



## **Summary of the Omidyar Foundation’s “Age Scan” Research**

### **What do we know about encouraging and sustaining civic engagement?**

This summary

- A) Provides an overview of our age scan research process
- B) Describes the overall landscape of the current civic engagement field
- C) Highlights learnings and insights that can inform future work in civic engagement

### **Research Process**

In 2003 the Omidyar Foundation formed a team of expert consultants to review research and practice in civic engagement, and create a comprehensive picture of the current state of civic engagement of people at different life stages. The age scan was framed by the Pew Charitable Trust’s definition of civic engagement (see Appendix A), and was divided into two phases of research. The first phase focused on understanding existing research about civic engagement and the levels and types of engagement at each life stage. The second phase focused on identifying the best organizations, programs and practices in the field that focused specifically on individuals in each life stage. Our research included a literature/material review of almost 200 sources and interviews with approximately 30 leading thinkers/observers, practitioners, and funders in the civic engagement field. Internet searches were used to identify and evaluate leading organizations, and programs.

### **Context and Landscape of the Civic Engagement Field**

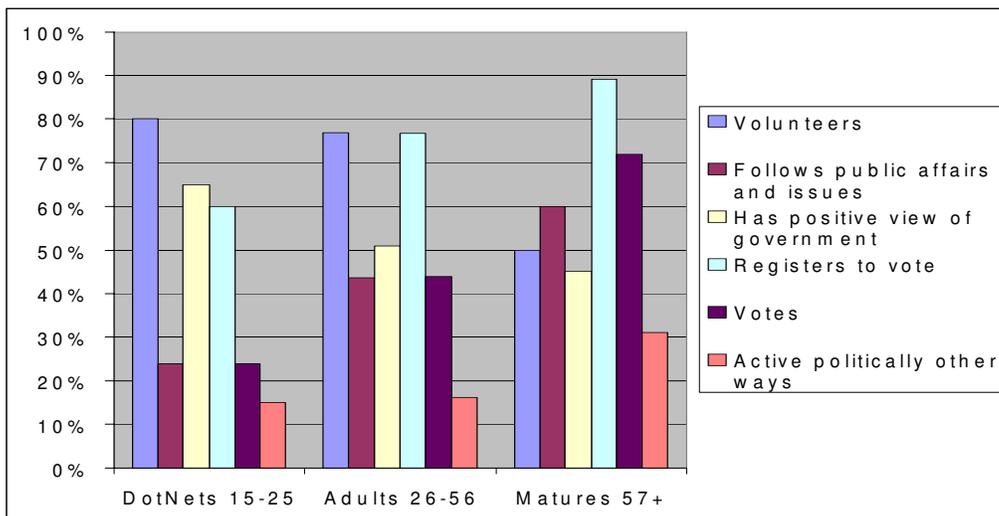
***1. Growing interest in civic engagement.*** In the last decade, attention to and concern over the level and nature of civic engagement has accelerated. The advent of AmeriCorps in the 1990s has begun to make the act of public service more visible and mainstream. Since the horrors of 9-11, many Americans have expressed a greater desire to connect with community and express their patriotism in some public-oriented way. For example, in the field of youth development there is renewed attention to how to include viable civic education in schools. Because we are a culture where people define themselves by their work and are engrossed in their jobs, the last few years have seen a wave of new approaches to involving adults through the workplace. Meanwhile, experts on health and aging have been placing greater emphasis on the importance of civic engagement in promoting the vitality and longevity of older adults.

Important new research on engagement is emerging from disciplines such as political science, child and youth development, psychology, sociology, education, gerontology, and others. In order to understand how civic engagement looks today, experts are polling the public,

conducting large-scale studies, and evaluating programs like never before. This heightened interest has generated a burst of innovation by familiar organizations and new institutions working to increase civic engagement. We found that dividing the question of engagement by age parallels how thinking and action in the field are evolving.

