

Marketing and Recruiting for Foster Grandparents and Senior Companions

What's Ahead...

Immediately increasing the effectiveness of your marketing by understanding:

- Your target market
- The customer benefits you offer
- Your promise (Unique Selling Proposition)

Identifying Your Target Audience?

Getting Beyond the Boomer Stereotype



**White, Well-educated and
Affluent**

What Do We Know About Lower-Income Boomers?

	High-Income Boomers	Low-Income Boomers
White, Non-Hispanic	76%	49%
College Educated	37%	10%
Working at Age 67	45%	12%
Have a pension	41%	20%
Social Security as % of total income	32%	60%

What Do We Know About Low-Income Boomers

- More likely to be a member of a minority group
- Country of origin and degree of acculturation additional segmentation among Hispanic and Asian Boomers



Do Generational Characteristics Apply to Low-Income Boomers?



- People who have the same experiences while growing up share similar characteristics
- However, socio-economic status is a strong influence, too
- American generational characteristics should not be applied to people who lived their formative years in another country

Characteristics of Boomers

- Optimism
- Team orientation
- Personal gratification
- Health & wellness
- Personal growth
- Youth
- Work
- Involvement



Exercise 1

Working with a partner, use the worksheet provided to draft a description of a target market you would like to reach.

Identifying the Customer Benefits

**What are these brochures and
Volunteer Match postings
selling?**

Foster Grandparent program



Requirements:

- *Foster Grandparents must be age 60 or over
- *Income less than \$13,000 per year for one person
- *Medical expenses are deducted from income for eligibility
- *Serve 20 hours per week (Monday – Friday) flexible scheduling
- *No education requirements

Benefits You Receive:

- *Bring home an extra \$212.00 per month (tax free)
- *Hourly stipend (tax-free cash) of \$2.65 per hour
- *Mileage reimbursement of \$.30 per mile
- *If you don't drive, transportation can be arranged
- *Social opportunities for men and women
- *Annual physical
- *One free meal per day at the site
- *Paid time off (P.T.O) = vacation and sick time paid to you
- *Paid holidays
- *Summers off (optional)

FOSTER GRANDPARENT PROGRAM

Foster Grandparent Program exists for the dual purpose of engaging persons 60 and older, particularly those with limited incomes, in volunteer service to meet critical community needs; provide a high quality experience that will enrich the lives of the volunteers; and to provide supportive, person to person services to children with exceptional or special needs.

Foster Grandparent Program
Serving
Ionia, Montcalm, & Mecosta Counties

SENIOR CITIZENS



IS YOUR INCOME LESS THAN \$13,000.00 A YEAR?

VOLUNTEER AS A FOSTER GRANDPARENT YOU COULD RECEIVE AN EXTRA \$212.00 A MONTH TAX FREE!



We offer a rewarding opportunity to supplement senior citizen's income without affecting their Social Security, Rent, Medicaid/ Medicare, Commodities or any services they may receive from the Department of Human Services

"COULD This Be You?"

Foster Grandparent volunteers are the 'Elders' of our community, sixty years young and up, who spend twenty hours each week with children who are in need of some really special love.

"WHERE?"

In your NEIGHBORHOOD School, HeadStart, Day Care, Rehabilitation Center, or Teen Parenting Program

In the following Counties:
Cheshire, Coos, Parts of Grafton, Hillsborough, Sullivan

"WHAT Will You Do?"

Develop one-to-one relationships encouraging children with exceptional needs to explore thier potential:

Character Building, Reading
Enhancing Self-Esteem
Mentoring, Listening
Sharing Your Wisdom, Storytelling,
Rocking Babies, Nurturing
Role Modeling, Playing Games
Having Fun



McDONOUGH SCHOOL

"HOW Are You Rewarded?"

Stipend (tax free)
Training
Annual Physical
Transportation
Insurance
Meals
Individual Volunteer Placement
Fun Times



Major funding provided by:
the Corporation for National Service,
the State of NH Elderly and Adult Services,
Crotched Mountain Foundation
Norwin S. & Elizabeth N. Bean Foundation



If you or someone you know loves children, is 60 years or better, and living on a limited income, you must read on!!!

We will pair you with a site that needs your assistance tutoring and mentoring children or adolescents who need a little extra help and support. We also offer monthly in-service training, as well as recognition throughout the year. A stipend (considered as reimbursement not as income by the federal government) is offered to those who fit the income criteria and who are able to commit to volunteering at least 15 hours a week.

All dressed up and no where to go???

Too much time on your hands???

Could you use a change?

WE CAN HELP!!!



Foster Grandparent Program of SE Idaho Needs YOU!!!



