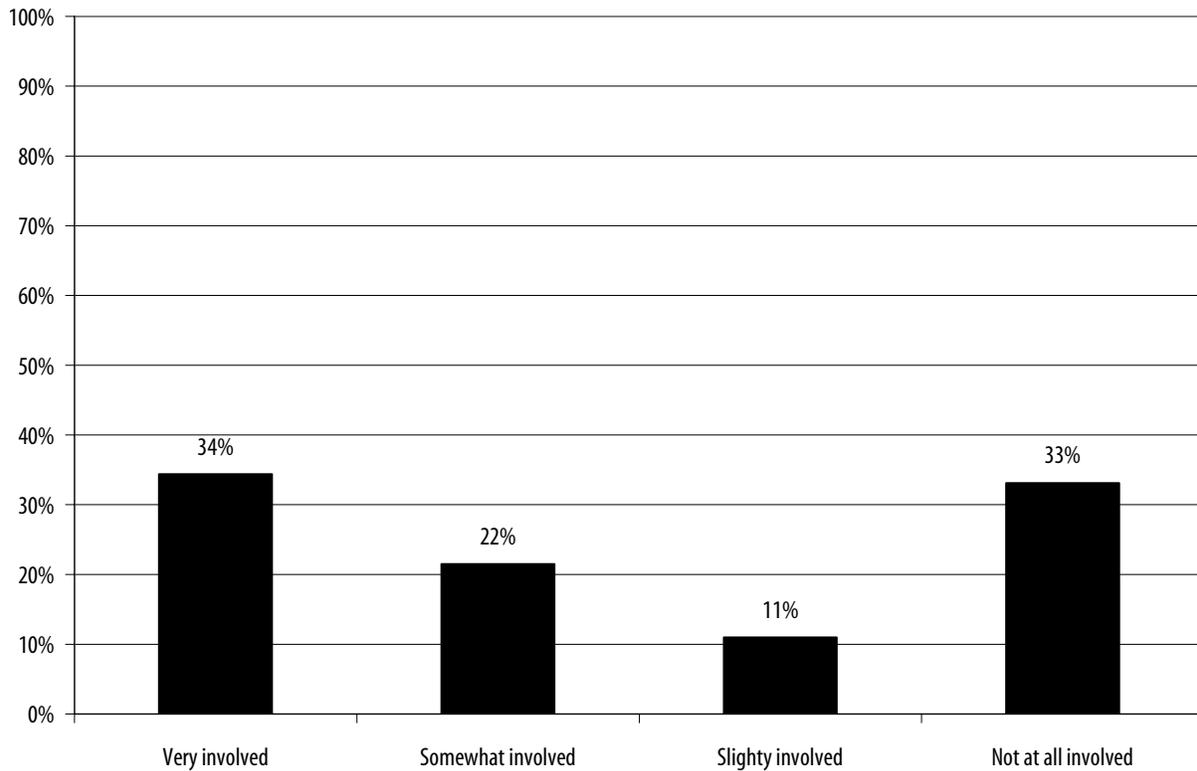




Table 3 illustrates the impact that participation in planning can have on changing youths' attitudes toward adults. Respondents who were involved in planning were much more likely to agree or strongly agree that they learned a lot about adults, reexamined their beliefs and attitudes about adults, better appreciated adults, better understood the challenges of being an adult, and believed that adults value youths. We established this using a statistical test which indicated that those involved or very involved in planning had higher mean responses (i.e., more favorable, and thus statistically different, responses) to each of the youth outcome questions measuring how youths perceive adults.

Table 3: Youths' Attitudes toward Adults by Involvement in Planning

Statement	Percent of youths only slightly or not at all involved in planning who strongly agreed/agreed with the statement	Percent of youths somewhat or very involved in planning who strongly agreed/agreed with the statement
I learned a lot about adults from being part of JOIN HANDS DAY. *	51%	76%
Because of JOIN HANDS DAY, I reexamined my beliefs and attitudes about adults. *	48%	69%
My experiences with JOIN HANDS DAY helped me to better appreciate adults.*	60%	76%
JOIN HANDS DAY helped me to understand the challenges of being an adult. *	54%	71%
After JOIN HANDS DAY, I realize that adults value young people more than I thought. *	66%	80%

* significant difference between responses at .05 level



We used the same statistical test to analyze the impact of JOIN HANDS DAY on adults, with similar results. As detailed in Table 4, involvement in planning also had a positive impact on adults. Adults who were involved in planning were more likely to agree or strongly agree that they learned a lot about youths, reexamined their beliefs and attitudes about youths, better appreciated youths, better understood the challenges of being young, and realized that youths are more responsible than they thought.

