





The Three “R”s of Volunteerism



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inGINuity is a consultancy focused on building personal competence and improving team synergy through retreats, possibilities planning, professional skill development, keynotes, and a variety of other learning strategies. www.ingenuity.com

Recruit Retain Re-train

Volunteer Trends

handout, page 2

Macro

- ❑ Age as a diversity issue (generational synergy)
- ❑ Technology

Micro

- ❑ Volunteers want short-term assignments
- ❑ People increasingly feel out of touch or unable to control
- ❑ Volunteers prefer opportunities in community (w/ friends and family) as demands for their time increase
- ❑ Volunteers are open to virtual volunteering or online service

Age as a Diversity Issue

- ❑ For the first time in history, 4 generations are together in the workplace and potentially 5 in volunteer roles
- ❑ A very large generation is entering the volunteer ranks already savvy about technology and probably more so than current volunteers
- ❑ Conflict can arise with differing perceptions, worldviews, experiences, and communication styles
- ❑ Never before has there been a world so diverse in so many ways - including range of age

Disclaimer

Each individual should be judged on his/her own merits.

No general characteristics can adequately describe an entire generation.





What defines a "Generation?"

- collective identity from shared historical events
- influence of previous generations
- unique influence by media, parents, siblings, teachers, peers...

that shape their collective view in their **formative** years

The Living Generations

GI	(1901 - 1924)	aged 85 ↗
Silent	(1925 - 1945)	aged 64-84
Baby Boomers	(1946 - 1964)	aged 45-63
Gen X	(1965 - 1980)	aged 29-44
Millennial, Gen Y	(1981 - 1999)	aged 10-28
Homeland???	(2000 - 20??)	aged 9 ↘

GI influences... (age 85 ↗)

Survived the Great Depression

& the environmental devastation of the Dust Bowl

YEARS OF DUST
RESETTLEMENT ADMINISTRATION
Rescues 'Victims' Western Land To Prevent Hunger

- ### Other GI influences...
- World War I
 - Prohibition in U.S.
 - First Commercial Radio Broadcast
 - Women granted the right to vote
 - First talking movie, *The Jazz Singer*
 - Discovery of penicillin
 - FDR launch of the New Deal (included Social Security)
 - First television set sold in 1928 for \$75
 - Birtherd the Baby Boomer generation of 77 million
 - Built the strongest economy in history

Veterans

(age 64-84)



You know you're a Veteran if...

- ❑ You know how to entertain yourself without a TV
- ❑ You wore one of the first bikinis or pair of nylons ever made
- ❑ You grew up with a military draft
- ❑ You experienced the invention of air conditioning
- ❑ You remember the first McDonald's hamburger stand
- ❑ You use a computer but you're still afraid you'll break it
- ❑ You were excited about the invention of microwave and frozen foods
- ❑ You remember *doing* ballroom dancing instead of watching it on TV

Veteran influences...



World War II



Veteran influences...

- ❑ Internment camps; atomic bombs
- ❑ End of the Great Depression
- ❑ Official end of World War II and beginning of Korean War
- ❑ Polio vaccine
- ❑ Segregation ruled illegal
- ❑ Beginning of space age (NASA founded)
- ❑ Civil Rights/Rosa Parks
- ❑ DNA Discovered

Baby Boomers

(age 45-63)

You know you're a baby boomer if...

- ❑ You had to get up to change the channel on the TV
- ❑ You really wanted a GI Joe Action Figure
- ❑ You know all the words to "Sunny Day"
- ❑ You knew who Elvis was before he wore sequins
- ❑ You used a typewriter
- ❑ You saw the first showing of The Wizard of Oz on TV
- ❑ You watched man's first trip to the moon on TV
- ❑ You thought you might one day join the Mickey Mouse Club



Baby Boomer influences...

