

THE SUPER SONIC BOOMER WAVE OF VOLUNTEERS

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Real Possibilities

BOOMER 2.0

GENERATION RE-IMAGINED

<http://www.rl.tv/shows/boomer-initiative/boomers-20-a-generation-re-imagined/>



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AGENDA

WELCOME & INTRODUCTIONS
WHAT DID YOU LEARN? EXERCISE
ENGAGING BOOMER VOLUNTEERS
GETTING THEM IN THE DOOR
KEEPING THEM ENGAGED
BOOMER BEST PRACTICES



RECRUITING BOOMERS

Keeping them engaged....



Who are Baby Boomers?

AARP volunteer Sally & her mom



Characteristics:

- Baby Boomers are Individuals born between 1946 and 1964.
- This demographic effects most of the Western world.
- As they retire, most have the time and resources to volunteer.
- Boomers will retire earlier
- Stay healthier, be more physically active
- Live longer than any previous generation
- They have greater wealth and more expendable income than other generations of retirees
- Exhibit greater independence
- Boomer are more skilled and have a higher level of education
- Caregivers

In the coming years, the 50+ population will be healthier, will live longer, and will continue searching for ways to change the world. We expect volunteering to be part of their lives.” - AARP



BOOMER NEED YOU?

Why Boomers volunteer...

Volunteer Needs

- Remain active
- Use their skills
- Pursue interests that they have not previously had time to do
- Boomers will seek volunteer roles that allow them to use their own skills and interests
- They will look for a good fit between the needs of the organization, the expectations of the role, and their own interests
- Boomers need (and expect) to see the results and impact of their volunteer service and affiliate with the needed skills of the role

ARE YOU PREPARED?

Preparing for Boomer volunteers...

IS YOUR ORGANIZATION READY?

Before recruiting and engaging Boomer volunteers, the organization must be "Boomer-friendly" (Lindblom, 2001). Extension programs must determine if the infrastructure necessary to recruit and retain Boomers is in place. To determine if your program has the necessary infrastructure to support the Boomer generation, consider the following questions.

- Will staff be available to orient, educate and supervise Boomer volunteers?
- Are there a variety of volunteer positions offered to Boomer volunteers?
- What types of tangible and intangible incentives are available for Boomer volunteers?
- Do marketing materials adequately represent and target the Boomer generation? (Lindblom, 2001).
- Are shorter term, more flexible volunteer positions available?

FACTORS THAT MOTIVATE BOOMERS

From their mouths...

- Having more control, more freedom and more time for personal interests and pursuits. "I'd like to apply the skills and knowledge I've acquired over a lifetime and use them to help someone."
- The notion of life as a journey with a future. No one wants to think of retirement as the beginning of the end. "I like to think of myself retiring to something as opposed to retiring from something."

In their words...

- Continued participation in life by learning, giving back or mentoring. "One of the best things you can do is to teach others what you know."
- Being a part of something "larger." "I would love to be part of a movement to make a difference, something bigger than just one person doing my best."

