

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

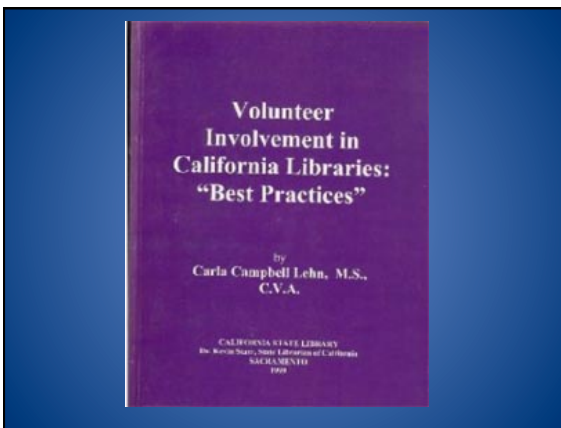
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Successful Volunteer Recruitment Strategies:
Capturing the Talent of Baby Boomers and
the Generations that Follow

Presented for InfoPeople
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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

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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

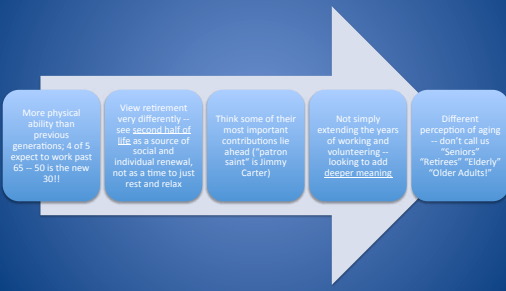


 **Great Expectations:**
Boomers and the Future of Volunteering
VolunteerMatch User Research Study



Presented by: 

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: | | Boomers Expect: |
| • Activists | ⇒ | • Opportunities that Inspire |
| • Consumers | ⇒ | • An Abundance of Volunteer Options |
| • Workers | ⇒ | • Professionally Managed Volunteer Programs |

Source: Reinventing Aging: Baby Boomers and Civic Engagement Harvard School of Public Health, 2004


The Generations That Follow . . .



- Boomers Born 1946 - 1964
77 Million
- Gen X Born 1965 - 1981
45 Million
- Gen Y-- Millennials 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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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.

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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? <small>(Skills, attitudes, experience, time required)</small> | What benefits will the volunteer receive? <small>(Clear skills, meet people, gain self-improvement)</small> |
| | |

How Could We Locate Them?

| | |
|---|---|
| Who has these qualifications? <small>(A particular profession, age range, educational level, etc.)</small> | Do people like doing comparable activities? <small>(Professional associations, service clubs, corporate volunteer program, faith community?)</small> |
| | |

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| How Could We Locate Them? | |
|--|--|
| Who has these qualifications? (a particular profession, age range, educational level, etc.) | Do people like them congregate anywhere? (professional association, service club, corporate volunteer program, faith community?) |
| Personal Connections Who do we know who know people like this? Who is the best person to ask? (Board members, current volunteer, professional in the field, spouse?) | Local Recruitment Options What local volunteer recruitment options do we have? (Volunteer Center, Hands On Network, United Way, local newspaper, Penny Saver?) |
| | Online Recruitment Resources What online recruitment options do we have? (Volunteer match.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

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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.

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