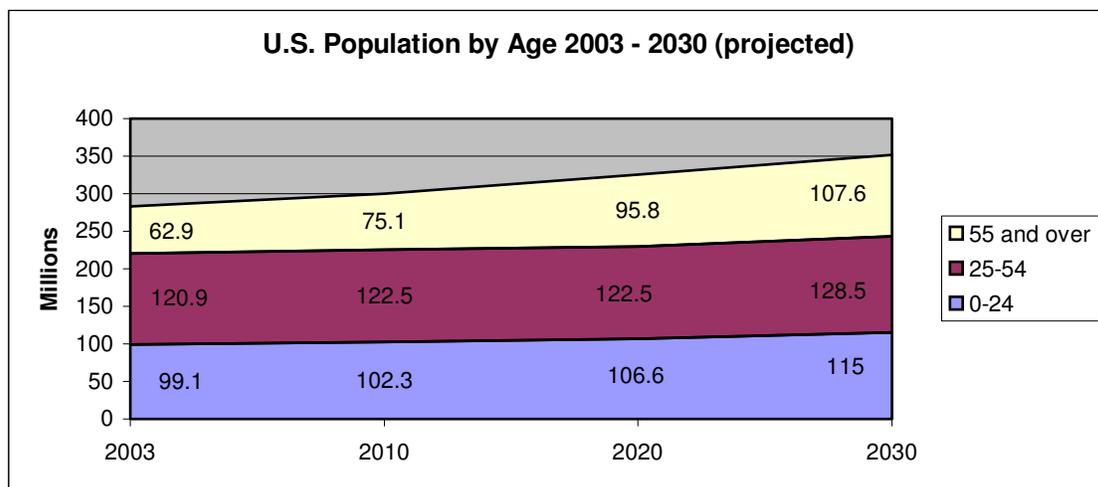
**2. Civic engagement varies by life stage.** There is good and bad news about the level of engagement of Americans, with a sharp difference in service and voting/political engagement by life stages:

- Young people and midlife adults have high rates of volunteering and community participation, but low levels of voting and other political engagement.
- Older people are going to the polls, but not showing up to serve.



Sources: CIRCLE, Independent Sector.

**3. Demographics of the US population are changing.**



- The most dramatic growth will occur for the over 55 segment - increasing from 72% from 62.9 million to 107.8 million. As the baby boomers retire, they will form the largest, most affluent, best-educated, and healthiest generation of older adults in world history.<sup>1</sup>
- The number of young people will grow by 16% to 115 million.
- The population of midlife adults will remain constant at around 120 million.

**4. While many people get involved, much of the engagement is sporadic and low-intensity.** If the program or policy goal were to encourage Americans to perform at least one ‘random act of kindness’ at some point in their lifetimes, we can consider ourselves to have succeeded. Surveys by Independent Sector and others show that over 70% of people report being involved in service or volunteering in some way. However, a closer look at the data reveals that less than 30% of Americans engage in an ongoing civic activity such as volunteering regularly for one organization or raising money for a charity, and that less than 20% engage in more than one way<sup>2</sup>. Further problems in our patterns of engagement include:

- Older adults have relatively low rates of volunteering and involvement in community organizations, and low faith in public institutions to aid their communities.
- Mid-life adults and young people register and vote far less than older cohorts – young adults ages 18-25 vote barely 20% of the time, while more than 70% of those over 55 vote regularly.
- People of all ages show disturbingly low rates of engagement in other political voice activities essential to the health of a democracy – writing to elected officials, participating in public input processes, and following public affairs in the news.

The research suggests that, for the majority, the impact of their engagement may be negligible for their communities and their own lives. For civic engagement to realize its potential to change the well-being of communities and the nation, and to shape people into active citizens and leaders, strategies are needed to elevate the average person’s level of involvement.

## Key Findings and Insights

***There are many opportunities to support civic engagement and high opportunity for communities and individuals to benefit.*** The major conclusion of the Age Scan research is that there are powerful opportunities available for funders to increase and sustain the engagement in their communities of individuals of all ages. There are distinct strategies that work for young people ages 0-24, for midlife adults ages 25-54, and for people over age 55. There are also cross-cutting strategies that work with all age groups and other strategies for creating mutually beneficial partnerships between generations. The Age Scan validated excitement and optimism about the importance of civic engagement in the United States, and at the same time raised cause for concern. The majority of Americans do engage in some way at some time; however, only a

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<sup>1</sup> Some experts are citing the emergence of a new, unique life stage – termed ‘the third age’ - between the relative ages of 55 and 75. Much as the invention of the idea of adolescence changed how we dealt with young people a hundred years ago, there are implications for understanding this distinct cohort.

