

Attracting Baby Boomers to Volunteer Service

*Part of the California State Library Project
"Transforming Life After 50: Baby Boomers and Libraries"*

www.library.ca.gov/lds/tlaf.html

July 22, 2008 Webcast

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Learning Objectives

- Who are the Baby Boomers, and how are their needs and interests different from our current “Senior” volunteers?
- What kind of volunteer jobs will attract a broad range of community volunteers, especially Baby Boomers?
- Once we’ve got them, how can we successfully keep them involved?

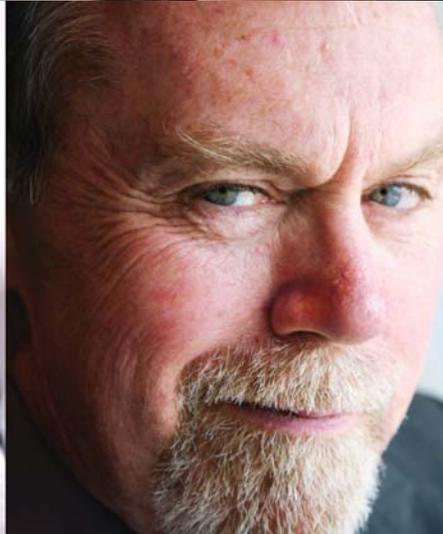
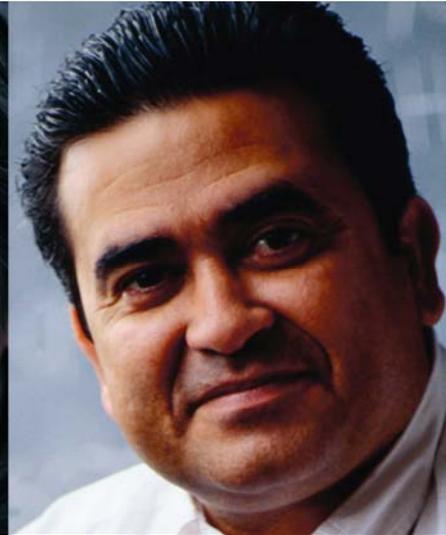
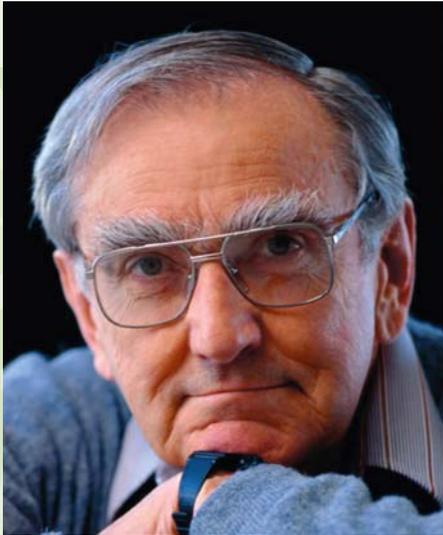
Baby Boomers: Who Are They? & Why Should We Care?

- Born between 1946 and 1964 (in 2008 are ages 44 - 62)
- There are 77 Million!!!
- Most educated and financially secure generation in history
- Volunteer at higher rates than past generations did at the same age
- Have been in workforce & have professional skills they want to share to make high level of impact





Great Expectations:
Boomers and the Future of Volunteering
VolunteerMatch User Research Study



Presented by: **MetLife Foundation**

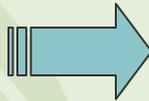
How Are Boomer Volunteers Different from Senior Volunteers?

- More physical ability than previous generations; 4 of 5 expect to work past 65 -- 50 is the new 30!!
- View retirement very differently -- see second half of life as a source of social and individual renewal, not as a time to just rest and relax
- Think some of their most important contributions lie ahead ("patron saint" is Jimmy Carter)
- Not simply extending the years of working and volunteering -- looking to add deeper meaning
- Different perception of aging -- don't call us "Seniors," "Retirees," "Elderly" or "Older Adults!"

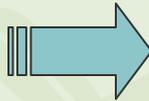
More About Boomers . . .

Because They Are:

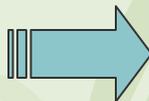
- Activists



- Consumers



- Workers



Boomers Expect:

- Opportunities that Inspire

- An Abundance of Volunteer Options

- Professionally Managed Volunteer Programs

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Not in the Rocking Chair -- In the Driver's Seat



Attracting Baby Boomers as Volunteers

- Offer **flexibility** and a wide variety of **options**.
- Engage their **skills and expertise**
- Show them **impact on mission** -- how will their work **make a difference**?
- Provide **clear expectations** of time, tasks and training.
- Beyond management -- **engage** them in **meaningful** ways.



