

Baby Boomers — Your New Volunteers :

Rethinking the Voluntary Sector's Approach

To Engaging Baby Boomer Volunteers



**VOLUNTEER
BÉNÉVOLES**
C A N A D A

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www.volunteer.ca

Volunteer Canada

Our Mission

Volunteer Canada leads the advancement of volunteerism in strengthening society and improving quality of life in Canada.

Our Vision

Canadians are engaged with their society because they volunteer in order to build quality communities.



Why is this topic important?

- Only a small percentage of Canadians carry the bulk of the volunteering load.
 - Plus, the volunteer “super engaged” population is aging.
- Baby boomers are the next generation.
 - Baby boomers are at a point in their lives where many seek new ways to connect to others and contribute to their communities.
 - Because of their sheer numbers, baby boomers influence and redefine every stage of their lives. **Volunteering will be no different.**



What we will cover

1. What do we know about Baby Boomers?
2. Rethinking and restructuring how you work with your organizations
3. Recruiting baby boomers as volunteers
4. Retaining your baby boomer volunteers



1. What we know about Baby boomers

- Baby boomers were born between 1946 and 1964.
- There are 11 million baby boomers in Canada.
- Some still cope with teenagers at home, others pay university tuition fees.
- Some care for aging parents while others enjoy their grandchildren.
- Some work full-time, some part-time, while others contemplate retirement or are already retired.
- Their interests and aspirations are as diverse as they are.
- Baby boomers want to stay active in mind and body, make connections and continue to learn.



Boomer Trivia Quiz

1. Turn on, tune in, _____ (2 words)
2. What Canadian mania started in 1968?
3. Don't trust anyone over _____.
4. The second man to set foot on the surface of the moon: _____
5. "Something is happening here. What it is ain't _____." (2 words)



Boomer Trivia Cont'd

6. “I want to say one word to you. Just one word ... _____.”
7. _____ scored the winning goal for Canada against the USSR in 1972.
8. How many kids were in the Brady Bunch?
9. Who was the opening act at Woodstock?
10. First captain of the Starship Enterprise was Canadian actor _____.



Today's Volunteers tend to be

- Highly educated with professional backgrounds
- Goal-oriented with highly organized careers, family, and social lives
- Sense of mobility/transience in terms of residence, school, and work
- Technologically skilled and comfortable using social media
- Individualistic and have a strong desire for autonomy
- Multiple interests and identities linked to many communities and causes



Volunteers' Search Lenses



Volunteers' Search Lenses

- Clear, effective and well-managed
- Leverage their skills and experience
- Can be flexibly integrated into their schedules
- Some will continue to want traditional direct service opportunities



Skills-Based Volunteering

Skills-based volunteering is defined as service to non-profit organisations by individuals or groups that capitalises on personal talents or core business or professional skills, experience or education, often for the purpose of building organisational strength and increasing capacity.

It is one component of non-financial support that the private sector can offer charitable and non-profit organisations.

Adapted from Points of Light Institute website, <http://www.pointsoflight.org/our-work/research/sbv> accessed on February 9, 2010.



Challenges to volunteering faced by baby boomers

- Consider some of the challenges that baby boomers face...
 1. They don't have enough time.
 2. They don't have time during traditional work hours.
 3. They don't identify with traditional images of volunteers.
 4. They don't want to do routine or menial volunteer tasks.



To think about...

- *Do current volunteer positions and volunteer management practices in the organizations you work with reflect these challenge(s) for baby boomers to volunteer?*



2. Rethinking and restructuring organizational approach

- Job design is the key to success.
- Integrate volunteer roles into your total human resource strategy.



Job design

- ***“Volunteers should be considered an integral human resource at all levels of the organization, including program design... I don't think there is an organization in the country that has a recruitment problem. What they have is a job design problem.” Linda Graff***

<http://volunteer.ca>

(Look for resource: A Matter of Design)



Job design

- Job design is part of an *integrated human resource strategy* – a planned approach to identifying the work functions (both paid and unpaid) that an organization needs to achieve its mission.