<sup>2</sup> CIRCLE, *The Civic and Political Health of the Nation: A Generational Portrait*, September 2002.

minority sustains their involvement or commit to more than one form of civic action. Naturally, the forms and patterns of engagement vary within age groups when characteristics including economic class, level of education, and race are considered.

***Each age group has its own ‘story’ of engagement, and different specific strategies work well at each life stage.*** Each life stage has a different profile of engagement. Beyond the numbers, clear themes and threads of a story for each life stage emerged from the Age Scan.

For **young people**, the central theme is “*Give me a stake in the future of the society.*” They are most likely to engage and have an impact where the experience helps them develop and move toward their goal of successful adulthood, and where it replaces the frustration of powerlessness youth often feel with real opportunities for efficacy and influence. Highlights:

- **Notable characteristics and the benefits of engaging them**
  - Civic knowledge and skill among American youth is low. On the 2003 North Carolina Youth Civic Index – one of the best state-level instruments for measuring engagement – only 8% of students could name both senators from their state, and only 30% knew the state legislature made laws for the state.
  - Research shows that people engaged as children are far more likely to remain involved as adults.
  - Self-interest attracts young people to civic engagement and keeps them engaged. Among their most important forms of self-interest, young people list learning skills, solving community problems that affect them personally, and financial compensation.
  
- **What works to engage them and keys to success**
  - Among the more influential factors identified consistently in the research are direct recruitment, especially by peers and trusted adults; extra-curricular activities<sup>3</sup>; involvement in school governance and decisions; service opportunities facilitated or encouraged by secondary schools, colleges, or universities; parents and guardians who discuss civic affairs regularly and model involvement; and involvement through religious institutions.
  - Collaboration with adults is central to young people developing skills and interest for civic engagement. Young people need adults to offer them true responsibility with real, fair accountability.
  
- **Challenges**
  - School / classroom-based civic education does not work well. Civic education has tapered off significantly in the last thirty years as part of the regular curriculum. Teachers and administrators face severe political, time, and resource constraints on conducting civic education. Engagement and responsibility are not modeled well: Activities that recruit in schools or are based in schools --- but not the classroom -- may have more impact than classroom curriculum.
  - Adults are critical to facilitating greater youth engagement, and for the most part have not done it well to date. Young people often face ambivalence from adults about their ability to participate in real-world decisions and work. They can be blocked from engaging by deliberate or unintended obstacles created by adults and the rules of the institutions they run.

A **mid-life adult** (ages 25-54) might describe his/her engagement by saying, “*I’m doing what I think I can, and I could probably do more.*” Given many demands and limited time and energy,

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<sup>3</sup> Note that the extra-curricular activity does not need to include civic engagement to influence children and youth to engage in the future. Soccer and dance performances work, too.

many adults engage in the easiest place, the workplace, or on issues that reflect their greatest passion, their children and families. Highlights:

- **Notable characteristics and the benefits of engaging them**
  - Adults hold the most powerful roles in operating our society and are consequently the most influential age group. They are responsible for overseeing the institutions and mechanisms that affect the course of the society.
  - Adults who engage report a higher level of satisfaction with their lives. Research also shows better health among engaged adults.
- **What works to engage them and keys to success**
  - Faith-based commitments and communities are among the largest gateways for engagement of adults.
  - Because of American's heavy emphasis on work and time commitment to their jobs, engaging them through the workplace and employer can work.
  - Most adults will act in a sustained way to meet the needs of their children and families, and create opportunities for them.
- **Challenges**
  - Adults don't feel they have the time to get involved. 54% of disengaged adults cited time as the primary barrier to engagement in a survey by Independent Sector in 2001. To engage more adults will require helping them solve this problem.
  - There is a gap between the social and political engagement of adults. Only 53% of Baby Boomers and 34% of Generation Xers vote regularly. Adults disconnect personal service to others from political engagement with the society.

