

*“Each generation imagines itself to be more intelligent than the one that went before it , and wiser than the one that comes after it.”*

~ George Orwell

## **Successful Multigenerational Volunteer Programs**

*What Works?*

## Goals for the Session

1. Understand the core values of each generation of volunteers
2. Understand ways to more effectively engage people in each generation
3. Hear from colleagues about what's working for them



## AGENDA

- Welcome and Introductions
- Overview of Generations
- Tips on engaging each generation
- Action Strategies



# INTRODUCTIONS

- Name
- Organization
- Your Role
- What generation do you most closely identify with?
- What's the defining experience of your generation?

# Let's Get Started

Our take on the Generations

## Silent Generation 1925-1945 (ages 65-85)

- Respects authority and wants to be respected in return
- Insightful, knowledgeable and wise
- Dedicated
- “Do the right thing” generation

*\*Borrowed from a number of really smart people!*



## Silent Generation (ages 65-85)

### Defining Moments

- World War II
- The Depression

### Life Stage

- Retirement
- Staying Active & Social
- Grandparenting
- Health issues

### Fast Facts\*:

- In 2009, 9.1 million older adults (age 65 and older) dedicated 1.6 billion hours of service to communities across the country.
- 20.4 % of that time was volunteered in professional and management activities.

\*2010 Corporation for National & Community Service "Volunteering in America" Report



## Boomers, born 1945-1965 (ages 45-65)

(includes Generation Jones, born 1954-65)

- Social changers-they created the women's movement, sexual revolution, the environmental movement, and the civil rights movement
- Dominate most political, business and community leadership roles
- They first turned 60 in 2005

*"Borrowed from a number of really smart people!"*



## Boomers (ages 45-65)

### Defining Moments

- JFK, MLK Assassination
- Woodstock
- Civil Rights Movement
- Vietnam War
- Sexual Revolution
- Rock & Roll

### Life Stage

- Long-Runways (career)
- Retirement / planning
- Child rearing later years
- Empty nesting
- Grandparenting
- Divorce and remarriage



## Gen X, born 1966-1979 (ages 31-44)

- Get to the point - be clear
- Likes technology
- Trained to make fast decision; thinks fast/acts/then evaluates
- Independent, entrepreneurial, crave autonomy
- Value a healthy balance between work and personal
- Rejects authority and rules
- Choice

*\*Borrowed from a number of really smart people, but confirmed by my experiences*



## Gen X (ages 31-44)

### Defining Moments

- Challenger Explosion
- Fall of Berlin Wall
- Royal Wedding
- AIDS Crisis
- Tiananmen Square
- Gulf War
- Lollapalooza

### Life Stage

- Mid-stage Career
- Home ownership
- Child rearing
- Divorce & remarriage
- Busiest time of their life
- Not necessarily about them right now



## Millenials, born 1980-94 (age 16-30)

aka Generation Y, Next Generation, Net or Dot Com Generation

- Want to do things that matter—work, community engagement
- Collaborative and team players
- Quick feedback
- Socially conscious
- Most racially diverse generation ever
- High performance, high maintenance, questions everything....asks for everything
- Expect teams and collaboration

*\*Borrowed from a number of really smart people*



## Millenials (ages 16-30)

### Defining Moments

- Princess Diana death
- 9/11
- Iraq War
- Columbine

### Life Stage

- Early Stage Career
- Recent Grad
- University (Grad Student)
- Marriage (28/29)
- First child
- First home purchasing



## Generation Z, born 1995-2001 (age 9-15)

### aka Internet, Net or Dot Com Generation

- Relatively little is firmly established about its composition, character, and even name.
- “Digital Natives” - highly connected, many having had lifelong use of communications and media technologies such as the World Wide Web, instant messaging, text messaging, MP3 players, mobile phones and YouTube

*\*Borrowed from a number of really smart people*



## Generation Z (age 9-15)

### Defining Moments

- i-Phone, i-Pad, i-Pod touch
- 3G Service
- Hurricane Katrina
- Iraq-Afghanistan War
- Election of first African American President

### Life Stage

- Still dependents in parents household
- In school



## Millennials & Teens

### Fast Facts\*

- The volunteer rates for both Millennial & teenaged volunteers increased in 2009.
- In 2009, 10.8 million Millennials dedicated 1.1 billion hours of service to communities across the country.
- 21.6 percent of Millennials volunteered in 2009.
- In 2009, 4.4 million teenagers (ages 16 to 19) dedicated 389.5 million hours of service to communities across the country. 26 percent of teenagers volunteered in 2009.

\*2010 Corporation for National & Community Service "Volunteering in America" Report



## OK...

So why is any of this relevant to volunteer management?



## Recruiting

### Be Aware of:

- How each generation accesses & responds to information

## Training

### Be Aware of:

- Generational learning styles, expectations & skills

## Supervising

### Be Aware of:

- Very real differences among age groups in how they respond to directions from someone older or younger

## Recognizing

### Be Aware of:

- Generational differences that impact the volunteer's perception of whether he or she is appropriately recognized

## Engaging the Generations

What's working in  
your organization?



## Now what?

What 3 things could you do in  
the next 30 days to reach out  
to people in these target  
generations?



## Want More?

[www.bloomington.in.gov/volunteer](http://www.bloomington.in.gov/volunteer)

download handouts from today's session  
and past VIP topics

