

Successful Volunteer Recruitment Strategies: Capturing the Talent of Baby Boomers and the Generations that Follow

Presented for InfoPeople

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Infopeople webinars are supported by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian.

**Volunteer
Involvement in
California Libraries:
“Best Practices”**

by
**Carla Campbell Lehn, M.S.,
C.V.A.**

CALIFORNIA STATE LIBRARY
The Kevin Starr, State Librarian of California
SACRAMENTO
1999

Learning Objectives

Potential for engaging high impact skilled volunteers

Engage talent and benefit from new advocates/supporters

How Boomers are changing volunteer management

What motivates volunteers?

Successful Volunteer Recruitment Strategies

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

Born between 1946 & 1964;
in 2012, ages 48-66

There are 77 million of us!

Most educated & financially
secure generation in history

Volunteer at higher rates
than previous generation

Workforce skills to share;
want to make/see 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" "Older Adults!"

More About Boomers . . .

Because They Are:

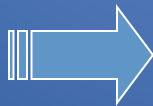
- Activists



- Consumers



- Workers



Boomers Expect:

- Opportunities that Inspire

- An Abundance of Volunteer Options

- Professionally Managed Volunteer Programs

The Generations That Follow . . .



- **Boomers** Born 1946 -1964

77 Million

- **Gen X** Born 1965 - 1981

45 Million

- **Gen Y-- Millenials**

Born after 1982

75 Million

Attracting Gen X to Volunteer

- Technology up to date – everything online and current
- What can they do or learn to help advance career?
- Give options – Fun! job-sharing, flexible hours, telecommute



Gen Y's and Volunteering

Minnesota Association for Volunteer Administration – January 10, 2012



- Gen Y's volunteering in record-breaking numbers – more civically engaged than both Gen X & Boomers were at their age.
- Wired for collaboration and working in groups
- Dec '11 unemployment rate 14.4% compared to national average - 8.5%.

Attracting Boomers, Gen X'ers & Millennials 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 volunteer management -- **engagement in meaningful ways.**



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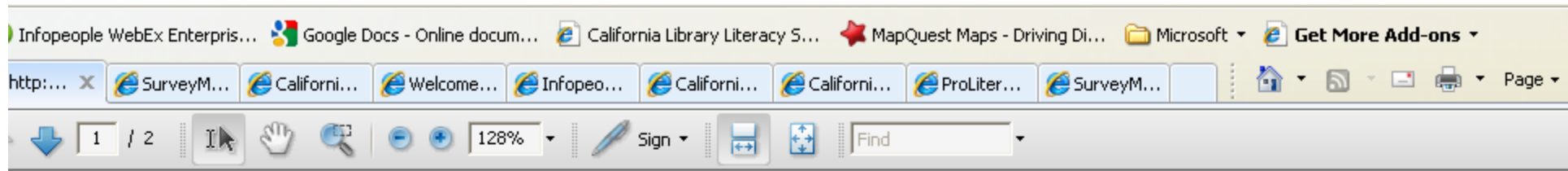
Why Have Written Volunteer Position Descriptions?



Elements of a Volunteer Position Description

- Descriptive Title (not just “Volunteer!”)
- Position Overview and Impact (does it make a difference?)
- Key Responsibilities
- Qualifications
- Training and Support Provided
- Benefits of Volunteering
- Time & Length of Commitment
- Staff Connection/Collaborator





Huntington Beach Public Library

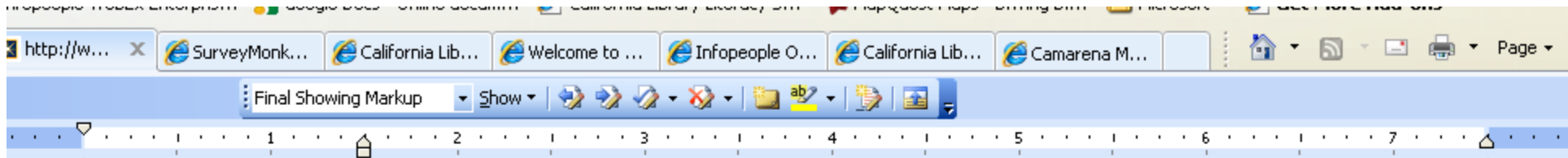
Position Description

Volunteer Computer Coach

Position Overview and Impact: Change a Life! Share your computer skills with novice computer users. As the world becomes more wired and the economy demands computer knowledge, many people are learning to use a computer for the first time. Be part of a team that is helping to bridge the digital divide in our community.