Finally, we find a growing number of vigorous **older Americans** (ages 55 and older) asking, "*What's next – Do I 'retire' or re-engage?*" In the many healthy years remaining, they expect to not only enjoy leisure but also undertake other productive pursuits, and are wondering where and how civic engagement fits. Highlights:

- **Notable characteristics and the benefits of engaging them**
  - In the next 25 years the older population will explode, and will be healthier and more active than any prior elder generation. The 55+ population will nearly double between now and 2030 – from 58.8 million to 107.6 million – as the Baby Boomers reach their sixties and beyond. At the same time, life expectancy has passed 77 years, a thirty year increase over a century ago, with women living on average well into their 80s.
  - A mismatch currently exists between the capacities of the emerging population of Third Agers—the healthiest, wealthiest, and best-educated group in history--and limited opportunities for them to engage (e.g., lots of envelope stuffing; few opportunities that fully utilize their experience and skills). Encouraging greater engagement of this rapidly growing age group represents an enormous potential "win-win".
- **What works to engage them and keys to success**
  - Find innovative ways to link civic engagement with a new phase in individuals' working lives. (Every major study of the Boomers demonstrates that continued work will play a key part in their redefinition of the retirement years.)
  - Assist individuals to make a more successful transition to the "third age," particularly to find new forms of engagement during this phase of life.
  - Develop a fresh vocabulary and other marketing tools capable of telling a new story about fulfillment in the Third Age, that avoids the old notions of "senior citizens", being "elderly", or giving up a productive role for "golden years" of leisure.

- Provide a range of opportunities for engagement that make much fuller use of older adults' knowledge, life experiences and skills, and in particular to harnesses this vast reservoir of social capital to support the healthy development of young people.
- **Challenges**
  - Because of the economic, political, and social importance of the new 'Third Age' cohort, commercial interests are rapidly shaping the ideal and definition of success in this new life phase (much as leisure became the ideal for retirement). There is a critical window of time to ensure that civic engagement (as opposed to new forms of consumption) gets built into a central part of this emerging definition. *Otherwise we will lose the opportunity to engage many of them.*
  - This challenge demands innovation both in marketing and organizational capacity building.

***Enlightened self-interest drives civic engagement.*** One of the most interesting and important tensions that emerged from the research centers on how our culture both de-emphasizes civic engagement for its own sake and promotes it as a form of enlightened self-interest. While Americans admire volunteering and charitable generosity, as a people we respect economic success most. We expect individuals to put responsibility to self and family first, and we accept when civic engagement is dropped in favor of working on personal needs or gain. In such a cultural context, people tend to act from self-interest. It is here that the fascinating and hopeful side of the tension surfaces: Research shows that people are often brought to civic engagement by their own needs and interests. We should not view this motivation as self-serving, but rather as a healthy impulse to improve one's own situation that can also benefit the community. For example, through engagement:

- Young people learn skills they believe they need for adult success, and gain a place in the community and its decisions.
- Mid-life adults find career and social opportunities, and increase their satisfaction and quality of life.
- Older people improve their health through vigorous activity and continued social connection, meet real needs like income and meaningful relationships, and respond to their increasing human drive to be generative and leave a legacy for succeeding generations.
- Many successful community organizing campaigns have had self-interest at their root: higher wages, observance of basic civil or human rights, etc.

At the same time, those who do not get involved often are failing to see the connection between engaging and meeting their own needs. True civic engagement happens when self-interest meets community interest.

***One major gap is in political engagement other than voting.*** All age groups show relatively less non-voting political engagement, which encompasses forms of action like volunteering on political campaigns, writing elected officials, participating in marches and protests. While older people vote in high numbers, they neglect other forms of engagement. Youth and midlife adults have low levels of political activity. People often show their compassion for others through personal service but do not carry that feeling to action at the personal level. Yet we know from Alexis de Tocqueville and many others that this very work is the lifeblood of a vital democracy. One powerful solution for funders to consider: Our research found that community organizing may be one of the most viable strategies at all ages for promoting lasting and effective civic engagement.

***Framing the opportunity: View an individual's engagement as part of a 'long civic lifespan.'*** While cultural imperatives can discourage engagement, harnessing individuals' self-interest can be rich with benefits for the community and individuals. The long civic lifespan would include various and multiple forms of engagement over the course of one's life, planning for future involvement at transitions from one life stage to another, continuously developing oneself, and mentoring others to become more engaged. Our research suggested the possibility of encouraging each individual to build a '*long civic lifespan,*' where people find ways to engage over the course of their lives, while continually developing themselves and paving the way for others' involvement.

