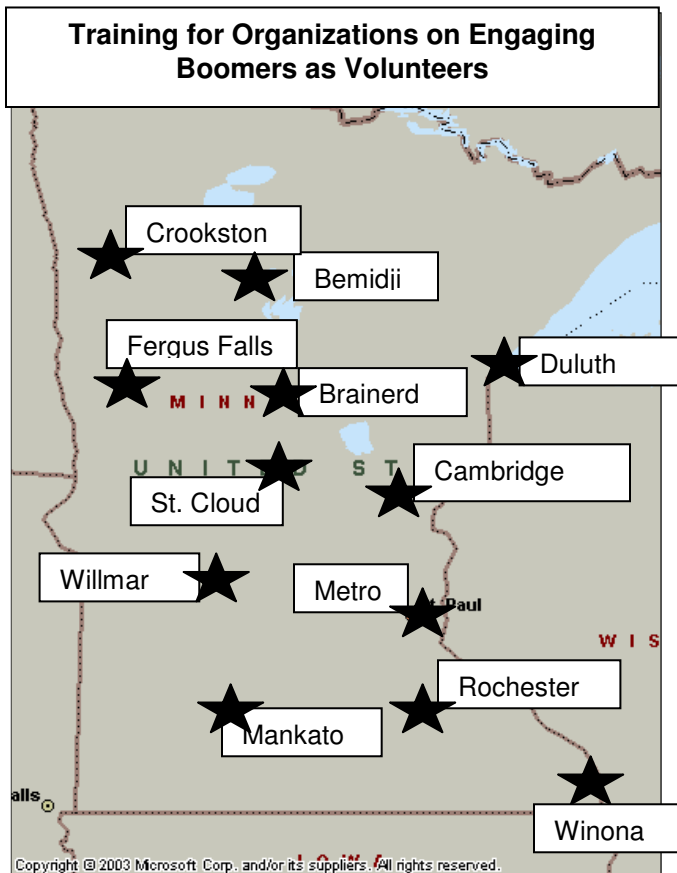




ENGAGING BOOMERS AS VOLUNTEERS Initiative

Highlights
June 1, 2008 – December 31, 2010

The initiative aims to build organizational capacity to engage Boomers and following generations as volunteers as well as to create widespread systemic change in Minnesota to update practices of engaging volunteers.



- **1059** in attendance at workshops
- **297** attended full day intensive Boomeristics workshop
- **15,000+** distribution of electronic messages on best practices for engaging Boomers
- **99%** of surveyed workshop participants reported they better understood how to engage the Boomer generation of volunteers.
- A follow up survey of participants 6-8 months after attending the full day Boomeristics workshop found **76% reporting already making changes** including:
 - **40%** Updating how they interview volunteers
 - **34%** Offering shorter-term volunteer positions
 - **24%** Offering volunteer positions where volunteers can use their workplace skills
 - **22%** Adding volunteer positions in leadership roles or project management
- Feature articles on Boomers as volunteers in *e-Volunteerism*, *West Central Tribune*, *Grand Forks Herald*, *IQ Quarterly* and St. Paul Foundation *MNSights*.

“I will take some risks- let volunteers lead; allow room for creativity and thinking outside the box.”
“Creating some more flexible service areas that would fit the needs of a volunteer who did not want an “every Monday” assignment.”

“Making short-term volunteer job descriptions.”

“Increasing project development opportunities for volunteers to implement and manage.”

“Wow- as a boomer myself, I can see how this would work”

Workshop Participant Comments

MAVA 11/2010 survey of 350 leaders of volunteers found organizations updating practices:

- **58%** involved volunteers in **new roles** and positions in the organization
- **48%** **increased flexibility** of when volunteers can volunteer
- **42%** asked volunteers to **use their workplace skills**
- **35%** involved volunteers in **leadership positions or managing projects**

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