

# *Tapping the Boomer Volunteer Market*

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# Objectives

1. Understand who baby boomers are and their characteristics
2. Learn creative ways to recruit and retain these volunteers

# Boomer Quiz...True or False

1. Two-thirds of boomers plan to retire at retirement age.
2. Most boomers plan to live in a smaller residence.
3. Most boomers have children under 18 in the home.
4. Boomers will purchase a product even if they find the advertising offensive.
5. Most boomers have no savings or investments at all.

# Boomer Quiz...True or False

6. Boomers are winding down with age.
7. The majority of boomers are technologically literate.
8. Often labeled the “me generation,” the majority of boomers just don’t care about others of the world.
9. Boomers are brand loyal and will not switch.
10. Boomers are all the same.

Every minute, 7 baby boomers  
will turn 50 in the United States  
from now until 2014.



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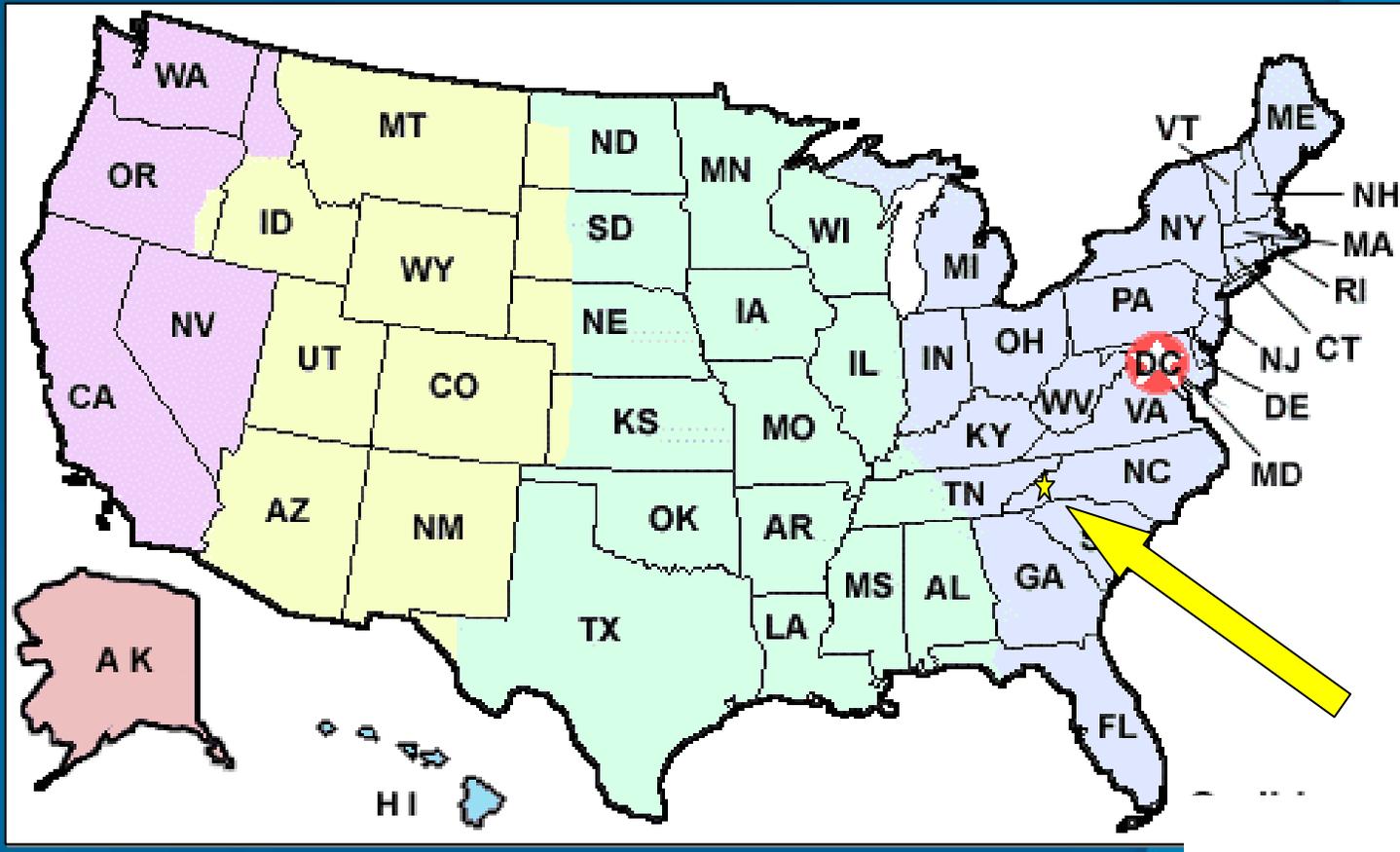
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# What was the Baby Boom?

