

**BRING IN THE
BOOMERS!
THE NEW FACE
OF
VOLUNTEERISM**

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ACKNOWLEDGEMENT



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- Research and report by student Jacqueline Poetker
- Supervised by Dr. Bob Stebbins & Dorothy Dooley

*“ENVISION A FUTURE IN WHICH
NONPROFITS HAVE A POOL OF
TALENTED, SKILLED, AND
PASSIONATE INDIVIDUALS ON CALL
TO BUILD ORGANIZATIONAL CAPACITY
BY SERVING AS CONSULTANTS,
STRATEGISTS, MARKETING GURUS,
AMBASSADORS, INNOVATORS,
MENTORS, FUND-RAISERS, AND
DIRECT SERVICE TEAMMATES.”*

(FIXLER, EICHBERG, AND LORENZ)

OVERVIEW

- Introduction
- What the literature says about the Baby Boomers
 - Who are the boomers?
 - The impact of Boomers
- Kerby Centre study of Boomers as Volunteers
- Recruitment and retention of Boomers
- What can your organization do

INTRODUCTION

Canadian society is aging – fueled by the baby Boomers.

- First wave of boomers are retiring.
- Boomers challenged social convention through earlier stages of life.
- Boomers are redefining aging.
- Retirement is not an event – it is a metamorphosis – taking 10-15 years
- Boomers are not joiners and may not volunteer.

CANADIAN DATA

- Aging Faster
- 2015 more seniors than children
- Life expectancy is older
- Median age jump
 - 1956 - 27.2 yrs
 - 2006 - 38.8 yrs
 - 2056 - 46.9 yrs

Dependency ratio

- 2005 - 44
- 2031 - 61

(# children + seniors
per 100 working
people)

WHAT THE LITERATURE SAYS

- Who are the Boomers?
- Boomers and Volunteering
- Barriers to their Volunteering
- Recruiting and Sustaining
Boomer Volunteers

WHO ARE THE BOOMERS?

- Born between 1946 and 1964
 - 32% of the Canadian population
 - Two groups in the cohort
 - Early boomers born between 1946 and 1954
 - Late Boomers born between 1955 and 1964
- “Time of social & political change”

first wave of Baby Boomers were more privileged, partly because they were the ones who would derive the greatest benefit from the establishment of the Welfare State and profit the most by their upward social mobility.

Reginald Bibby 2006

BOOMERS INFLUENCE

- 1940'S- housing starts
- 1950's numerous schools were built
- 1960's youth culture , 1st generation to attend university in mass
- 1970's jobs were created.
- 1980's organizational structures re-defined
- 1990's investment in the stock market fueled by boomers

“Boomers led change at every phase of their life”

Reginald Bibby 2006

BOOMERS RESHAPED SOCIAL CONVENTION

Canadian life has changed.

- Marriage, family, parenting, workforce, health system.
- Personal freedoms
- Consumer mindset
- Discrimination
- Individualistic and less traditional
- Shift from obligation to gratification decision making.
- Technology

Reginald Bibby 2006

CHARACTERISTICS OF BOOMERS

- Live longer; healthy longer
- More computer savvy
- Vast social networks
- Work long hours
- Retirement a metamorphosis
- Encore careers

Four out of five Boomers report that they expect to work past the traditional retirement age of 65 years

Boomers want to be productive

BOOMERS AND VOLUNTEERING

- Want to see results
- Lifelong learning opportunities
- Avid consumers
- Expect choice & flexibility
- *Boomers want to feel productive*
- *Boomers are eager to utilize their workplace skills when they volunteer*

KERBY CENTRE STUDY BOOMERS & VOLUNTEERING

- History
- Method
- Findings
- Calgary Boomer suggestions



PURPOSE OF STUDY

- Availability and interest of Boomer volunteers
- Suggest strategies re recruitment, nurturing and retention of Boomer volunteers
- Lend authority from the literature to the Calgary experience
- <http://www.kerbycentre.com>