***Certain trends, opportunities, and challenges cut across the age groups.*** Highlights:

- Research shows that people are far more likely to engage if they are asked multiple times, especially by others they know and trust. Therefore, efforts to recruit and sustain active citizens should incorporate multiple forms of attention and reinforcement – personal appeals, outreach events, email and mail contact, etc.
- Each age brings particular capacities and seeks particular rewards from service. For example, children may bring more idealism and physical energy to a service project, while adults might bring a more pragmatic approach and less hope. Older adults tend to be particularly motivated by the impulse toward “generativity” – the desire to leave a legacy to following generations, and by a desire to stay connected with others.
- A central challenge will be in helping people find time and energy to engage. As a society of self-defined ‘busy’ people, we have ensured that people at each life stage (including ‘retirement’) have plenty of demands on their time, or at least perceive that they do.
- There are many different sub-groups within each age group and each will likely require different recruitment strategies. Specific strategies must be developed for engaging groups of people distinctive enough to be identified. An approach that appeals to eight-year-olds may not draw teenagers, and excellent roles for teens may not be feasible for younger children. Likewise, an appeal that is effective with a 60-year older retired professional is likely to be quite different than what works with an 75-year old former blue collar worker.

***Intergenerational relationships and activities offer rich opportunities to expand and facilitate civic engagement.*** Most people naturally seek and enjoy working relationships with others of different ages. Highlights of our findings include:

- Most children and youth are receptive to teaching and modeling from adults. They are accustomed to treating adults as teachers, guides, and protectors. Older youth and young adults want information from adults for decisions and hope to have skills passed to them.
- The value of mentoring is not limited to young people. People at all ages are open to and excited about working with and learning from people older than themselves if it can occur in a way that is safe for their egos and careers.
- As people get older and recognize their lives are finite, they become increasingly concerned with the legacy they will leave and how they will be remembered. In later life, many people begin to engage in generative activities where they can pass along resources or knowledge to younger people. This drive creates a natural opening for older people to assist young people and mid-life adults in building their own long civic lifespans.
- It may be difficult to arrange large scale, consistent opportunities for young people, adults, and elders to work together. For example, young people can usually be found in school but school systems often make it difficult for community adults and elders to interact with them there. The

workplace is not generally a space where adults can conduct personal business or bring younger or older guests. A similar problem arises with the design of activities. The ideal skills required, physical vigor (or patience involved), or ratio of learning/training to doing vary among life stages.

***Special attention must be paid to sustaining or initiating engagement as people make transitions between life stages.*** The research suggests that engagement often falls off as individuals shift from one life stage to another. Easy and familiar ways of accessing engagement are lost, and new demands take precedence. For example:

- Young people often engage through activities that relate to or recruit at their elementary, middle, and high schools. When they leave for work or college, these avenues are no longer open to them.
- As young adults enter the workforce, they focus more energy on fulfilling work requirements and building a career. As people start families and raise children, they have even less time for other causes and activities.
- When older adults retire, they may relocate to a new area, losing contact with groups and programs that enabled them to engage. Often new retirees are exhausted from a lifetime of work, and spend the first few years of retirement resting and recreating. When the impulse to engage resurfaces, they are more distant from the people and projects with which they used to participate.

Fortunately there are approaches which help to not only maintain people's engagement across life transitions, but may also strengthen their involvement and put them in a natural position to keep others engaged. Some examples:

- Connecting engagement with social and networking opportunities will help people remain involved. Humans are social animals, and in every stage of life people seek friendships, close relationships, and fun interactions. Projects such as "Rock the Vote" have linked political engagement with music and fun events. For an adult working on career advancement, service on a non-profit board may offer critical connections and the chance to build skills outside what their regular job provides. Older adults may take trips together that lead to new knowledge about issues in another country and opportunities to raise money or serve to meet those needs.
- Faith-based communities have long been a source of support for long-lasting engagement. For those people who are involved in a church or religious group, the group can easily draw them back in after a transition, and keep offering new roles which suit different life stages.
- Helping people adopt the idea of a "long civic lifespan" may keep them engaged across transitions. At whatever point people begin to engage, through reflection they can see the benefits of remaining involved throughout their lives to themselves, their community, and the world. Specific supports that help them visualize and plan a civic lifespan – e.g. personal planning tools, coaching, exposure to others' choices and inspiring examples – will help them choose and remain with paths that include substantial engagement.

## Appendix A: Definition of Civic Engagement

The definition of civic engagement used for this age scan and other work. We used this definition because it is the most comprehensive of the definitions available in the field and allows us to use much of the existing research. In addition to the 19 indicators identified by Pew Charitable Trusts, we have added a couple additional indicators (note that they are listed at the bottom of the definition).