- **1946-1948: The expected postwar boom**
  - The soldiers came home.
- **1949-1964: The unexpected boom**
  - Married women had more children.

# U.S. Demographic Birth Cohorts

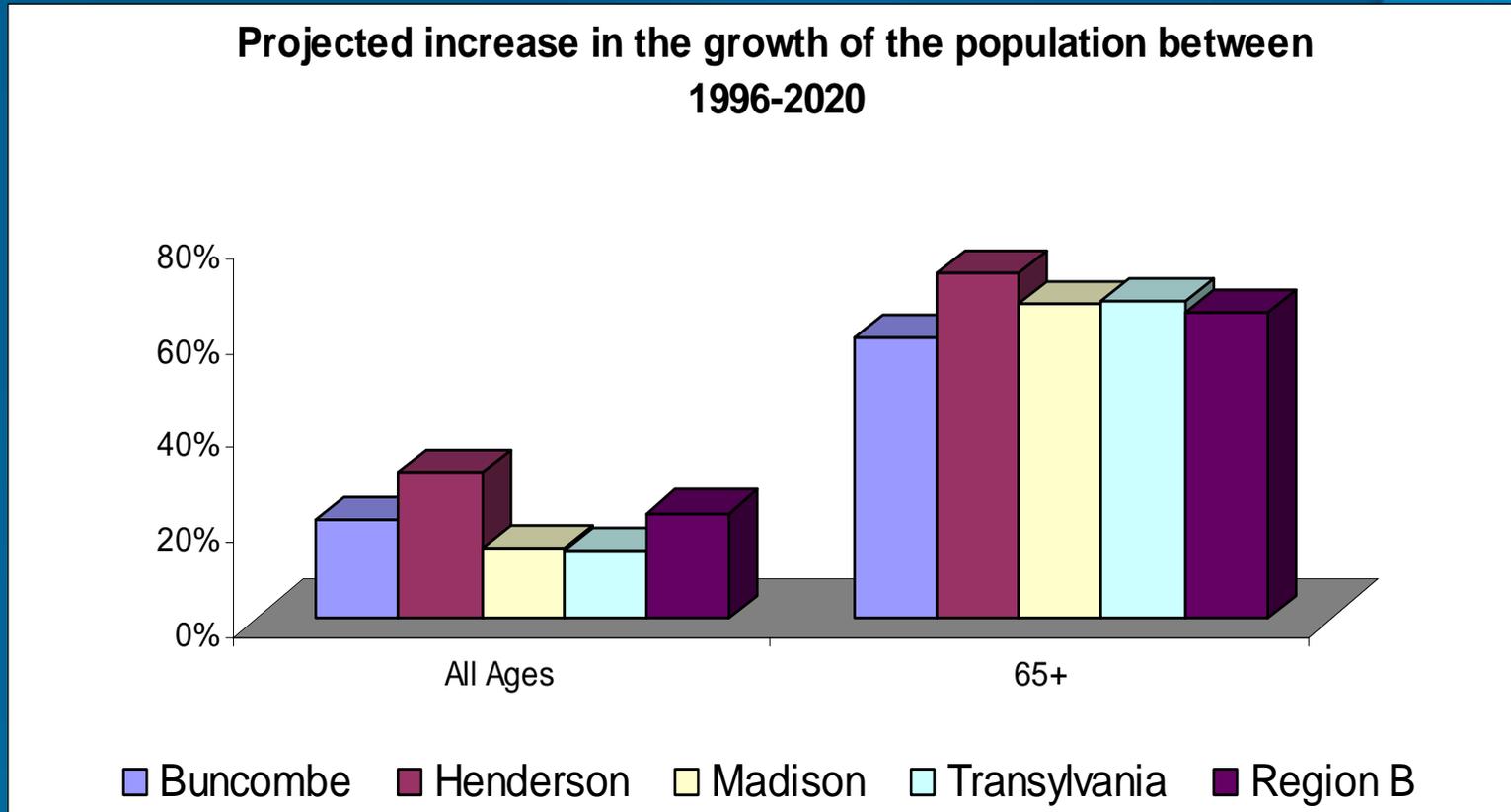
- **Classics (born from 1900 to 1920)**
  - The last American cohort in which the population pyramid takes on the standard "step" form for males and females.
- **Baby Bust (I) (born from 1921 to 1945)**
  - early cohort (born from 1921 to 1933)
  - late cohort (born from 1934 to 1945)
- **Baby Boomers (born from 1946 to 1964)**
  - Leading Edge Boomers (born from 1946 to 1957)
  - Trailing Edge Boomers (born from 1958 to 1964)
- **Baby Bust (II) (born from 1965 to 1976)**
- **Echo Boomers (born from 1977 to 1994)**
  - Leading Edge (born from 1977 to 1990)