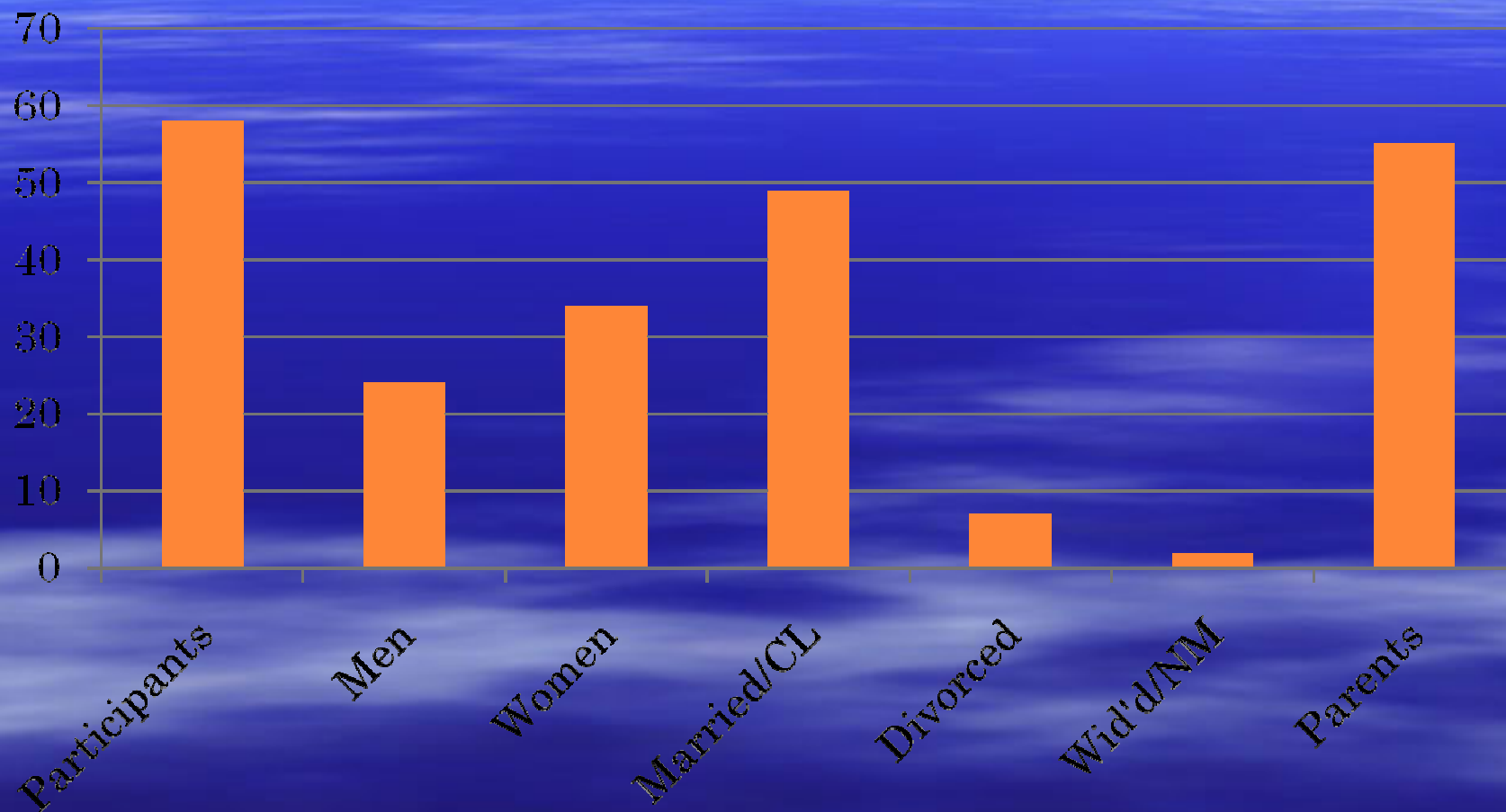


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SURVEY DATA