Key Responsibilities:

1. Sign up for at least one 2 hour shift per week.
2. Be available to respond to requests from patrons as needed. Assist users one-on-one with such tasks as: logging on to the computers, MS Office, printing, resume formatting, Internet searching and e-mail.
3. Troubleshoot minor computer and printer problems.
4. Identify any additional "Commonly Asked Questions" and share with staff and other coaches. Consult reference librarians as needed.



Homework Club Coordinator



Position Overview:	Lead a team of dedicated volunteers at the Santa Teresa Branch Library to coordinate Winner’s Circle, a cooperative homework club.
Responsibilities:	<ul style="list-style-type: none"> • Coordinate with the Scheduler to develop a weekly schedule of volunteers • Work with Resource Manager and library staff to develop necessary registration forms, sign-in sheets and publicity materials • Ensure that appropriate records on the program are kept • Maintain administrative handbook • Conduct outreach to local schools and parent groups to recruit volunteers and participants • Screen and interview Scholastic Supervisors and Homework Coaches to run Winner’s Circle • Provide initial training and ongoing support for volunteers
Benefits:	<ul style="list-style-type: none"> • Make a difference in students’ learning and success in school • Network and interact with interesting, diverse staff and other volunteers • Gain the appreciation of students, school teachers, the community and

ST. HELENA PUBLIC LIBRARY

Volunteer Position Description

Library Arts Program media/PR Liaison

Position Overview and Impact: Did you know your library is a cultural hub and place for art appreciation, artistic expression and discovery in the community? Help the library by coordinating the distribution of promotional materials and information about programs in services that will inform individuals in the community of the Library Community Arts Initiative and related programs.

Key Responsibilities:

- Work with appropriate library staff and/or volunteers to create copy for program flyers, newsletters, press releases and other marketing items.
- Identify, track and meet deadlines for providing copy to local media outlets.
- Identify new ways and places to post information either electronically or in physical format. Make contacts with media outlets as appropriate to learn of marketing opportunities.
- Track deadlines for submitting program information to various media and online outlets. Post information as it is made available.
- Coordinate distribution of print materials throughout the community.

Qualifications:

- Organizational skills for the purposes of coordinating distribution of information while meeting deadlines and format requirements of various media outlets.
- Ability to use and search the Internet. Comfort level with online forms.
- Good communication skills, particularly in writing.

Why People Volunteer . . .

Why Do You Volunteer?

Why Do People Volunteer?

Feel Needed

Share Skills

Learn New Skills

“Give Back”

Meet People

Keep Busy

Make Contacts

Gain Experience

New Community

Explore a Career

Committed to Cause

Feel Challenged

Try New Ways

Boss Expects It

Gain Status

Because Asked

Passive Recruitment



- Sign on Circulation Desk
- Newsletter Announcement
- Flyers/Bookmarks
- Newspaper Volunteer Notice

TARGETED RECRUITMENT PLAN

Volunteer Position:

From the Volunteer Position Description:

What qualifications must this person have? (skills, attitudes, experience, time required)	What benefits will the volunteer receive? (Share skills, meet people, gain skills/experience)

How Could We Locate Them?

Who has these qualifications? (a particular profession, age range, educational level, etc.)	Do people like these congregate anywhere? (professional association, service club, corporate volunteer program, faith community?)



How Could We Locate Them?

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(a particular profession, age range, educational level, etc.)	(professional association, service club, corporate volunteer program, faith community?)

