EXPERIENCE MATTERS: 
STRATEGIES FOR ATTRACTING & ENGAGING VOLUNTEERS OVER 50

DESIGNING ROLES [pages 19-24, 10 Steps for Engaging Adults 50+]

Look at this through their eyes, not just what your organization needs...

☐ Have you designed one-time or short-term roles to attract curious or casual volunteers so they can learn about your organization and grow into a greater commitment?
☐ Have you split, combined or reshaped your roles to make them more attractive to people with limited time or need for flexibility?
☐ Have you considered incentives or stipends to attract skilled and committed volunteers, especially if you are trying to increase diversity or achieve other goals?
☐ Are internships, “mid-ternships,” fellowships or other transitional roles a possibility?

CREATING MESSAGES [pages 29-34, 10 Steps for Engaging Adults 50+]

Your messages convey an important first impression about your organization...

☐ Do you appeal to the experience of adults 50+ by making clear your interest in their talent, skills, knowledge, judgment, patience, persistence, reliability or other qualities?
☐ Have you kept the tone simple and inspiring, and used stories to convey the difference they can make through this role?
☐ Have you used images, ideally of real men and women over 50, that will help readers visualize themselves in your organization?

OUTREACH STRATEGY [pages 35-40, 10 Steps for Engaging Adults 50+]

Your outreach plan should match the priorities you have set for the position...

☐ If your priority is to recruit from a specific neighborhood or community, what events, places or connections can you leverage?
☐ If your priority is to find volunteers with specific skills, what actions or connections will lead you to strong candidates?
☐ If your priority is finding people who care strongly about your mission, what are the means for identifying and engaging them?
☐ If you are looking for people with specific language, cultural or community knowledge, how can you target those populations for outreach?

INTERVIEWING [pages 41-45, 10 Steps for Engaging Adults 50+]

Understand the interests and experience people over 50 bring to your organization...

☐ Are all of the steps in the interview and selection process clearly identified so that candidates know what to expect and when to expect it?
☐ Does your interview process invite older volunteers to talk about their experience in a way that is relevant to your mission and the role you are considering them for?
☐ Have you given candidates a chance to offer their expectations for the role in addition to describing your own?