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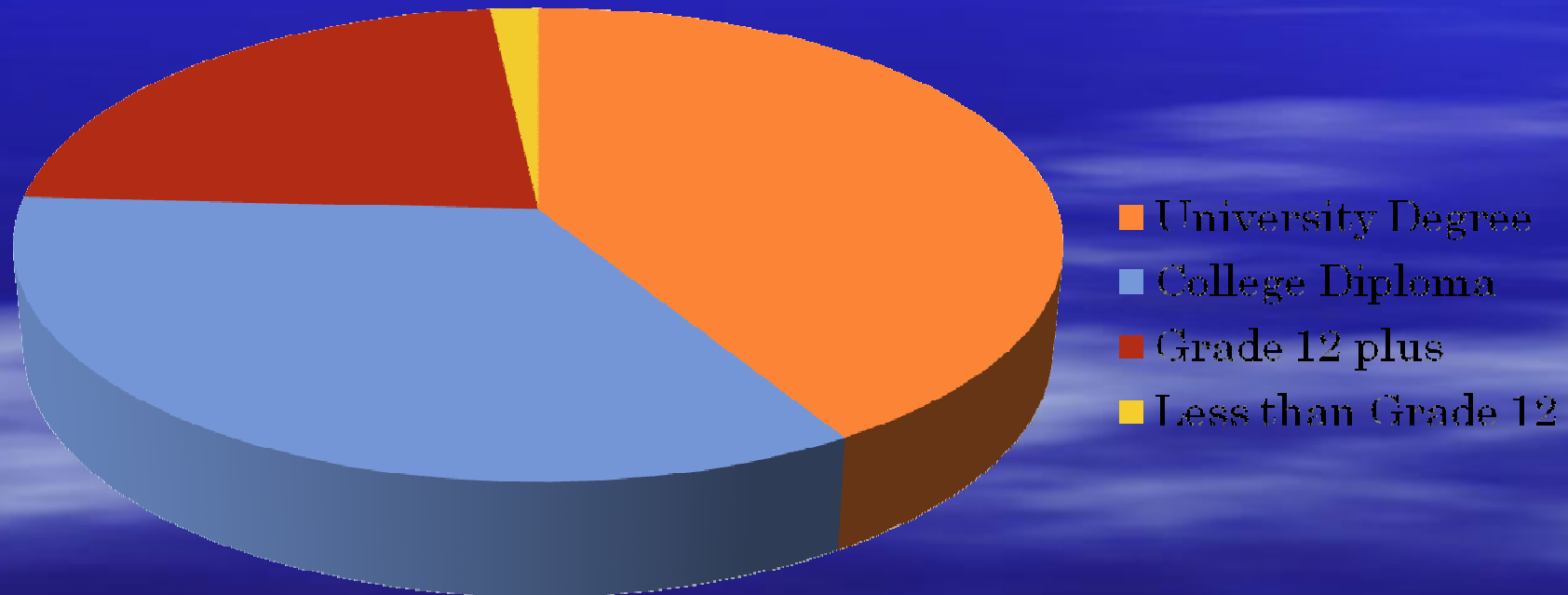