- ❑ Berlin Wall built
- ❑ JFK assassination
- ❑ Civil rights movement
- ❑ Vietnam War
- ❑ Draft protests/war protests/Kent State shootings
- ❑ MLK and RFK Assassinations
- ❑ Woodstock
- ❑ Introduction of the pill (sexual revolution)
- ❑ Watergate scandal
- ❑ Abortion legalized



Generation Jones (Tweeners)

A segment of the Baby Boomers born between 1954 and 1965 wants it's own identity...

These second generation boomers relate to.

- ❑ Disco (Saturday Night Fever)
- ❑ Leisure suits
- ❑ Introduction of the Sony Walkman
- ❑ Charlie's Angels
- ❑ The first VCR
- ❑ Microsoft
- ❑ First test tube baby
- ❑ CNN as their news source
- ❑ Pet rocks



Gen X

You know you are a Gen Xer if...

- ▣ You remember Atari (Pong/Asteroids)
- ▣ "E.T. phoned home"
- ▣ You couldn't wait until 1999 to play the song by Prince
- ▣ Road trips with the family meant riding backwards in the station wagon
- ▣ You *totally* remember "gag me with a spoon"
- ▣ You typed your term papers on a word processor
- ▣ "All skate" and "change directions" means something to you
- ▣ You were really disappointed in Milli Vanilli
- ▣ You can picture the "Where's the beef?" lady



Gen X influences...

- ▣ Highest number of divorced parents
- ▣ Latch key kids (dual income parents)
- ▣ AIDS epidemic to pandemic
- ▣ Fall of Berlin Wall
- ▣ Princes Diana
- ▣ Massive lay offs: watched their parents laid-off without a care
- ▣ Grew up scared or untrusting (Watergate, Iran Contra, threat of nuclear war)
- ▣ Technology emerging everywhere; dawn of the internet
- ▣ Holes in the ozone
- ▣ Have listened to ...



Millennials

You know you are a Millennial if...

- ▣ You were using a computer by the time you learned to read
- ▣ You never had to wait until Saturday morning to watch cartoons
- ▣ You grew up on video games - Nintendo, PlayStation, and even PC games
- ▣ You had a virtual pet to feed, water, & play games with, lest it die
- ▣ MP3 player is a given
- ▣ You've always had voice mail but hate to use it
- ▣ You sleep with your cell phone
- ▣ You always had cable TV and remote control
- ▣ You've considered piercing something besides your ear



Millennial influences...

- ▣ Number one concern is personal safety:
 - *Seen assassinations, school shootings & wars televised live*
 - *Watched terrorists attack on their country's soil*
- ▣ Born in the fast lane with everything technology
- ▣ Also grew up with dual-income parents, divorces, and daycare
- ▣ But different parenting style (helicopter parents)
- ▣ Aware of not just local but global issues ("globalization")
- ▣ Biogenetic warfare
- ▣ Cloning
- ▣ Social networks (Facebook, MySpace, Twitter)



Increasingly Diverse & Accepting of Differences

- ▣ 1 in 5 has at least one immigrant parent
- ▣ 1 in 10 has at least one non-citizen parent
- ▣ Potentially the largest 2nd generation immigrant group in history
- ▣ 89% of them have been on-line, a virtual environment where race does not exist

Tech Savvy

- ▣ "...have internalized the internet and use it instinctively."
[Forrester Research]
- ▣ Current 10-17 year olds will spend 1/3 of their lives (**23 years!**) on the Internet.
[Fortino Group Research]

The Way They See the World . . .

	Silent	Boomers	Xers	Millennials
Outlook	Practical	Optimistic	Skeptical	Hopeful
Work Ethic	Dedicated Loyal	Driven Long hours	Balance Work smarter	Determined Impatient
View of Authority	Respectful	Love/hate	Unimpressed	Polite
Leadership By	Hierarchy	Consensus	Competence	Pulling together
Communication	In-person	Phone Voicemail	E-mail Voicemail	Text/IM

Source: Generations at Work
Managing the clash of veterans, boomers, xers, and nexters in your workplace.

Recruiting Volunteers

Find a partner of a different generation and discuss:

- ❑ How do you provide "space" for these differing perceptions, worldviews, experiences, and communication styles?
- ❑ Why would yours be an organization to get involved with for anyone of any age?