Personal Connections	Local Recruitment Options	Online Recruitment Resource
Who do we know who knows people like this? Who is the best person to ask?	What local volunteer recruitment options do we have?	What online recruitment options do we have?
(Board member, current volunteer, professional in the field, spouse?)	(Volunteer Center; Hands On Network; United Way, local newspaper, Penny Saver?)	(Volunteermatch.org; Serve.gov; idealist.org, etc.)

Targeted Recruitment

Based on Position
Description -- WIIFM

Not every warm body
fits every position

Don't be limited to
who you know -- work
together for perfect fit

Assess Skills/Interests
and make a good fit

Better to have vacancy
than wrong volunteer



Online Recruitment

- Volunteermatch.org
- CA Library Websites: Get Involved Widget
- To find a HandsOn near you:
Handsonnetwork.org/actioncenters/map
- To find a Volunteer Center near you:
1-800-volunteer.org/1800vol/
OpenSearchVCAction.do



[find OPPORTUNITIES](#) [recruit VOLUNTEERS](#)

[CORPORATIONS](#) [BLOGS](#)

Find a Great Place to Volunteer

Woodland, California

e.g. 90210 or New York

Keywords

e.g. environment or mentoring

[SEARCH](#) [ADVANCED](#)

Volunteers

DAVID DEPALLO



David Depallo is an ex-drug addict who turned his life around and now dedicates himself to helping at-risk youth.

[READ MORE!](#)

[GET INVOLVED](#)

Nonprofits

MARIA D'ANGELO



Maria D'Angelo's volunteer experiences working at homeless shelters inspired her to establish enrichment programs for low-income families and youth.

[READ MORE!](#)

[START RECRUITING](#)

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Make a difference anytime, anywhere. [Click here](#) to find a virtual opportunity.

Where's The Action?

Our new live map shows you the latest activity at VolunteerMatch.

[Check it out!](#)

Recent Activity

[Login](#)

You need to be logged into Facebook to see your friends' recent activity.



VALENTINE's Vaccination Clinic Naperville

16 people recommend this.



Help us feed families and individuals in need - sort canned goods.

7 people recommend this.



find OPPORTUNITIES recruit VOLUNTEERS

CORPORATIONS BLOGS

Opportunities Organizations Disaster Volunteering

Newsletter Editor

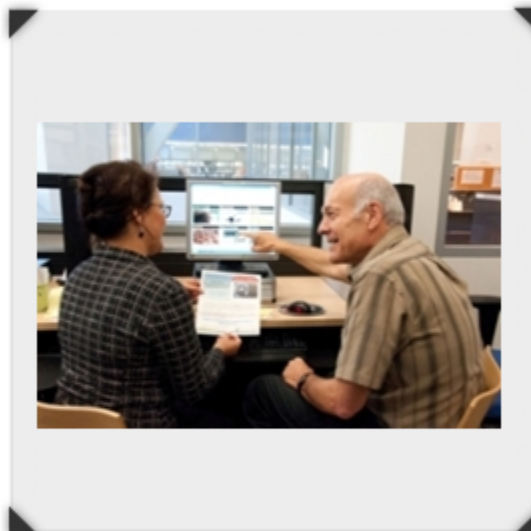
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California State Library

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Assist in production of the Braille & Talking Book Library's quarterly newsletter serving 13,000 plus blind and otherwise print-disabled readers in Northern California.

1. Meet once each quarter with BTBL Outreach Librarian and Library Director to determine scope, content and timeline for each issue.
2. Collect news articles and items from designated staff.
3. Create first draft in Word for review and approval by BTBL Outreach Librarian and Library Director and using that feedback, complete final newsletter for publication. BTBL ...



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Opportunities with California State Library

- Audio Books for the Blind...
- Book Inspector - Inspect Books...
- Digital Audio Archivist
- Newsletter Editor
- Telephone Surveyor



Camarena Memorial Library

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 - [Job Searching](#)
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 - [New arrivals](#)
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Calendar

« February 2012 »

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4

Events

In Observance of





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. Find a Volunteer Opportunity

Use the search tool to find opportunities near you:

Location

E.g. Seattle, WA or 94108

Keywords

E.g. literacy or homelessness

Search

[Advanced Search](#)

. Login or Register to Track Your Hours

Welcome! If you have volunteered since your last sit, don't forget to track your hours.