SURVEY DATA



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Level of Education

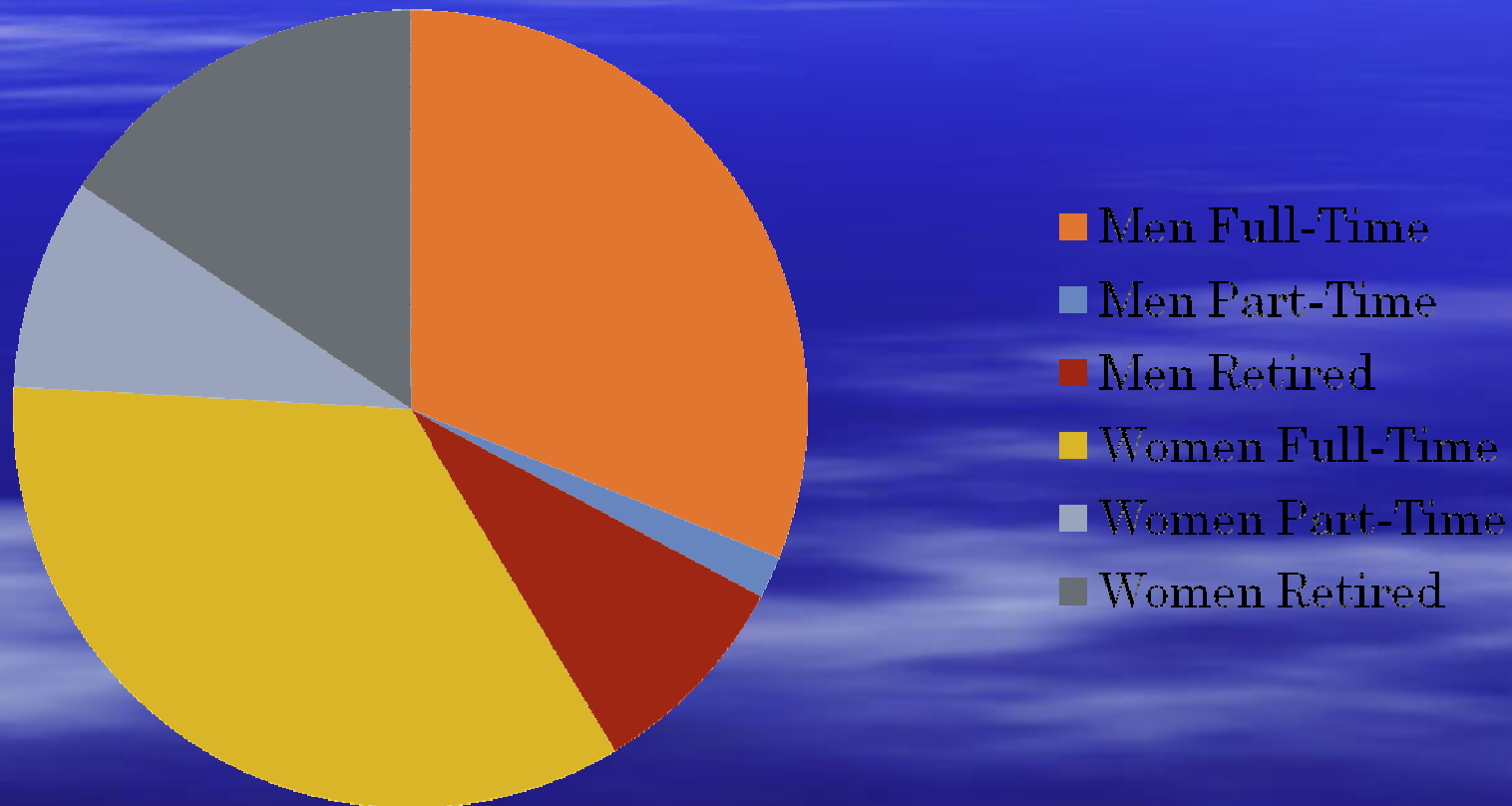


SURVEY DATA



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Present Employment Status

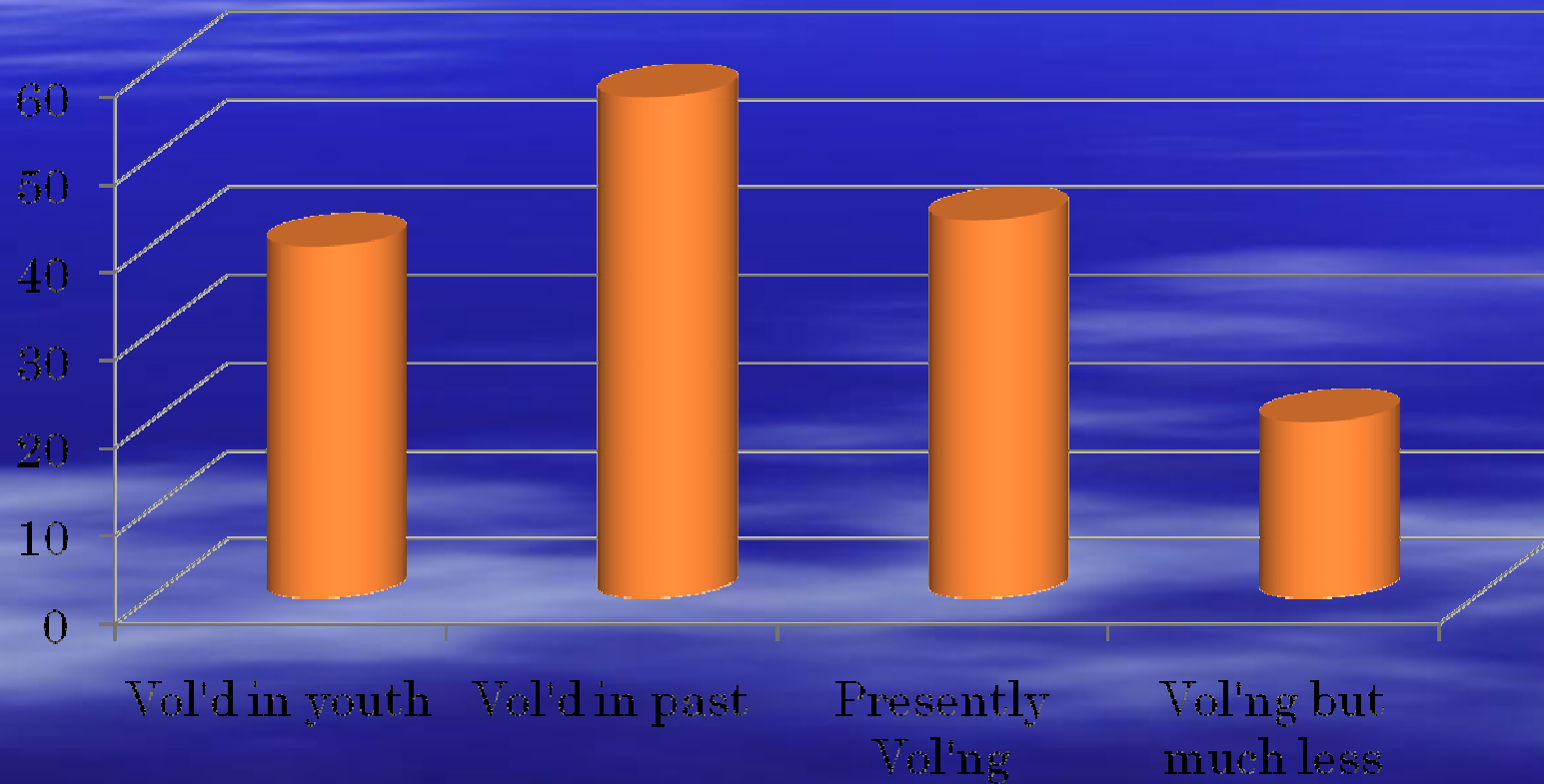




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SURVEY DATA