Population

GI	approx. 10 million
Silent	approx. 37 million
Baby Boom	approx. 77 million
Gen X	approx. 49 million
Millennial	approx. 74 million

Projected that in 2050 there will be **91 mil** people 65 and older

How will these numbers affect volunteerism?

Macro Trend #2 Technology

It is forecasted that within twenty years:

- ❑ Go-anywhere concentrators that produce drinkable water from air
- ❑ Powerful computers you can wear or fold into your wallet
- ❑ Complete medical diagnostic labs on a single computer chip
- ❑ Bulletproof armor based on nano-biomimicry of mother-of-pearl
- ❑ Smart buildings that self-stabilize during earthquakes or bombings
- ❑ New artificial semiconductors based on proteins
- ❑ Pharmaceuticals tailored to the individual

The Future?

- ❑ Genetic therapies intended to cure disease will tempt more to tamper with their own DNA to enhance appearance, athletic ability, mental capacity, etc.
- ❑ Identity theft and internet crime will increase
- ❑ Technology race - South Korea wants robot in every home by 2020; Japan by 2015
- ❑ True artificial intelligence too sophisticated to tell if you're communicating with a human or machine
- ❑ More girls will be cyber bullied by acquaintances and strangers alike (24/7)

The Future?

- ❑ More niche careers (sustainable business, entrepreneurship, neuroscience, nanotech)
- ❑ Paint-on computer and entertainment video displays
- ❑ More and more young people will have friends they've never met
- ❑ Projected population of people in U.S. 65 and older in 2050 is 91 million
- ❑ Caring professions will grow
- ❑ Professional knowledge will be obsolete faster than ever - calling for continuous instruction and training

Resource: The World Future Society (www.wfs.org)

So...

- ▣ How will advances in technology effect volunteerism?
- ▣ How can it be used to recruit vols?
- ▣ How can it be used to retain vols?

Retaining Volunteers

Scheier's Work Window

Wise Whys	Glad Gifts
Yearn to Learns	No Nos

(Re)training Volunteers

What will you do to be sure your people are:

- ▣ Aware ("knowledge obsolete faster")
- ▣ Cooperative
- ▣ Dependable
- ▣ Disciplined
- ▣ Eager and Enthusiastic
- ▣ Humble
- ▣ Knowledgeable
- ▣ Respectful
- ▣ A Role Model
- ▣ Selfless

A Quiz!!

1. **Volunteerism continues to decline because of today's hectic lifestyles.**

False. In the most recent numbers available (2006), 44 percent of American adults volunteer. That is **83.9 million**; up from **61.2 million** in 2005.

2. **Women are more likely than men to serve as volunteers.**

True. **Women volunteer at a higher rate than men** (holds true across age groups, education levels, and other major characteristics).

According to the Bureau of Labor Statistics, in 2008, **29.4 percent** of women did volunteer work, **compared to 23.2 percent** of men.

A Quiz!!

3. Because they have more time on their hands, retirees are the most likely age group to volunteer.

False. The Labor Department finds that the **age group most likely to volunteer is 35-to-44-year-olds** at 33.3 percent with 45-54 year olds close behind at 32.2%.

4. The estimated hourly value of volunteer time is less than minimum wage.

False. Independent Sector estimates that the **hourly value of volunteer time in 2006 was \$18.77.**

A Quiz!!

5. You can double the number of your volunteers by simply asking people to participate.

True. Independent Sector calls it "the power of the ask," citing statistics that reveal that the percentage of **people who volunteer when asked is 71%**, compared to 29% who volunteer on their own.

6. The average number of volunteers hours given per person per year in the U.S. is over 100.

False. According the Corporation for National and Community Service, the **hours volunteered per person per year averaged 39 hours.**

Tools

- ▣ Trends, pgs. 2-3
- ▣ Work Window, pg. 4
- ▣ Characteristics of Successful Volunteers, pg. 5
- ▣ Volunteer Program Assessment, *email me for a copy:*
gcarroll@ingenuity.com