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# Population of Baby Boomers





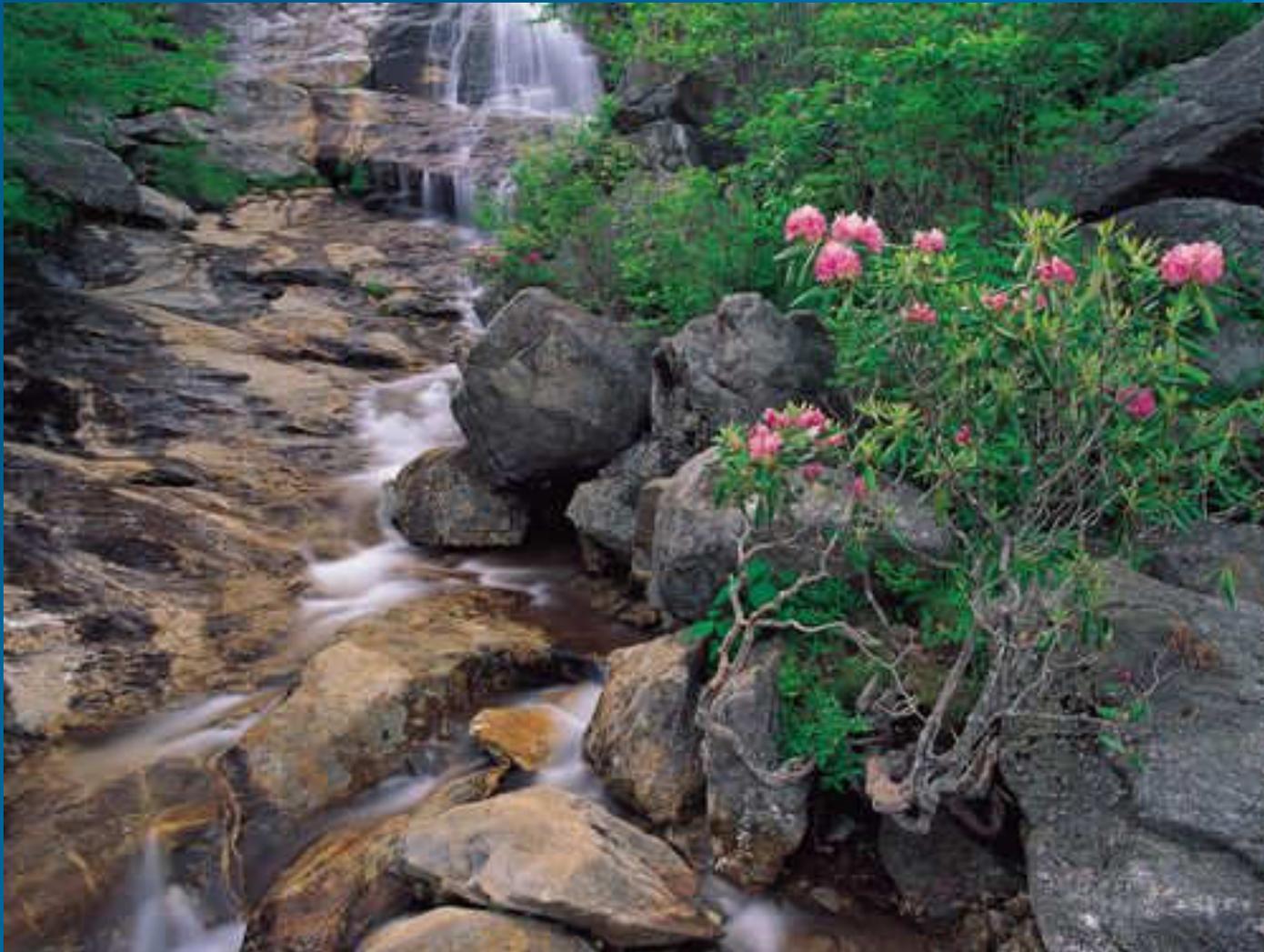
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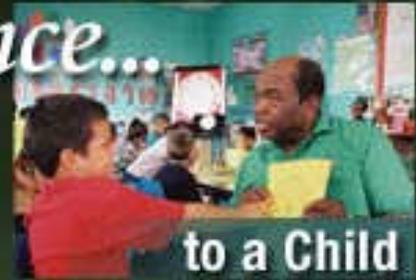
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# Retirement Haven