Historical and Present Volunteering



BARRIERS TO VOLUNTEERING



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- Time!!!! for 78% of the participants
 - 49% - past barrier
 - 20% - present barrier
 - 31% - past and present barrier

BARRIERS TO VOLUNTEERING

- remaining at work
(need the money)
- Sandwich generation
- no time
- no one asked
- no interest
- gave \$\$ instead
- unable to make
long-term commitment

Sandwich
Generation

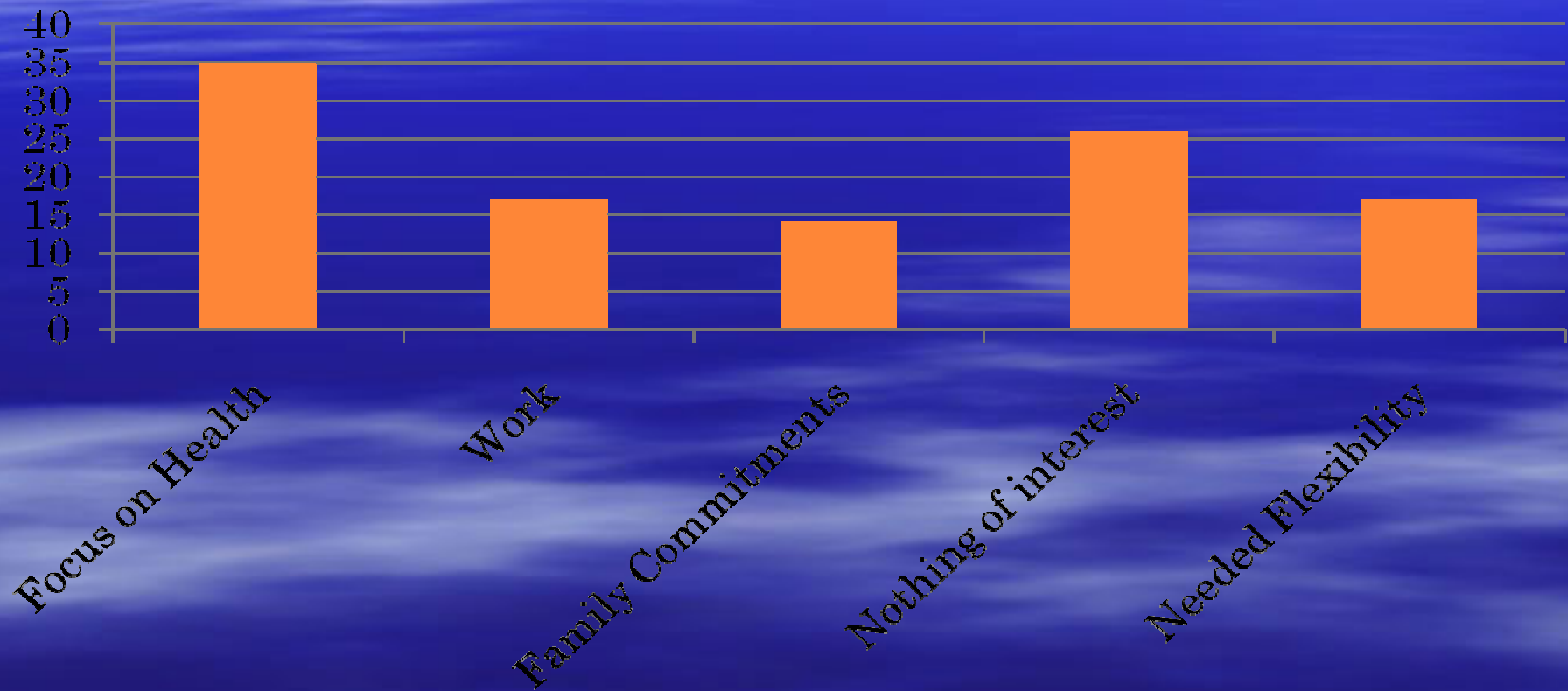
*“the first
generation with
caring
responsibilities
for older parents
& children still
at home”*