<b>Civic Engagement</b>	<p>Contributing personally to your community (civic) and effectively exercising your franchise as a citizen (electoral).</p> <p>Research by the Pew Charitable Trusts identifies 19 “core indicators of engagement”</p> <ul style="list-style-type: none"><li>– <b>Civic</b><ol style="list-style-type: none"><li>1. Community Problem Solving</li><li>2. Regular volunteering for a non-electoral organization</li><li>3. Active membership in a group or association</li><li>4. Participating in fundraising run/walk/ride</li><li>5. Other fund raising for charity</li></ol></li><li>– <b>Electoral</b><ol style="list-style-type: none"><li>6. Regular Voting</li><li>7. Persuading others</li><li>8. Displaying buttons, sign, stickers</li><li>9. Campaign contributions</li><li>10. Volunteering for candidate or political organizations</li></ol></li><li>– <b>Political Voice</b><ol style="list-style-type: none"><li>11. Contacting officials</li><li>12. Contacting the print media</li><li>13. Contacting the broadcast media</li><li>14. Protesting</li><li>15. E-mail petitions</li><li>16. Written petitions</li><li>17. Boycotting</li><li>18. Buycotting</li><li>19. Canvassing</li></ol></li></ul> <p><b>In addition, the Omidyar Foundation includes:</b></p> <ul style="list-style-type: none"><li>– Service beyond volunteering (informal, with a stipend or as a career choice)</li><li>– Civility and neighborliness (especially in regards to the moral and social development of youth)</li><li>– Nonprofit board service</li></ul>
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## Appendix B: Summary of Observations and Findings

	<b>Children/ youth 0-24</b>	<b>Midlife adults 25-54</b>	<b>Older adults 55 plus</b>	<b>Inter- generational notes</b>	<b>Cross- Cutting findings</b>
<b>Key points about this group, and benefits of engaging it.</b>	<ul style="list-style-type: none"> <li>- Civic skills, knowledge are low</li> <li>- Involving them early can cause lifelong CE<sup>4</sup></li> </ul>	<ul style="list-style-type: none"> <li>- Hold the most power, influence</li> <li>- Report higher satisfaction with life when engaged</li> </ul>	<ul style="list-style-type: none"> <li>- Pop'n doubling</li> <li>- New life stage-- '3rd age'-- emerging</li> <li>- Gulf between capacities and available opportunities.</li> </ul>	n/a.	<ul style="list-style-type: none"> <li>- All moved to act by self-interest</li> <li>- Different needs, things to offer at each age</li> </ul>
<b>What works to engage them / keys to success</b>	<ul style="list-style-type: none"> <li>- Parental modeling, extra-curriculars, activities thru school/ college, others</li> <li>- Connect CE to need to learn, people they care about</li> <li>- Collaboration with adults</li> </ul>	<ul style="list-style-type: none"> <li>- Workplace – where they are and how they see themselves</li> <li>- Highly motivated for wellbeing of their kids – connect to CE</li> <li>- Will respond to legitimate leaders' call to action</li> </ul>	<ul style="list-style-type: none"> <li>- Tie in CE with past working lives - e.g., 2nd careers in public service</li> <li>- Help with successful transition to “next chapter”</li> <li>- Develop new vocabulary and opportunities for CE</li> </ul>	<ul style="list-style-type: none"> <li>- Children/youth are open to and need teaching and modeling</li> <li>- People at all ages seek others experience</li> <li>- Elders' natural generative impulse leads to coaching, nurturing</li> </ul>	<ul style="list-style-type: none"> <li>- Multiple invitations or ‘asks’, esp. by people they know, trust</li> <li>- Strategies specific to a class, race, community</li> </ul>
<b>Challenges</b>	<ul style="list-style-type: none"> <li>- Much of school civics curriculum doesn't work</li> <li>- Adult actions, institutions block CE</li> </ul>	<ul style="list-style-type: none"> <li>- Lack of time</li> <li>- Disconnect – they like vol. roles but not political ones engagement</li> </ul>	<ul style="list-style-type: none"> <li>- Short time window <b>now</b> to define the new stage and influence trajectory of aging America.</li> </ul>	<ul style="list-style-type: none"> <li>- Given roles and availability, how to get diff. Ages to same place at same time.</li> <li>- Activities and settings that work for all</li> </ul>	<ul style="list-style-type: none"> <li>- Insufficient time and energy</li> <li>- Lack of interest, ability with most kinds of political roles</li> </ul>
<b>Best opportunities for engagement</b>	<ul style="list-style-type: none"> <li>- Young children –character dev.</li> <li>- Political action – organizing and other forms</li> <li>- Use multiple influences to engage youth in multiple ways</li> </ul>	<ul style="list-style-type: none"> <li>- Community organizing, esp. for marginalized communities</li> <li>- Strategies that can flex for specific needs, communities</li> <li>- Online powerful or over-rated?</li> </ul>	<ul style="list-style-type: none"> <li>- Connect with individuals at key transition points.</li> <li>- Re-brand later life: beyond “leisure” and tired “seniors”</li> <li>- New service roles (“Candy Striper, My Ass” – give me something difficult to do)</li> </ul>	<ul style="list-style-type: none"> <li>- Many Older adults spread political involvement to children, midlife</li> <li>- Children and midlife get elders into community service</li> </ul>	