FEELING BLUE?
JOIN THE FOSTER GRAND-PARENT PROGRAM TODAY!

YOUR FRIEND BE GREEN ENV

(208) 785-8454
 P.O. Box 400
 Blackfoot, ID 83221

Senior Companions help home-bound elderly live in their own homes independently and with dignity. Companions offer contact with the outside world, making life less lonely. Without this help, many elderly would require expensive, less personal institutional care.

Anyone 60 years or older, in reasonably good health who can work at least 15 hours a week.

When Marketing to Boomers...

- **Sell less:**

- The program's name, mission or history
- The problem you address
- How clients benefit
- What volunteers do
- The age of volunteers

Provide friendship to a homebound senior

Join the Foster Grandparent Program

Make a difference in the life of a special needs child

When Marketing to Boomers...

- **Sell more:**
 - The customer benefits
 - Especially the “experience” you can deliver

Unfortunately, There Was Only One Mother Teresa



The rest of us are a bit less altruistic!



Boomers are experience seekers!



**We can learn a lot
from commercial
marketing!**

**What experience is
this ad selling?**

**The BMW 2002 is practical, roomy and economical.
But in spite of all that it isn't boring.**

Most cars simply are not built to perform in such a way that driving becomes an end – not merely a means of getting somewhere.

The BMW, on the other hand, is.

If a single generalization could be made to describe all BMW automobiles, it would be that each is a unique combination not only of the refined luxury you'd expect in a costly European car, but also of the extraordinary performance you'd expect only in a sports car.

What is it that makes a car so impressive that – for six years running – the readers of Car & Driver magazine vote it "The Best Sports Sedan in the World"?

Technically, the 2002 is a combination of an exceptionally responsive 2-liter engine, legendary suspension, unusually reliable performance, innovative safety features, efficient use of fuel and practical use of space.

But, in truth, the 2002 is as much a product of a state of mind about building cars as the certain way it performs.

In an age of mass-produced status symbols, marketing geniuses and styling breakthroughs, the engineers at BMW concentrate on building the best driving machines it is physically and technically possible to build.

If the thought of owning such a car intrigues you, we suggest you acquaint yourself with your BMW dealer. And make an appointment for a test drive.

The ultimate driving machine.



Bavarian Motor Works, Munich, Germany.

GREAT VALUE PACKAGE

Seek ~~feast~~

- 1 x Grade 5 whitewater sledging
- 1 x 12,000 Ft. Skydive
- 1 x Night Auckland
- 1 x Night Rotorua
- 1 x Night Taupo

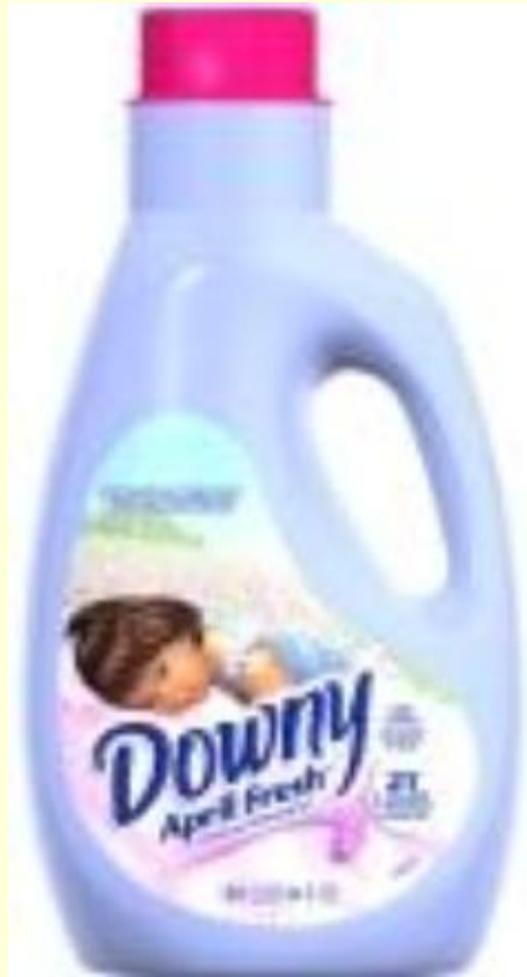
\$375

SAVE \$52

2 x Drinks
1 x Hour internet
1 x FREE evening Meal
1 x FREE Auckland
day trip

**CLICK HERE FOR
MORE GREAT PACKAGES**

What experience
is this vacation
package selling?



What experience does this product label sell?