Table 4: Adults’ Attitudes toward Youths by Involvement in Planning

Statement	Percent of adults only slightly or not at all involved in planning who strongly agreed/agreed with the statement	Percent of adults somewhat or very involved in planning who strongly agreed/agreed with the statement
I learned a lot about youths from my participation in JOIN HANDS DAY. *	58%	74%
Because of JOIN HANDS DAY, I reexamined my beliefs and attitudes about youths. *	45%	56%
My experiences with JOIN HANDS DAY helped me to better appreciate youths	64%	77%
JOIN HANDS DAY helped me to understand the challenges of being young. *	52%	66%
After JOIN HANDS DAY, I realize that youths are more responsible than I thought. *	67%	73%

* significant difference between responses at .05 level

In the logic model, the immediate outcome of “youth and adult participants find the activity fulfilling” is tied to several intermediate outcomes, including youths developing a favorable impression of JOIN HANDS DAY and youths being more likely to participate in local chapters.

Discussed in some detail below, we asked participants if they were satisfied with what they accomplished on JOIN HANDS DAY. Ninety-four percent of youths and 97 percent of adults agreed or strongly agreed that they were satisfied with their accomplishments, the same as in 2003. When we asked participants if they wanted to be part of more events involving both youths and adults in the future, 86 percent of youths and 91 percent of adults agreed or strongly agreed.

“I am very proud of our accomplishments! It will only get bigger and better next year.”
—2004 JOIN HANDS DAY participant

Similar analysis is important when looking at the intermediate effects of participation in previous years. In previous years, we noticed that respondents who participated in JOIN HANDS DAY the previous year generally had more positive opinions toward other generations than first-time participants. The pattern was the same for participants in 2004 who had participated in 2003, indicating that the intermediate outcome “changes in youth and adult participants’ attitudes toward each other” is being achieved.

As Table 5 illustrates, youths who participated during both years were more likely to have positive views towards adults than those who did not participate last year. In both groups more than half had improved attitudes. The largest difference between repeat (71



percent) and one-time participants (56 percent) was in the level of agreement to the statement “Because of JOIN HANDS DAY, I reexamined my beliefs and attitudes about adults”.

Table 5: Youths’ Attitudes toward Adults and Participation in JOIN HANDS DAY 2003

Statement	Percent of youths who participated in JOIN HANDS DAY last year who strongly agreed/agreed with the statement	Percent of youths who did not participate in JOIN HANDS DAY last year who strongly agreed/agreed with the statement
I learned a lot about adults from being part of JOIN HANDS DAY.*	74%	61%
Because of JOIN HANDS DAY, I reexamined my beliefs and attitudes about adults.*	71%	56%
My experiences with JOIN HANDS DAY helped me to better appreciate adults.*	79%	66%
JOIN HANDS DAY helped me to understand the challenges of being an adult.*	73%	59%
After JOIN HANDS DAY, I realize that adults value youths more than I thought.	78%	72%

* significant difference between responses at .05 level

Like their younger counterparts, adults who participated in 2004 and 2003 were more likely to agree or strongly agree with every item used to measure the generational attitudes outcome than were one-time adult participants (see Table 6). The largest difference between repeat (80 percent) and one-time participants (64 percent) was in the level of agreement with the statement “I learned a lot about youths from my participation in JOIN HANDS DAY.”

Table 6: Adults’ Attitudes toward Youths and Participation in JOIN HANDS DAY 2003

Statement	Percent of adults who participated in JOIN HANDS DAY last year who strongly agreed/agreed with the statement	Percent of adults who did not participate in JOIN HANDS DAY last year who strongly agreed/agreed with the statement
I learned a lot about youths from my participation in JOIN HANDS DAY.*	80%	64%
Because of JOIN HANDS DAY, I reexamined my beliefs and attitudes about youths.*	61%	49%
My experiences with JOIN HANDS DAY helped me to better appreciate youths.*	79%	70%
JOIN HANDS DAY helped me to understand the challenges of being young.*	69%	59%
After JOIN HANDS DAY, I realize that youths are more responsible than I thought.*	76%	69%

* significant difference between responses at .05 level



Comparisons of Youth and Adult Respondents

This section focuses on those components of the logic model that are best examined by contrasting youth and adult responses to related survey questions. For example, to measure the “change in youth and adult participant’s attitudes toward each other,” the survey asked youths and adults a series of questions. Table 7 illustrates that JOIN HANDS DAY plays a role in youths and adults attitudes toward one another.