What Keeps Boomers Volunteering?

- Retention rate is higher for those performing professional or management volunteer activities
- Boomer volunteers who do general labor and supply transportation have lower retention rates.

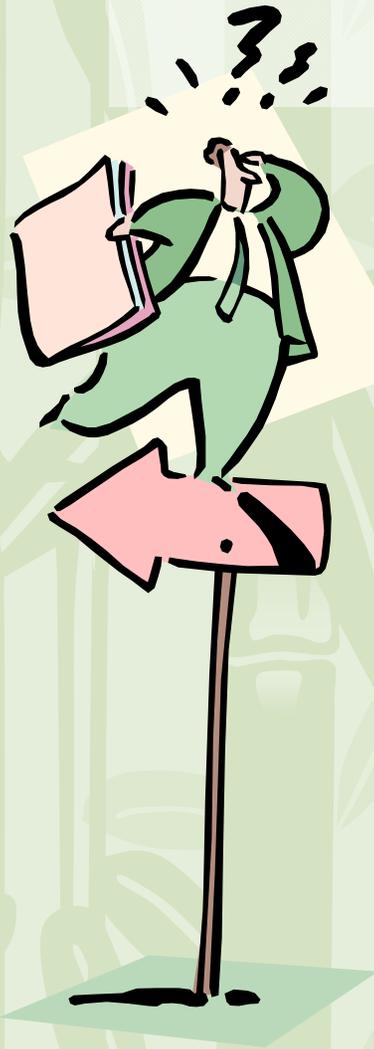
Re-Think & Re-Imagine

- “To attract Baby Boomers to volunteering, experts on aging agree that nonprofit groups and others must boldly rethink the types of opportunities they offer -- to ‘re-imagine’ roles for older American volunteers that cater to Boomers’ skills and desire to make their mark in their own way. This is vitally important to ensuring that the potential of this vast resource is tapped to its fullest.” -- *Keeping Baby Boomers Volunteering: A Research Brief on Volunteer Retention and Turnover*, Corporation for National & Community Service, 2007

Transforming Life After 50

“Many boomers are interested in putting their advanced and varied skills to use as community volunteers. However there seems to be a disconnect between their intent to volunteer and their actual participation because they do not find the opportunities they want.”

Why Have Written Volunteer Position Descriptions?



- Clarifies Expectations & Co-Worker Roles
- Primary Recruitment and Placement Tool
- Avoids Problems/ Basis for Engagement
- Your Best Planning Tool --
-- What do we need? --
What's In It For the Volunteer?
-- How Does It Impact Your
Mission/Make a Difference?

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LIBRARY

Volunteer Position Description

Title: _____

Position Overview and Impact:

Key Responsibilities:

- 1.
- 2.
- 3.
- 4.

Qualifications:

Training and Support Provided:

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LEHN PUBLIC LIBRARY

Volunteer Position Description

Speaker's Bureau Coordinator

Position Overview and Impact: Manage the library project that delivers presentations about the library to community groups to raise awareness about what the library has to offer, and to attract potential library users, volunteers and supporters.

Key Responsibilities:

1. In conjunction with the Library Director, develop speaking engagement objectives and speaker presentation outline and materials.
2. Recruit, train, supervise and acknowledge volunteer public speakers.
3. Identify priority community groups to contact for speaking engagements in conjunction with Library Director. Contact the groups and schedule a speaking engagement on their calendar.
4. Contact and schedule a trained volunteer speaker to attend each engagement.
5. Track and report volunteer hours and speaking engagement statistics quarterly.

Qualifications:

- Commitment to the Library Literacy Service vision and mission
- Successful public speaking experience and project management skills
- Good community contacts

Create New Volunteer Position Descriptions



- Be Creative
- Use the Template

UPS Foundation Study

In Collaboration with the Points of Light Foundation
& the Association of Volunteer Administrators, 1998



- “People are more likely to volunteer when they feel an organization is well-managed and will make good use of their time.”
- “2 out of 5 volunteers have stopped volunteering at some time because of one or more poor volunteer management practices.”

Ability to Adapt

“The failure of organizations to respond to new trends in volunteerism will not only prevent them from accessing the time and skills of highly motivated and talented volunteers, but will also limit their fundraising capabilities.”

What I Want to Do About This

- Things I Want to Remember About Boomers:
- Volunteer Position Description Ideas:
- Ideas for Making this Work at our Organization:

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