Effective Strategies for Empowering an Intergenerational Volunteer Experience

MSA 2017 SERVICE AND VOLUNTEERISM CONFERENCE
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Learning Objectives

- Acknowledge that for the first time in history, 5 generations are side by side in the workforce
- Identify key benefits to intergenerational volunteer experience
- Learn targeted, best-practice strategies in volunteer recruitment and retention for multiple generations
- Expand professional curiosity toward targeted outcomes management strategies adjusted to volunteer generation’s unique skills and needs
Presentation Values and Disclosure

- There is a place for everyone
- Everyone has something unique to offer
- Flexibility in management does not inherently comprise outcomes achievement
- Presenter disclosure, two white, female millennials from New England. Presenters have worked in the nonprofit space for less than 10 years.
Getting Started

- Experience check in, raise your hand if...
Volunteerism: Nation and State

UNITED STATES OF AMERICA

➢ In 2015, 24.9% of residents volunteer
➢ Annual average of 7.9 billion hours of service
➢ Top volunteer activities include: Hunger relief, tutoring/teaching, mentoring, general labor, fundraising

MASSACHUSETTS

➢ In 2015, 24.8% of residents formally volunteer, 32nd in nation
➢ In 2015, 63.7% of residents engage in “informal volunteering” (i.e. helping their neighbors)
➢ In 2015, 50.9% of residents donated $25 or more
➢ Top three causes: hunger relief, fundraising, skills-based volunteerism, and tutoring/teaching

"MASSACHUSETTS" CORPORATION FOR NATIONAL & COMMUNITY SERVICE, HTTPS://WWW.NATIONALSERVICE.GOV/VCLA/STATE/MASSACHUSETTS, ACCESSED 6/7/2017
“NATIONAL” CORPORATION FOR NATIONAL AND COMMUNITY SERVICE, HTTPS://WWW.NATIONALSERVICE.GOV/VCLA/NATIONAL, ACCESSED 6/7/2017
Addressing Assumptions...

Matures  Baby Boomer  Generation Z  Millennial  Generation X
Volunteerism Trends by generation: Matures

- “The Greatest Generation” Born 1945 or earlier, average age between late 70s-100
- National volunteer average of 24%, of which 51% volunteer within religious or spiritual causes
- Represent 26% of total US giving
- Top supporters to emergency relief, troops/veterans, the arts, and advocacy/election campaigns
- More than any other generation are best engaged through a friendly phone call or letter in the mailbox. It is difficult to reach this group via text messages and social media but some are starting to use email.
- A 2013 Pew Research Center Study found that 70% of adults 65 and older use the internet on a daily basis.

https://www.classy.org/blog/Infographic-Generational-Giving/
Volunteerism Trends by generation: Baby Boomers

- Born between 1946 and 1964s, average age of 60s-70s
- Top supporters of First Responder organizations
- National average volunteer rate of 27%, of which 48% is in spiritual or religious causes
- Represent 43% of total US giving
- 49% want to know about nonprofit finances before pledging funds or support
- Boomers are more likely to answer voicemails and return phone calls over other generations. However, there is growing adaptation to check email, and spend time on social media (Facebook primarily)

“Were shaped by intense innovation, from the postwar space race to Beatlemania to the civil rights, antiwar and women’s movements. They know the value not only of structure but also of rebelling against it.” – Marian Salzman
Volunteerism Trends by generation: Generation X

- Born 1965-1976, ages mid 50s to early 60s
- National **average volunteer rate of 30%**, 30% of which are in religious or spiritual causes, the **most likely generation to volunteer**
- Represent 20% of total US giving
- Top supporters to health services, animal rights and welfare, environmental protection
- Pew Research Center study on smartphone ownership, 80% of adults between the ages 30-49 own a smartphone, this generation can easily be reached by email, but also through some social media (Facebook, Instagram, GooglePlus, YouTube)

“The grouchy pragmatists of Generation X -- got invited to the party after everyone left, then were asked to clean up. The least sentimental, they are also the most resourceful.”
– Marian Salzman

**References:**
Volunteerism Trends by generation: Millennial

- Born 1980-1995, average age mid 20s to late 30s
- Represent ¼ of the US total population (surpassing baby boomers in size)
- 11% of total US giving
- 21.7% volunteer, of which 24% volunteer in religious and spiritual causes
- In 2014, 84% of millennial employees reported to have donated to a nonprofit charity
- Top supporters of human rights and international development, child development, victims of crime/abuse
- “Mobile First” approach to engagement, target where they spend their time, mobile devices, text messages and social media. Top social media used are Facebook, YouTube, Instagram, GooglePlus
- 61% of millennials who rarely or never would volunteer still consider a company’s commitment to the community in before making a job decision

References:
- "KNOWING GENERATIONAL DIFFERENCES CAN HELP ENGAGE YOUR VOLUNTEERS", HTTPS://BLOGS.VOLUNTEERMATCH.ORG/ENGAGINGVOLUNTEERS/2016/06/02/KNOWING-GENERATIONAL-DIFFERENCES-CAN-HELP-ENGAGE-YOUR-VOLUNTEERS/
Volunteerism Trends by generation: Generation Z

➢ Born 1996-later, under 22, also known as Philanthrokids

➢ 26% have volunteered

➢ 60% report to wanting their work to make a difference in the world

➢ 76% are worried about the planet / environmental issues

➢ Empathetic and accepting, they are natural collaborators who choose digital tools for pragmatism

➢ Never knew a time without smart technology, but prefer personal privacy more than millennials

➢ Top social media sites used: Facebook, Instagram, Snapchat, YouTube, and Twitter