Table 7: Youths’ Attitudes toward Adults, Adults’ Attitudes toward Youths

Statement	Percent of youths who strongly agreed/agreed with the statement
I learned a lot about adults from being part of JOIN HANDS DAY.	64%
Because of JOIN HANDS DAY, I reexamined my beliefs and attitudes about adults.	58%
My experiences with JOIN HANDS DAY helped me to better appreciate adults.	68%
JOIN HANDS DAY helped me to understand the challenges of being an adult.	62%
After JOIN HANDS DAY, I realize that adults value young people more than I thought.	73%
Statement	Percent of adults who strongly agreed/agreed with the statement
I learned a lot about youths from my participation in JOIN HANDS DAY.	68%
Because of JOIN HANDS DAY, I reexamined my beliefs and attitudes about youths.	52%
My experiences with JOIN HANDS DAY helped me to better appreciate youths.	73%
JOIN HANDS DAY helped me to understand the challenges of being young.	61%
After JOIN HANDS DAY, I realize that youths are more responsible than I thought.	71%

One of the premier goals of JOIN HANDS DAY is the facilitation of youth and adult partnerships. However, several research studies⁵ have revealed that certain conditions must be present before contact between age groups results in positive partnerships. These conditions include:

- The interaction between age groups needs to be rewarding for both groups.
- Actual and equal interaction needs to take place.
- Both groups must have a hand in goal setting and participation in important planning activities.

Speaking to the first point, 60 percent of youths strongly agreed that they made a contribution to the community during JOIN HANDS DAY, and 61 percent of youths were strongly satisfied with what they accomplished on JOIN HANDS DAY. For adults, these figures are 67 and 68 percent, respectively. Overall, only one percent of youths and adults, respectively, strongly felt that they made little community contribution or felt strongly dissatisfied with their work on JOIN HANDS DAY.

⁵ Littlepage, L. & Perry, J. L. (2000). JOIN HANDS DAY: Interim evaluation report, volumes I and II. Indiana University–Purdue University Indianapolis, School of Public and Environmental Affairs, Center for Urban Policy and the Environment.



When we asked participants how strongly they felt that youths and adults were equals on the project, 67 percent of youths, and 74 percent of adults responded “a great deal.” This is similar to last year when 68 percent of youths, and 73 percent of adults responded “a great deal” to this question.

The 2004 survey continued to measure whether partnerships are formed during JOIN HANDS DAY participation. Although evidence suggests that youths and adults were partners on the day of the event, it continues to appear that youths often are less involved in planning the event than adults (see Table 8). When we asked participants about their involvement in planning, 22 percent of youths said that they were “very involved” (compared to 24 percent in 2003) and 46 percent said that they were “not at all involved” (compared with 37 percent in 2003). In contrast, 41 percent of adults said they were “very involved” (36 percent in 2003) and 36 percent of adults were “not at all involved” (28 percent in 2003). The differences in youth and adult responses are statistically different; adults continue to be more likely to be involved in planning than are youths.

Table 8: Involvement in Planning, Youths and Adults

How involved were you in planning for the event? *	Percent of Youths	Percent of Adults
Very Involved	22%	41%
Somewhat Involved	21%	13%
Slightly Involved	11%	10%
Not at All Involved	46%	36%

* significant difference between responses at .05 level

Overall, when we asked participants if they felt the event was a partnership between youths and adults, 76 percent of youths and 82 percent of adults responded “a great deal.” This again is similar to last year when 77 percent of youth and 81 percent of adults responded “a great deal” to this question. It is encouraging that the discrepancy between youth and adult responses on this question are not statistically different, suggesting that youths are just as likely as adults to feel a partnership. On the other hand, 69 percent of adults strongly agreed that their JOIN HANDS DAY achievements were very fulfilling compared to 58 percent of youths, a statistically significant difference.



Intergenerational attitudes provide another interesting point of analysis. As Table 9 illustrates, participants were comfortable with and enjoyed the company of other generations. However, youths were less likely to agree or strongly agree that age discrimination affects everyone. Youths are also less likely to feel that they could disagree with members of other generations without feeling threatened.