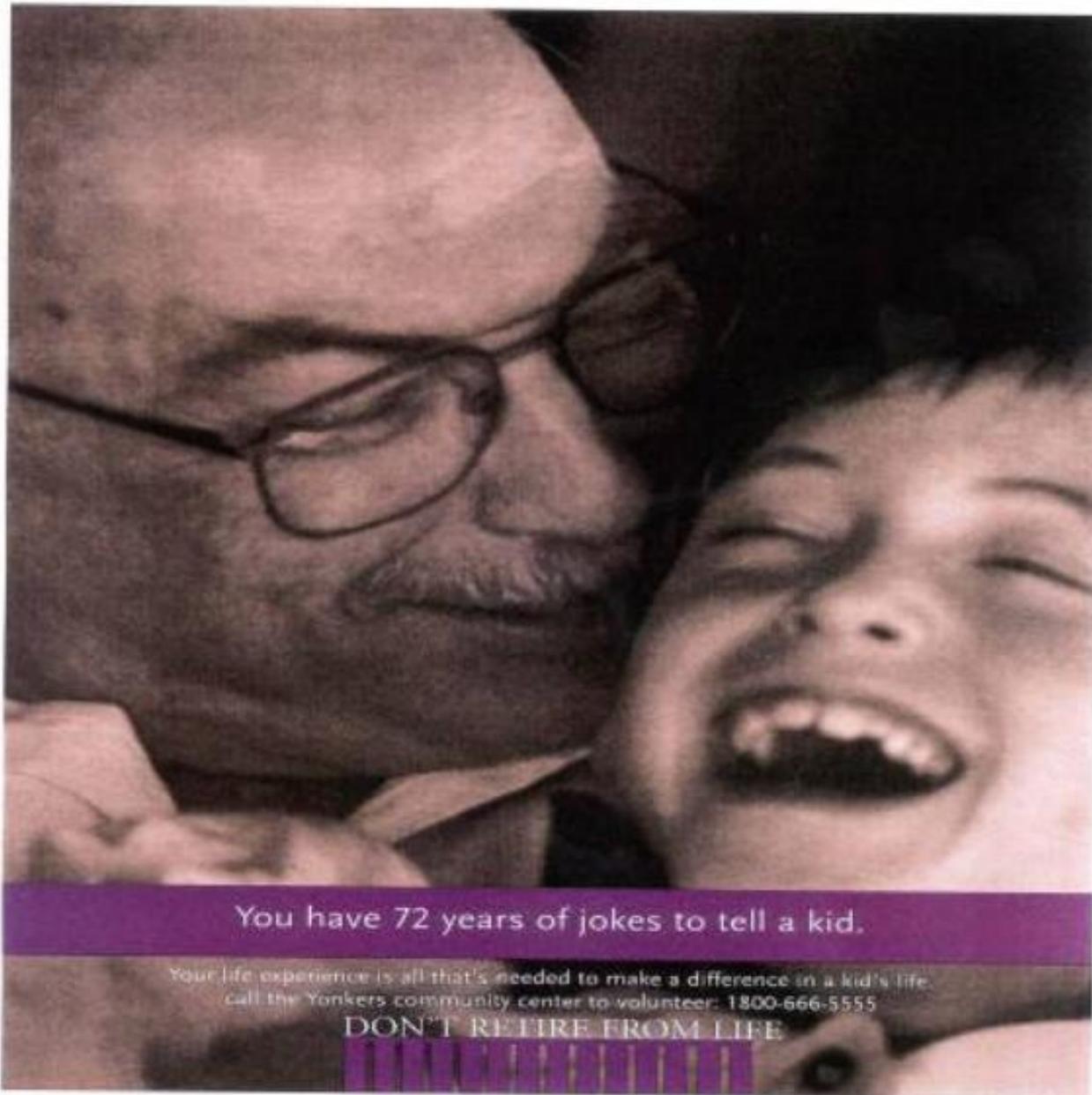
VOLUNTEERING.

THINK OF IT AS A FACE-LIFT FOR YOUR SPIRIT

MATURE VOLUNTEERS ARE NEEDED IN YONKERS. CALL R.S.K.P. @ 914-555-1272 AND FIND OUT HOW TO PUT A PICK ME UP IN YOUR RETIREMENT DOWNTIME.

Volunteer
Programs Can
Also Sell
Experiences

Volunteer Programs Can Also Sell Experiences



What Kind of Experience Can Your Program Deliver?