References:


• “KNOWING GENERATIONAL DIFFERENCES CAN HELP ENGAGE YOUR VOLUNTEERS”, HTTP://BLOGS.VOLUNTEERMATCH.ORG/ENGAGINGVOLUNTEERS/2016/06/02/KNOWING-GENERATIONAL-DIFFERENCES-CAN-HELP-ENGAGE-YOUR-VOLUNTEERS/, ACCESSED 6/5/2017

• “5 GENERATIONS IN THE WORKPLACE” SALZMAN, MARIAUN, HTTPS://WWW.ENTREPRENEUR.COM/ARTICLE/288855, ACCESSED 6/9/2017
Remember... *Better Together*

- **Matures** and **Millennials** value **security** and **stability**
- **Matures** and **Boomers** **resist change** but **seek skill building opportunities**
- **Generation X** and **Millennials** value on **environmental flexibility** and **work-life balance**
- **Boomers** and **Generation Z** are most comfortable with **diversity** and **alternative lifestyles**
- **Millennials** and **Generation Z** are **technologically adept** and committed to **socially responsible** policies.

Leadership for Age Inclusion

Leadership Based on Learning: Avoiding Assumptions

- DON’T assume that millennials will want to work on your organization’s website
- DON’T assume that matures will want to sit and fold envelopes
- DO Make volunteering interesting and fun
- DO offer as many choices and opportunities for personalization of role as is possible
Leadership for Age Inclusion

- Volunteer positions should be filled by the BEST candidate for the given position
- Help your Candidate self select
- Navigate all position posting options: print, app, web-based

Inclusive volunteer position descriptions include:
- Position Title
- Work environment
- Purpose of Position/ Goal for position
- Responsibilities / Duties
- Qualifications
- Expectations for Commitment
- Relevant training / development opportunities
- Organization Information
- Volunteer coordinator contact information
- Statement of Equal Opportunity

Use your position description to guide the interview, do you notice red flags?
Age Inclusive Strategy: Recruitment Practicum

Each group will receive a randomly assigned position advertisement, and critique it on age-inclusion.

What works with description?

What’s missing?
Leadership for Age Inclusion

Macro Engagement: Tips for age-inclusive events and reporting standards

- Where do we pull volunteers from?
- How do we talk about the “success” of our volunteer events?
  - Post-service engagement
    - Focus group
    - Dinner
    - Sharing statistics and reporting back
Orientation

No matter what the role of the volunteer, orientation is a mainstay in project and role success!

It should be RELEVANT, TIMELY, and INTENTIONAL

- **TRAINING MODALITY OPTIONS**
  - In person, workshop style
  - Independent online
  - Webinar
  - Video

- **EVALUATION**
  - All options should include time for a basic survey to gage both volunteer understanding and trainer execution
  - Sample questions include:
    - What are the key responsibilities of MY VOLUNTEER role
    - Who is my key staff person contact if I have any questions about my role?
    - This orientation was clear and answered my questions (True/False/Somewhat True/Somewhat False)
    - I feel ready to jump into my role TODAY: True, Somewhat True, False, Somewhat False
Engagement helps teams capture skill development, relationship management, and celebrate diversity of experience.

- **Workshop MODALITY options**
  - In person, workshop style
  - Independent online
  - Webinar
  - Video

- **Workshop CONTENT options**
  - Appreciation style for generations
    - Hand written notes, events, email blasts, newspaper articles, social media)
### Outcomes Achievement

**Inclusive Leadership does not mean compromising program outcomes. Rather adjusting operations and communication to manage those outcomes.**

- Have a Data Collection Plan, communicate that!
- Consider Varying survey modalities that best suit your corps
- Generational Divide: Feedback Preferences

<table>
<thead>
<tr>
<th>Group</th>
<th>Model</th>
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<tbody>
<tr>
<td>Matures</td>
<td>• Team and individual orientated recognition</td>
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<td></td>
<td>• Straightforward Communication</td>
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<td>• Preferred not to be bothered by “little things” in feedback</td>
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<td>• Look for positive reinforcement, like to validate importance</td>
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<td>• Prefer feedback to be time-efficient and concise, marketers are using a “5 words or less” rule to target</td>
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<td>• More interested in personal privacy than millennials</td>
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<td>• Drawn to collective outcomes, collective feedback</td>
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Benefits of Intergenerational Volunteering

There are many!

- 45% of Americans working in their retirement say they want to work with youth
  - Shared experiences and knowledge, teaching each other about their own passions for social justice
- Youth who are involved with intergenerational volunteer programs are less likely to fall behind in school and work on their character
- Intergenerational programs bring together diverse groups and networks and help break down inaccurate and negative stereotypes

### Inclusive Volunteer Experience
- There is a place for all skills and backgrounds, but every volunteer opportunity isn’t for every individual, regardless of age.
- Flexibility in management when possible promotes inclusive decision making.
- Create a clear and well-rounded volunteer position description.

### Similarities
- Matures and generation y value security and stability.
- Matures and boomers resist change but seek skill building opportunities.
- Generation x and millennials value on environmental flexibility and work-life balance.
- Boomers and generation z are most comfortable with diversity and alternative lifestyles.
- Millennials and generation z are technologically adept and committed to socially responsible policies.

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<td>Cautious, pragmatic, risk-averse</td>
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**Note:**
- Effective Strategies For Empowering An Intergenerational Volunteer Experience- Handout
- Handout
REFERENCES

ARTICLES


STATISTICS


IMAGES


"Hand raised " https://ajeeshv.wordpress.com/2015/06/04/a-year-on-with-modi/, Accessed 5/24/2017