Volunteer roles must be integrated into a total human resource strategy

- Adapting to meet volunteers' needs while still meeting organizational needs
 - Baby boomers want mission-linked, productive, satisfying work
 - Also short-term work, flexible schedules at convenient locations
- Job design is an effective approach and includes strategies like:
 - Job-sharing, flex time, telecommuting, job rotation and part-time hours



Five important things to know

- A Volunteer Calgary project identified five important lessons learned:
 1. Essential strategic leadership
 2. Role and place of the Manager of Volunteers
 3. Professionally managed volunteer programs
 4. Valuing volunteers
 5. Readiness for an integrated human resource strategy approach



3. Recruiting baby boomers as volunteers

- Requires strategic, targeted recruitment
- The 4 C's of recruitment:
 1. Connect to boomers
 2. Create key messages
 3. Customize for different baby boomer audiences
 4. Communicate widely with high quality materials



Connect to boomers

- Connect to boomers through:
 - Key influencers
 - Expert opinion
 - Their workplace
 - In the community
 - Online



To think about...

- *Who are the key influencers in your organization? List any baby boomer volunteers that are currently involved in your organization that would be good recruitment ambassadors. Expand your list by thinking of other key stakeholders that are part of the baby boom generation.*
- *What experts, celebrities, opinion leaders or research do you know of that you can include in your promotional material to baby boomer volunteers?*



To think about...

- *What employers in your community have a built-in connection to your organization's mission? Make a plan to research the corporate social responsibility interests of local employers.*
- *What volunteer opportunities does your organization offer that would work as family volunteering activities?*
- *Where specifically in your community are places where baby boomers gather? (Not sure? Ask one of your current baby boomer volunteers!)*
- *What media do baby boomers access in your community? (Don't forget new media.)*



Create and customize key messages

Motivations for baby boomers	General recruitment messages
Commitment to a cause—and making a difference	<p><i>Volunteering builds your community.</i></p> <p><i>Link the volunteer position directly to the mission of the organization</i></p>
Personal development (mental and spiritual)	<p><i>Find new purpose.</i></p>
Time management: meeting high expectations in available time	<p><i>Design a schedule that works for you.</i></p>
Concern for health and well being	<p><i>Boost your health and reduce your stress.</i></p>
Meet other people who share interests and passions	<p><i>Volunteering is social networking—and fun.</i></p>

To think about...

- *What do you have to offer baby boomer volunteers that meets these specific motivations?*



Communicate widely with high quality materials

- Example:
 - Volunteer Prince George has developed a community radio station that targets baby boomers. In addition to hits from the '50s, '60s and '70s, the station offers two weekly volunteer recruitment features: 'Volunteer Prince George Member Minute' which highlights member organizations and 'Volunteer Call-Out' to publicize current volunteer opportunities. Check out the station at www.cfisfm.com.



To think about...

- *List the information/resources that you currently use for recruiting volunteers.*
- *One by one, assess each piece of information: Is it up-to-date? Will it appeal to baby boomers? Does it look professional and of high quality? Note any changes that you want to make before sending out your recruitment material to baby boomer volunteers.*



4. Retaining baby boomers as volunteers

- Three out of 10 baby boomers who volunteer do not return for a second year. Nearly 20% of these lost volunteers are never replaced.
- Why baby boomers stopped volunteering:
 1. The expectations weren't clear.
 2. They don't have time.
 3. They don't feel appreciated.
 4. The organization doesn't “walk the talk.”



To think about...

- *What is the experience of being a volunteer in your organization? Identify any areas of success and any areas that need improving.*



Trivia Responses

1. Drop out
2. Trudeau
3. 30
4. Buzz Aldrin
5. Exactly clear
6. Plastics (The Graduate)
7. Paul Henderson
8. 6
9. Richie Havens
10. William Shatner



Questions / Discussion

Thank you!
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