REASONS FOR NOT VOLUNTEERING



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Reasons for Not Volunteering(%)

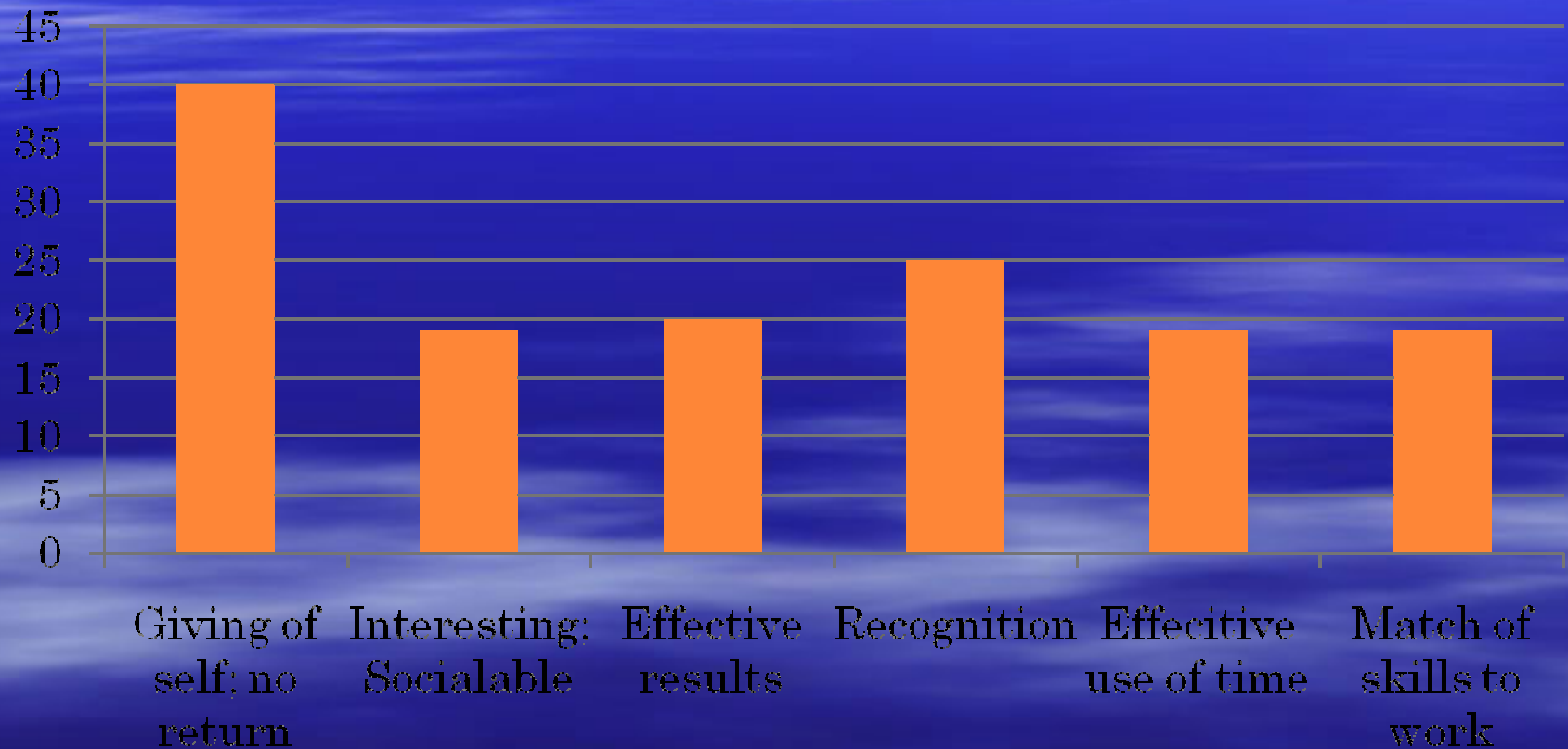


EXPECTATIONS OF VOLUNTEERING



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Common Responses



PARTICIPANT COMMENTS



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- Volunteering is an “act of stewardship”
- “...are two kinds of volunteering – to further own agenda or sincerely philanthropic”
- “cooperation rather than competition between organizations for resources to do the same work ... resources should be shared”

PAST VOLUNTEERS

- Work based and organization oriented.
- Volunteers have done the work asked of them
- Volunteers did the work in ways we have defined it should be done
- Dying breed

“Boomers desire and know how to positively impact a nonprofit’s capacity more significantly than any cohort of volunteers that has preceded them. They are redefining retirement and will demand changes in the very nature of volunteerism”

...Fixler, Eichberg, and Lorenz 2008

TERMINOLOGY FOR RECRUITMENT

From

Volunteer management

- Recruitment
- Placement
- Supervision
- Performance review
- Recognition
- retention

To

Volunteer engagement

- Cultivation and networking
- Negotiation and agreement
- Support
- Performance measurement
- Acknowledgement
- Sustainability

QUESTIONS WE NEED TO ASK

Is the job??

- too long
- year round
- inflexible schedule
- on site mandatory
- absence of technology
- hierarchical in structure
- Leadership by position rather than capacity

RECRUITMENT & RETENTION

***BOOMERS WILL WORK ON THEIR OWN
TERMS***

***Is this a job volunteers would actually like
to do???***

TIME IS THE NEW CURRENCY FOR VOLUNTEERING

- When we ask people to volunteer we are asking them for their time.
- Time is our most precious commodity
- People prefer to have more time than money

WHAT DO BOOMERS WANT

- Authority
- Flexibility
- Short term - easy in and out
- Job Share
- Use current technology
- Marketing strategies for recruitment
- “Boomer-friendly” culture in your organization

*Adapt or
perish!*

WHERE DO WE START??

Establish a Volunteer Engagement Task Force to:

- Do needs assessment
- Develop a work plan
- Review position descriptions to sound more like careers
- Develop connections and have a process for volunteer cultivation.
- Capitalize on Boomer resources
- Recruit volunteers based on their preferences & give them authority to think
- Have detailed orientation & hold volunteers accountable

SUGGESTIONS FOR RECRUITERS



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- Use words like “fun”, “team”, “friends”, “flexibility”, “projects”
- Provide a clear, concise understanding of agency
- Realistic and clear understanding of job
- Ensure they will make a difference
- Offer opportunities to “learn new skills”, “personal growth while benefit to others”

*listen to them...given the experiences
and skills they bring*

SUSTAINING BOOMER VOLUNTEERS

- Flexible opportunities
- Treated as colleagues
- Meaningful and challenging jobs
- Organized and professional agencies
- Advertise jobs that will make a difference
- Provide honoraria, stipends, coverage for transportation costs, meals
- Effective training
- Communication via internet



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“Almost every survey of Boomers and nonprofits reveals that large numbers of nonprofit leaders believe their organizations are ready to engage Boomers...”



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...and equally large numbers of Boomers say that nonprofits are operating in ways that discourage them from volunteering.”

Fixler, Eichberg and Lorenz