

How to Recruit & Retain “Younger Seniors”

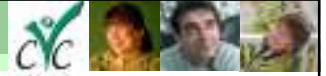


Stacy Ashton
COSCO Conference
September 16, 2008



Finding words that fit...

Seniors Retired Old
Aging Elders Boomer
Aged Third Age



How to Recruit & Retain “50 and Better”



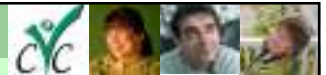
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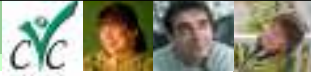


Two-Minute Brainstorm



What are some of the challenges you've experienced in attracting and keeping “50 and better” volunteering in your organization?





Volunteerism - Life Cycle Effects



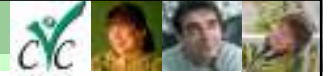
With age,
number of
volunteers
DECREASE

35 - 44	51%
45 - 54	47%
55 - 64	42%
65+	32%



With age,
number of
volunteer hours
per person
INCREASES

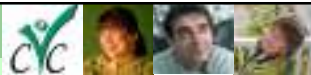
35 - 44	152 hours
45 - 54	177 hours
55 - 64	202 hours
65+	245 hours



Volunteering – Generational Effects

- In States Boomers have highest rate of volunteering of all age groups, and are volunteering more than previous volunteers were at their age
- Two major life events contribute to drops in volunteering
 - 40% of volunteers stop volunteering once they leave the work force
 - 59% of volunteers stop volunteering once their children leave home

From "Keeping Baby Boomers Volunteering"
http://www.nationalservice.gov/pdf/07_0307_boomer_report.pdf



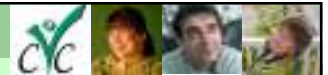
The Experience of Retirement



"When you retire, you have to choose your own road. No one chooses it for you."

The fear of "an initial retirement holiday followed by a dangling and unproductive aging of many years' duration"

- Erik Erikson



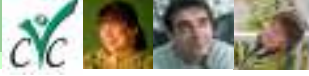
The Boomer Potential

820 people a day reach retirement age in Canada, rising to 1,300 a day by 2025



If organizations raised recruitment of Boomer volunteers by 1%, Canada would have **118,090** additional volunteers.

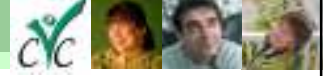
By 5%, we would have **590,450** additional volunteers.



Who are the “50 and Betters”?

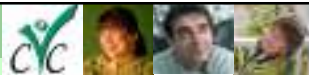
- Gender roles are not rigid
- More racially and ethnically diverse than previous generations
- Have more formal education than their parents
- Sophisticated consumers who expect an abundance of options
- Value **time** as highly as money

From: Paving the Way: Volunteer Centers & Baby Boomer Volunteering
www.pointsoflight.org/downloads/pdf/programs/50plus/PavingtheWay_web1.pdf



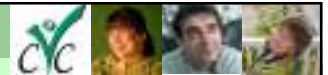
A Good (Post-Retirement) Life

- Staying active and productive
- Gaining new experiences
- Cycling between periods of work and leisure
- Continuing to learn and grow
- Using the skills you’ve learned over a lifetime
- Making a meaningful contribution
- Leaving a legacy



Making a Difference

Think about a time you made a difference in someone else’s life. How did you know your presence or action made a difference?

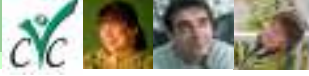


Recruitment Tactics What difference do you make?

~~Volunteers wanted / needed...~~



Be a friend where a friend is needed.
Many seniors in our community are socially isolated. Share some of **your** time getting to know an amazing person.



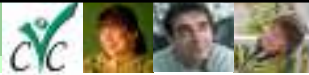
Connect with Employers

- connect with employers in your area (employers benefit from keeping their retirees active and productive; many retirees come back part-time or as consultants)
- “word-of-mouth” workplace campaigns
- get your volunteers “conversation-provoking” swag that they wear or carry or use at work
- get your volunteers involved as United Way speakers and get them out to United Way Workplace Campaigns in your area



Connect with Schools

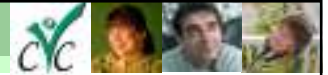
- Court school-involved volunteers
- Develop cross-generational programs and projects with local schools – and involve parent volunteers in them



Build on What Works

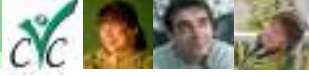
Where did you find out about us?
What attracted you to us?

**For every person who comes to your door,
10 others saw the same material
and considered calling you.**



Position Design for “50 and Better”

- Approximately 75% of boomer volunteers want challenging and stimulating roles, related to their professional skill set.
- “Scope” the position – clear start, end and expectations
- Specify skills needed
- Specify learning opportunities
- Build in back-up volunteers for weekly commitments

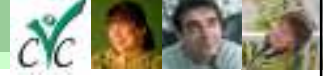


The Key Benefit of Volunteering



You'll live a healthier, happier, longer life.

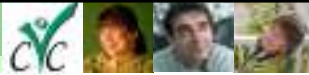
Photo credit: Carol Garbiano, stock.xchng



Retention: The Rule of Thumb

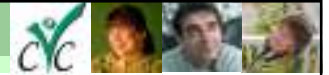


20% Recruitment
80% Retention



Setting Expectations

- Avoid lowering expectations around reliability and commitment in the name of "flexibility"
- Timing can be worked out, but commitment shouldn't be negotiated on – you both share desire to make a difference in the world, and that does take time
- Help volunteers understand the realities of the non-profit world.



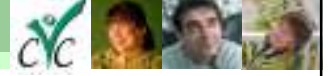
Orientation: Build the Relationship

- The two-way street – orientation is as much about your existing volunteers getting to know (and like) your new ones as it is about new volunteers learning their role.
- Make time in your schedule to spend time with new volunteers, to check in, give feedback, and support their integration.



The “Virtuous Cycle”

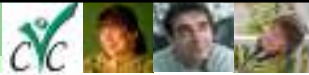
- The more you volunteer, the more likely you are to continue to volunteer.
- **The more places you volunteer, the more likely you are to continue to volunteer.**
- Try Volunteer Swaps with other organizations – counterintuitive to the concept of being possessive of your volunteers, but exposes volunteers to the “big picture” of all that’s being done in your sector.



The Volunteer Skills Bank

- Build a database of “special skills” that your volunteers possess (languages, musical instruments, professional knowledge, hobbies, etc)
- Encourage your organization to invite volunteers to use their skills on an as-needed basis

From: Banking on Volunteer Talents. E-volunteerism

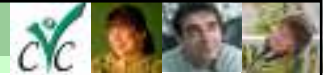


Making Volunteering The Choice

The Two – Year Window



Best chance of recruiting non-volunteers to volunteering in the first two years post-retirement



**Free photography for non-profits:
Stock.xchng at www.sxc.hu**

**Presentation will be available online
www.volunteerconnections.net**