Table 9: Youths and Adults: Intergenerational Attitudes

Statement	Percent of adults who strongly agree/agree	Percent of youths who strongly agree/agree
If both older and younger people took time to understand each other, there wouldn't be so many social problems. *	92%	86%
Age discrimination affects everyone. *	94%	85%
Teams with both younger and older people can be fun. *	99%	92%
It is important that both older and younger people take time to understand each other. *	99%	94%
I can disagree with members of other generations without feeling threatened. *	91%	82%
I am comfortable interacting with people from different generations. *	98%	92%

* Significant difference between responses at the .05 level

Comparisons of Fraternal and Non-Fraternal Event Participants

A comparison of fraternal and non-fraternal events revealed differences between 2003 and 2004. As Table 10 shows, 22 percent of youths who are not members of a fraternal organization and 23 percent of youths from fraternal events were “very involved” in planning. The percentage of adults who were not members of a fraternal and indicated that they were “very involved” in planning was similar to the youth rates, 22 percent but 47 percent of adults who were fraternal members said they were “very involved” in planning. In other words, among both youths and adults, fraternal membership is associated with higher involvement in planning; and fraternal respondents were more likely to respond “somewhat involved,” whereas non-fraternal respondents tended to answer only “slightly involved.”⁶

Table 10: Fraternal Membership: Impact on Involvement in Planning

How involved were you in planning for the event?	Very Involved	Somewhat Involved	Slightly Involved	Not At All Involved	Total
Fraternal Youth	23%	28%	18%	31%	100%
Non-Fraternal Youth	22%	22%	11%	45%	100%
Fraternal Adult	47%	23%	11%	19%	100%
Non-Fraternal Adult	22%	20%	11%	47%	100%

⁶ Significant difference between responses at .05 level.



Respondents' Comments from the 2004 Survey

Approximately 9 percent of the respondents provided additional comments (almost 15 percent commented in 2003). Overall, the comments were very favorable—we considered most of the comments positive. Criticisms comprised 10 percent of the comments and dealt with poor weather, planning issues, the date change, and frustration that more people did not coordinate or show up for the event.





FOLLOW-UP ON JOIN HANDS DAY 2003 PARTICIPANTS: INTERMEDIATE OUTCOMES

This section focuses on those respondents who participated in JOIN HANDS DAY 2003, and may or may not have participated in JOIN HANDS DAY 2004. Although we collected immediate outcomes for the follow-up respondents who participated again in 2004, the purpose of this section is to report the intermediate outcomes of JOIN HANDS DAY. For example, does participation in one year leave lasting, favorable impressions of the other generation that carry over to the next year?

To measure changes in beliefs and attitudes of 2003 JOIN HANDS DAY participants one year after participating in a JOIN HANDS DAY event, a follow-up survey was sent to those who provided contact information on the 2003 survey. The follow-up survey asked if the person participated in JOIN HANDS DAY 2004. Those who participated in JOIN HANDS DAY 2004 were asked questions concerning the outcomes described in the program logic model. Those who did not participate in 2004 were asked to complete questions concerning the intermediate and long-term outcomes. The focus of this section is intermediate and long-term outcomes.

Survey Return/Response

Of the approximately 2,300 surveys sent to last year's participants, 592 were returned, with a satisfactory response rate of 24 percent. Of these, 20 percent or 121 were returned electronically via the Internet Web follow-up survey. These surveys are counted separately from the surveys distributed to this year's participants and are not included in that response rate.

Respondent Demographics

This follow-up population of respondents (those who participated in JOIN HANDS DAY in 2003, and returned an evaluation) had 21 percent of respondents that were 25 years old or younger and 77 percent of the respondents were female.

In order to learn more about the effects of JOIN HANDS DAY, the follow-up responses were separated into two groups: those who participated in both 2003 and 2004, and those who participated in 2003 but not in 2004. Of those who participated in 2003, 66 percent participated again in 2004. This is up from the previous year's return participation rate of 45 percent (for 2003 follow-up respondents who participated in JOIN HANDS DAY 2002 and then again in JOIN HANDS DAY 2003).

We tested several attributes to determine association with likely participation, and membership in a fraternal benefit society is positively associated with participation in JOIN HANDS DAY in *both* 2003 and 2004 (at the .01 level). Age also is statistically related (at the .05 level) to repeat participation—repeat participation is more closely associated with older volunteers than with younger volunteers.

Comparison of 2004, 2003, 2002 and 2001 Survey Responses: Long-Term Outcomes

Although the 2004 responses were similar to the 2003 responses, their statistical significance could not be measured because the survey was administered to a nonrandom cross-section of participants in both years.



Nevertheless, based on the response populations, there were fewer repeat participants in 2004 than in previous years (see Table 13). This demonstrates the success of JOIN HANDS DAY in reaching out to new participants, a pattern demonstrated across both adults *and* youths.

Table 13: Comparisons of Return Participation

Year	Percent of youths who participated the previous year	Percent of adults who participated the previous year
2004	14%	28%
2003	22%	43%
2002	18%	38%
2001	11%	32%

Responses to the statement “I want to be part of more events involving both adults and young people in the future” displayed similar trends to previous years (see Table 14). This suggests that among those populations responding to JOIN HANDS DAY surveys the past four years, awareness of and desire to work with the opposite generation is increasing (or at least maintained).

