



“As Boomers move towards the traditional retirement years and the next chapter of their life, they will emerge as a unique cohort placing unprecedented demands on the volunteer sector. With existing infrastructure and capacity, organizations are simply not geared for properly serving the upcoming wave of Boomer volunteers. The disparity between these dynamic younger older adults and the inadequate landscape of volunteer opportunities will only grow as the Boomers age; without serious action, organizations may not be able to capitalize on the potential of this critical resource.”

Reinventing Aging Baby Boomers and Civic Engagement. Harvard School of Public Health-MetLife Foundation Initiative on Retirement and Civic Engagement.

Why change is needed

Many of our traditional volunteer management systems were developed in the 1970s and 1980s when the bulk of volunteers were from the Greatest and Traditional Generations (those born before 1946). These systems were well designed for generations who are loyal; understand sacrifice and are willing to step up to the plate for what needs to be done. As the portion of the volunteers from these generations has decreased over the past 15 years and volunteers from following generations are becoming the majority, it is not at all surprising we have noticed increasingly what volunteers want is changing.

© Minnesota Association for Volunteer Administration (MAVA) 2010