

Seven Secrets to Success With Boomer Volunteers

1. **Offer a clear mission and purpose** – Boomers are cause-oriented!
2. **Work WITH volunteers** – Listen for their passion and align them with volunteer opportunities that invigorate them.
3. **Cultivate volunteer leaders** – Volunteer leaders are one key to sustainability, so training, empowering and supporting them is essential.
4. **Offer flexibility** – The volunteer opportunity must fit with their busy lifestyle.
5. **Keep it snappy** – Boomers only attend meetings and participate in activities that they think matter.
6. **Take a team approach** – Boomers value peer interaction, learning and support when they work together in intentional teams. A team approach is a proven way to sustain and increase volunteer satisfaction over time.
7. **Develop aligned partnerships:** Through partnerships, organizations can expand the role of volunteers and volunteer leaders in community settings.