PROS vs. CONS

ASSETS

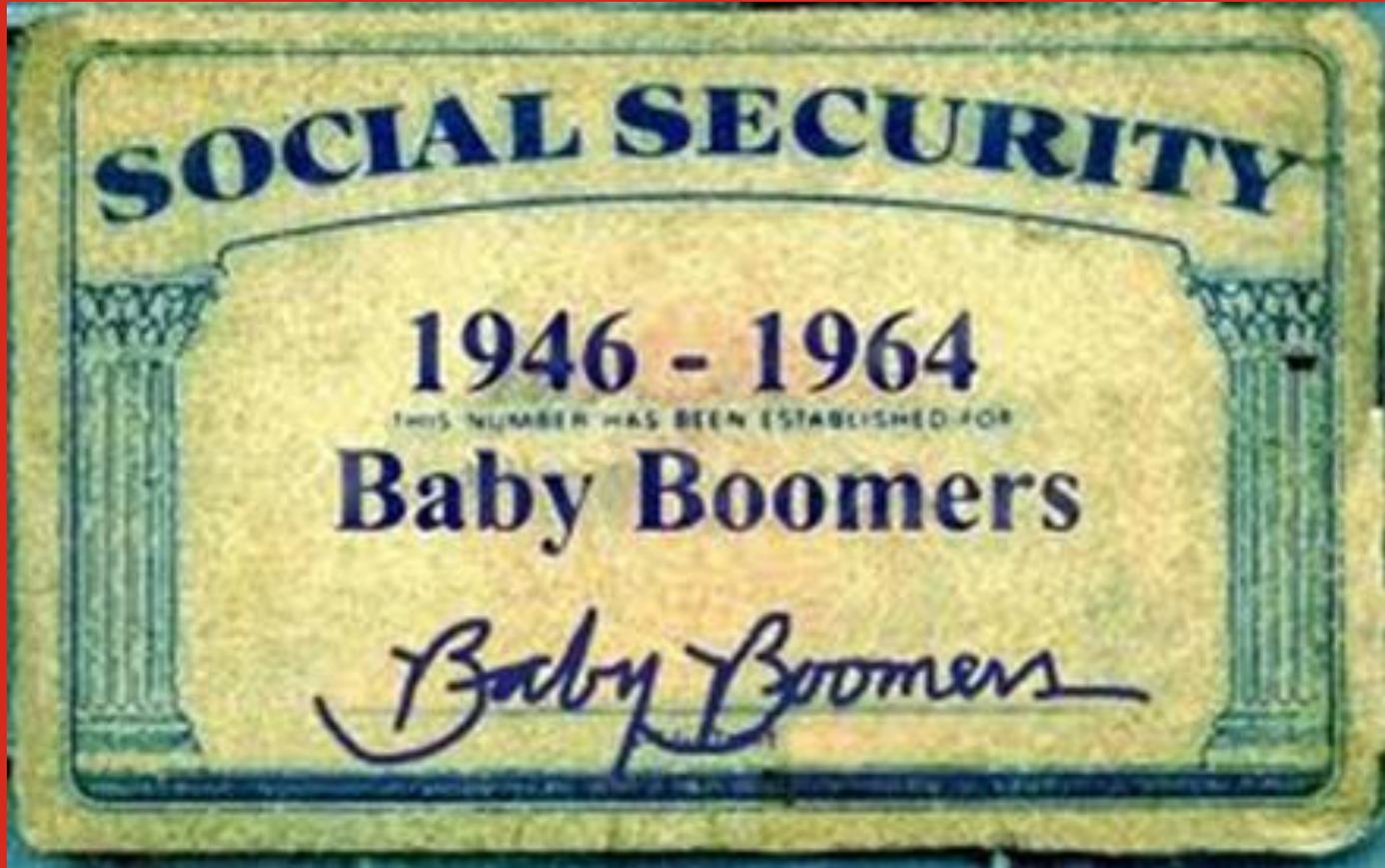


- Anxious to please
- Challenge the status quo
- Good at seeing the big picture
- Good team players
- Mission/service oriented
- Will go the extra mile
- Problem-solvers

LIABILITIES



- Process-oriented
- Can be self-centered
- Rarely commit long-term
- Often juggling a lot of other activities
- Resent not being able to make decisions about how to do their work



RECRUITMENT STRATEGIES

- Understand their deep-seated need to have impact. Let them take the lead on certain initiatives/projects they care about.
- Short term and seasonal jobs for volunteers; skills-based positions for volunteers and staffers
- Develop engaging position descriptions that show impact
- For volunteer coordinators: focus the volunteer interview on learning the prospective volunteer's passions, mutually designing his/her volunteer role
- Offer a wide choice of volunteer opportunities in all aspects of the organization's operations
- Be open to their project ideas.
- Develop appealing recruitment messages, working through your organization's networks.
- Cultivate prospects and be highly visible online
- Identify high potential staff and volunteers and cultivate them to take on additional responsibility
- Re-frame recognition to respond to the value current volunteers place on having impact and being lifelong learners

Communication with Volunteers: Baby Boomers



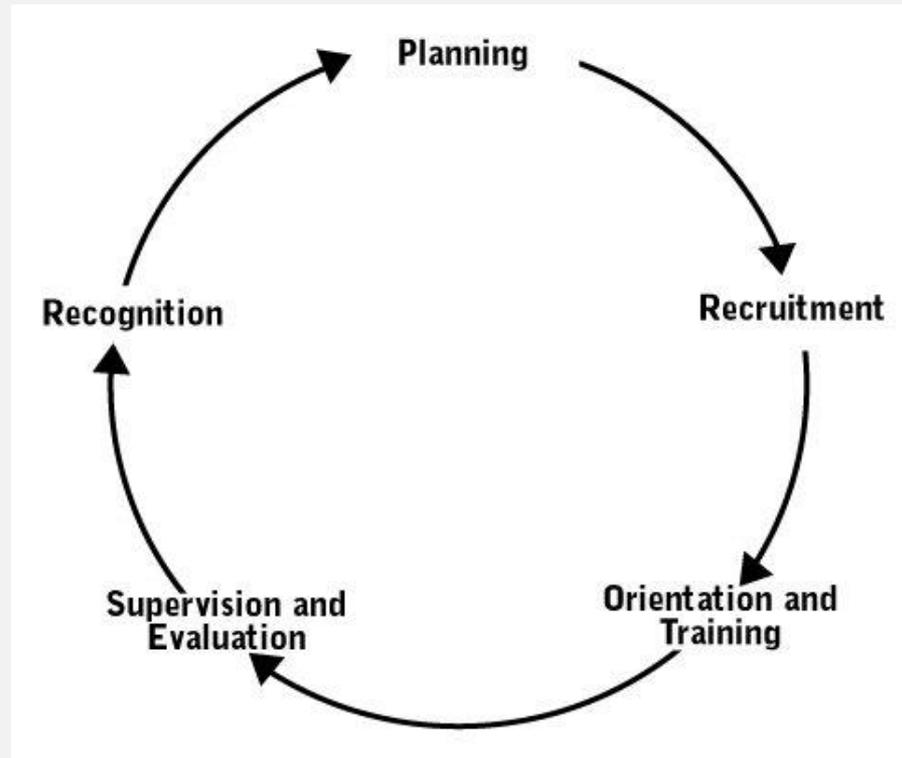
Where to reach Boomers?

2015

IT'S AN INVESTMENT!



The more time
you invest in
getting the “fit”
right....



THE LESS TIME
YOU SPEND ON
MANAGEMENT
&
SUPERVISION
ISSUES!

SEVEN SECRETS TO SUCCESS W/ BOOMERS

- Offer a clear mission and purpose – Boomers are cause-oriented!
- Work WITH volunteers – Listen for their passion and align them with volunteer opportunities that invigorate them.
- Cultivate volunteer leaders – Volunteer leaders are one key to sustainability, so training, empowering and supporting them is essential.
- Offer flexibility – The volunteer opportunity must fit with their busy lifestyle.
- Keep it snappy – Boomers only attend meetings and participate in activities that they think matter.
- 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.
- Develop aligned partnerships: Through partnerships, organizations can expand the role of volunteers and volunteer leaders in community settings.

From: The Support Team Guidebook by James L. Brooks
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**THANK YOU FOR YOUR
COMMITMENT TO EXCELLENCE
IN THE FIELD OF
VOLUNTEER LEADERSHIP!**

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