<sup>4</sup> In the chart civic engagement will be abbreviated as ‘CE’.

## Appendix C: Promising practices and programs, by life stage

The following table highlights a organizations and programs that have been effective at some aspect of engaging individuals in civic life. The table does not include an exhaustive list of research findings; rather this is a representative sampling<sup>5</sup>. Note that organizations referenced here are not necessarily recommended for funding.

Research finding	Promising practice that illustrates the finding
<p><u>Children and Youth</u>: Catalyze political / electoral engagement by helping young people acquire access, skills, support, and successful experiences.</p>	<ul style="list-style-type: none"> <li>- Young people try forms of power that involve working outside systems – like organizing (Philadelphia Students Union, PICO) – as well as inside and alongside systems (Students Commission, City Scan, Missouri Youth Cabinet)</li> <li>- Youth see voting, help get their parents to vote and discuss issues (Kids Voting USA)</li> </ul>
<p><u>Children and Youth</u>: Engage them early with meaningful roles, an experience of community, and multiple forms of exciting civic work.</p>	<ul style="list-style-type: none"> <li>- Young children experience school as community, form character that leads to civic engagement (Developmental Studies Center)</li> <li>- Youth try out a range of forms of engagement afterschool, solve problems they care about personally (Citizen Schools)</li> <li>- Youth imagine and lead responses to needs of other youth and their communities (El Pomar Fund for Community Service, peer programs)</li> </ul>
<p><u>Midlife Adults</u>: Reach people in the workplace where they are.</p>	<ul style="list-style-type: none"> <li>- Corporate programs enable and reward employees for voluntary service, community leadership (e.g. board service), and philanthropy. (Business for Social Responsibility, BoardnetUSA, Volunteer Match, Aid Matrix)</li> </ul>

<sup>5</sup> The Age Scan produced and we can make available a more extensive list of promising practices and organizations / programs that use them.

<p style="text-align: center;"><b>Research finding</b></p>	<p style="text-align: center;"><b>Promising practice that illustrates the finding</b></p>
<p>Midlife Adults: Support community organizing and grass-roots action</p>	<ul style="list-style-type: none"> <li>- Organizing engages people and enables action to better their lives and situations economically, politically, and other ways. Example: Economics education delivered in churches, housing and neighborhood associations. (United for a Fair Economy, Center for Community Change, ACORN)</li> </ul>
<p>Older Adults 55 Plus: Launch creative, sophisticated social marketing to recruit older people to engage.</p>	<ul style="list-style-type: none"> <li>- Integrated, sustained community-wide campaigns change perceptions of aging and encourage greater engagement (Cleveland Successful Aging Initiative)</li> <li>- Development of national messages and “brand” elements customized for local volunteer recruitment campaigns (Experience Corps - Yonkers RSVP)</li> </ul>
<p>Older Adults 55 Plus: Open new service opportunities by using the familiar structure and rewards of ‘work’ – including “relationships with a purpose”.</p>	<ul style="list-style-type: none"> <li>- Recruitment of a critical mass of seniors to collaborate on addressing significant social problems</li> <li>- Innovative use of stipends, health benefits, etc. to get people to serve. Creates a range of unpaid but stipended opportunities</li> </ul> <p>(Legal Services for Children, Rainbow Intergenerational Child Care Program, Cape Cod Senior Environmental Corps, RV Care-A-Vanners)</p>