Username/Email

Password

Go

[Forgot your password?](#)

Not registered? Create an account: [Register Now!](#)

Volunteers Participating



Welcome to California Libraries' VolunteerMatch website

Promoting Civic Engagement through California Public Libraries

Presented in partnership with:



Bring your skills and passion to your local library, to a program promoting literacy and education, or to a community nonprofit. To begin, click "more" on one of the boxes below.

STRENGTHEN LIBRARIES [More >>](#)

[Computer Tutor](#)
Roseville Public Library - Maidu Library

[Acoustic Jam Night Coordinator](#)
Sacramento Public Library

[Help Kids Succeed! Become a Homework Coach!](#)

IMPACT ADULT AND FAMILY LITERACY [More >>](#)

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StudentMentor.org

[Become a Mentor in Elk Grove](#)
StudentMentor.org

[Audio Books for the Blind Duplicator](#)



register | sign in | help

Search all Opportunities

Location: Sacramento, CA 95814, USA
E.g. Seattle, WA or 94108
Keywords:
E.g. literacy or homelessness

Search
Advanced Search

Computer Tutor

[Back]

Organization: **Roseville Public Library - Maidu Library**
[More Info]
Volunteers Needed: **5**
Date: --
Estimated Time: **2 hours per Week**
Location: **1530 Maidu Drive
Roseville, CA 95661
(Sacramento Zip is for listing purposes only)
Sacramento, CA 95814
Get Directions**
Great For: **Skill-Based**
Preferred Partner: **California Libraries**
Interest Area: **Community, Computers & Technology,
Education & Literacy**
Minimum Age: **16**



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Be The Change - Volunteer!

Who We Are
Disaster Services
Sacramento VOAD
Managed Projects
Support HOS
Contact Us

LOGIN

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FIND AN OPPORTUNITY SPECIAL EVENTS BROWSE ORGANIZATIONS RESOURCES BECOME A MEMBER

Find Volunteer Opportunities

Keyword(s)

*ZIP Code

SEARCH

*Required

ADVANCED SEARCH >



Welcome to the New Hands On Sacramento!

In order to make your experience with **Hands On Sacramento** more meaningful and enjoyable, we've upgraded to a system where you'll be able to easily find volunteer opportunities and share with friends via **Facebook** and **Twitter**. Take a moment to look around, create or update your volunteer/organization profile, and most important... get

Find Us On:





"Change will not come if we wait for some other person or some other time. We are the ones we've been waiting for. We are the change that we seek."
—President Barack Obama

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Welcome!

Compassion • Community • Connections

Our passion is connecting local volunteers to important causes like the humane treatment of animals, the fight against hunger, and mentoring our children. Let us help you find your passion.

Get Involved!
[Click here to search for volunteer opportunities.](#)

What We're Up To Today

It's a TweetUp!

It's time for our next VCS TweetUp! This one will benefit our BirthdayMAGIC program, which provides birthday parties for homeless children here in the Sacramento [...]



[Read more...](#)

How You Can Help Right Now

Shamrock'n Half Marathon

Date: Sunday, March 11 from 6am-1pm

Location: Raley Field, West Sacramento

Opportunity: The Shamrock'n Half Marathon is seeking hundreds of energetic, dedicated volunteers to help with the event. Volunteer areas include: race day packet pick up, course monitor, aid station, water distribution, tear down, etc. Email



[Volunteer Center of Sacramento on Facebook](#)

Summary

- Baby Boomers and generations that follow require a different approach
- We Don't Motivate Volunteers -- They Come Motivated by something
- Goal is to Match the Right Person to the Right Job
- Most Important Tool is Written Position Description
- Targeted Recruitment is most effective
- Volunteers can become your most ardent supporters and advocates
- Tools/Resources Exist to Help You --You're Not Alone!
- library.ca.gov/lds/getinvolved.html

Thank you.

Carla Lehn
(916) 653-7743
clehn@library.ca.gov

Get Involved Website
www.library.ca.gov/lds/getinvolved.html