- A renewed sense of purpose?
- A feeling of accomplishment?
- An experience of self discovery?
- A sense of new possibilities?
- An experience of personal growth



Exercise 2

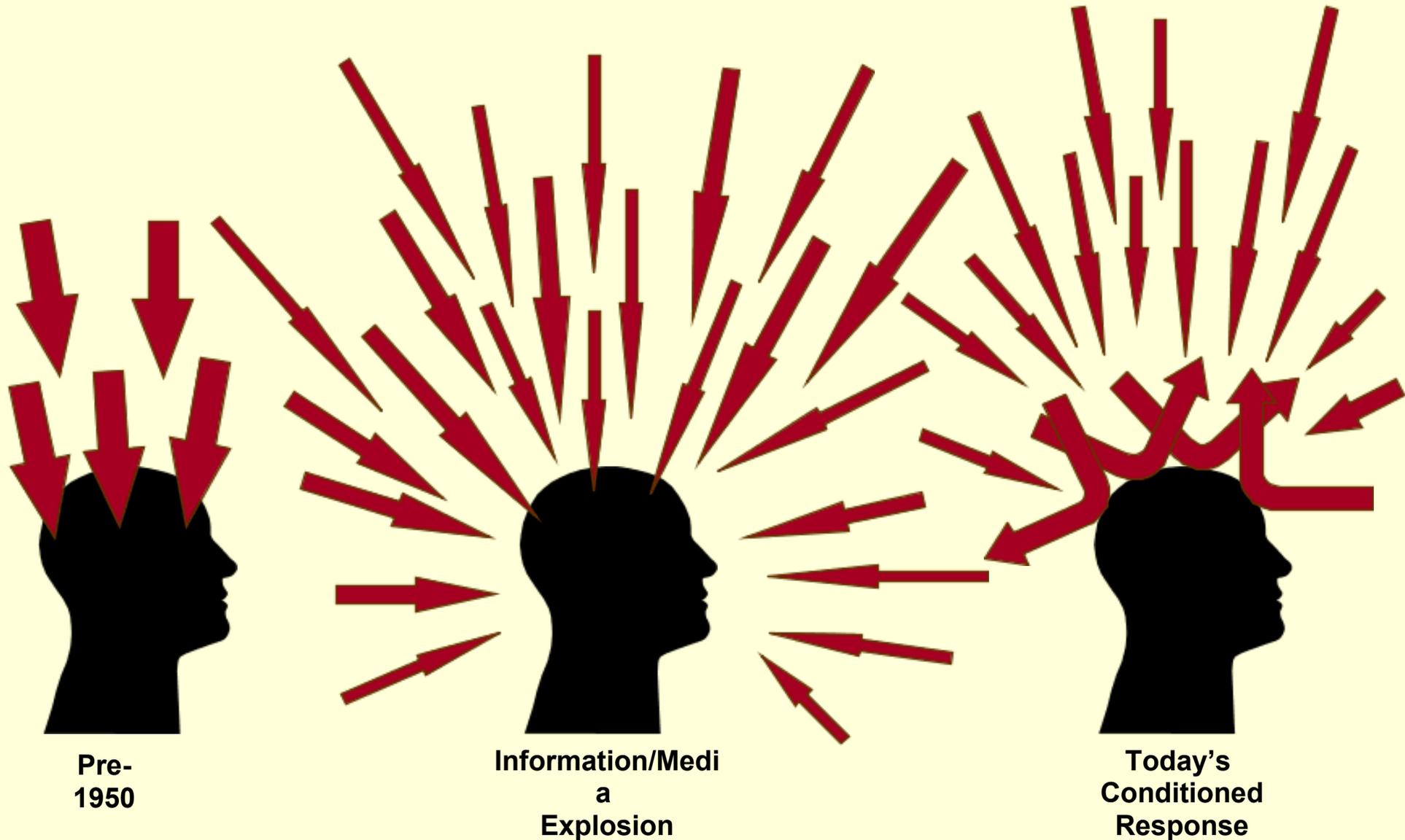
Again working with your partner, use the worksheet provided to draft a statement of the most important customer benefits provided by your program. Place particular emphasis on identifying the volunteer experience your program offers.

Putting It Altogether

- How do you combine the target market description and customer benefits into a compelling marketing message?



Why The Message is Important



The Promise (Unique Selling Proposition)



- Review your target market description
- Review the customer benefits you offer
- Now make those people a promise:
 - If you come and volunteer with my organization you will likely experience _____.

Your Promise Should...

- Be somewhat unique
- Be distilled into as few words as possible
- Be evocative and memorable

Pizza delivered in 30 minutes or it is free

When it absolutely, positively has to be there overnight.

Have it your way.

The nighttime, coughing, achy, sniffing, stuffy head, fever, so you can rest medicine.

Exercise 3

Working with your partner, finish the worksheet by drafting your promise.