Table 14: Comparisons of Sustaining Youth/Adult Relationships

Year	Percent of youths who strongly agreed to “wanting to be part of more events involving youths and adults”	Percent of adults who strongly agreed to “wanting to be part of more events involving youths and adults”
2004	53%	61%
2003	55%	60%
2002	55%	57%
2001	46%	43%

JOIN HANDS DAY coordinators continued to provide slightly more opportunities for reflection for youth in 2004, than in previous years (see Table 15). This is encouraging considering time for reflection is a “best practice” with intermediate and long-term effects.

Table 15: Comparisons of Time for Reflection

Year	Percent of youths who felt that there was chance to discuss their service experience	Percent of adults who felt that there was chance to discuss their service experience
2004	54%	67%
2003	53%	68%
2002	47%	64%
2001	38%	46%

Adults and youths also responded positively to questions about their beliefs and attitudes about the other generation in 2004. In 2001, 57 percent of adults agreed or strongly agreed that they learned a lot about youths from their participation in JOIN HANDS DAY



(see Table 16). By 2004, 68 percent agreed or strongly agreed. In 2001, 42 percent of youths agreed or strongly agreed that they reexamined their beliefs and attitudes about adults because of JOIN HANDS DAY. In 2004, 64 percent agreed or strongly agreed.

Table 16: Comparisons of Cross-generational Learning

Year	Percent of adults who strongly agreed/agree that they learned a lot about youths from their participation in JOIN HANDS DAY	Percent of youths who agreed/strongly agreed that they reexamined their beliefs and attitudes about adults because of JOIN HANDS DAY
2004	68%	64%
2003	70%	56%
2002	65%	52%
2001	57%	42%





RECOMMENDATIONS

JOIN HANDS DAY 2004 has made progress in several areas, but there is always room for improvement.

Fraternal benefit societies organize and coordinate JOIN HANDS DAY every year. This provides fraternal benefit societies with great potential to convey the positive values of fraternalism to non-member youths and adults, and member youths. While three-fourths of NFCA member-societies participated this year, all fraternal benefit societies should be encouraged to participate in JOIN HANDS DAY next year by sponsoring projects.

Although the percentage of fraternal youth involvement in planning has increased from 2002, youth partnering continues to be key to meeting JOIN HANDS DAY's outcome goals. This suggests that fraternalists are improving at integrating youths, but should expand their reach to include more youths. Events sponsored by non-fraternal organizations had more youths present than events sponsored by fraternal benefit societies. Thirty-one percent of the participants at fraternal events were youths, but 53 percent of the participants at non-fraternal events were youths. While non-fraternal events involve more youths, they seem to be involved more superficially (less involvement in planning). Non-fraternalists should be encouraged to involve more youths in planning.

In addition to mobilizing larger numbers of youth volunteers, youth involvement in planning continues to be a statistically significant variable in achieving the intermediate outcome of "change in youth and adult participants' attitudes toward each other." Adult participation in planning remains important for these same reasons.

Efforts also should continue to encourage repeat involvement in JOIN HANDS DAY to achieve the longer-term goal of intergenerational partnership. Repeat participation makes an important contribution to changing youth and adult attitudes toward each other.

Almost all (91 percent) of the respondents viewed their project's sponsoring organizations favorably. The extent of this favorable rating might be gauged by whether the respondents are willing to attend other events sponsored by the organization. When the respondent population is limited to adult non-fraternal respondents attending fraternal events, 78 percent are "very willing" to attend future fraternal benefit society events and 19 percent are "somewhat willing." In addition, more than two-thirds of young non-members are "very willing" to attend future events sponsored by fraternal benefit societies and 29 percent are "somewhat willing." After we asked if the participant was a member of a fraternal benefit society, we followed up with those who were not members, asking: "Would you be interested in joining one?" Of those who responded to this question, 10 percent indicated that they would be interested in joining a fraternal benefit society and another 30 percent indicated that they didn't know enough about them. This indicates that fraternal benefit societies participating in JOIN HANDS DAY should make an effort to provide information about their organizations at the event. They also should make an effort to invite non-fraternal participants to future volunteer activities to strengthen the relationship and capitalize on an opportunity to provide information about their organization.

"It was nice to have Thrivent organize this community service event. I wish more opportunities like this were organized throughout the year."

—2004 JOIN HANDS DAY participant





**APPENDIX I:
JOIN HANDS DAY SURVEY INSTRUMENTS**