- The 20 Best Places to Retire in the World
- One of “Five Cities That Are Special”
- Number One Urban Haven in the World
- Best Place to Live
- Best College Town
- Top 15 Dream Towns
- Top Family Getaways
- American’s Happiest City for Women
- Top 15 Most Popular Places to Live

# Retired & Senior Volunteer Program

*You can make a difference...*



to a Child



to a Family



to Your  
Community

**RSVP**

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# Benefits of Volunteering

- One-on-one Consultations
- Informative Newsletter
- Recognition Events and Awards
- Learning Workshops
- Elderhostel Scholarships
- Complimentary Theater Tickets
- Birthday Greetings
- Volunteer Rounding



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# Support Teams

*Hottest Trend in Volunteering Today!*

*Volunteers do . . . . .*

- What they love
- When they can
- In a coordinated way
- With a built in support system



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# Volunteers in Management or VIM Volunteer

- work independently/small teams
- advise local government officials on specific programs/administrative functions
- improve efficiency & effectiveness



# Recently Completed VIM Projects

- Analysis of potential town/utility district merger
- Feasibility study of changing from monthly to bi-monthly billing of water customers
- Study of turning a water district into a town
- Preliminary planning and cost estimate of expanding a fire department building
- Development of job descriptions for staff
- Staff study of police department

# WASTE REDUCTION PARTNERS



*dedicated professionals sharing expertise*



- Volunteers choose their own time commitments
- Volunteers accept or decline projects depending on their interest, availability, and expertise.
- The WRP program offers a range of involvement.
- Volunteers receive an hourly stipend as a ‘professional courtesy’ and are managed as “independent contractor.” Traveling expense are also paid.
- The WRP Project Director is involved with projects from both a technical and administrative level.

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# Boomer Marketing

Traditional...

- **RSVP - Retired and Senior Volunteer Program**

New and Improved....

- **RSVP: Reinvest yourSelf - Volunteer for a Purpose**
- **RSVP: Your invitation to serve**
- **RSVP: The Response, the Service, the Vision, the People**

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# Boomer Marketing

- Job Descriptions

OLD: Senior Companion Volunteer

**NEW: Caregiver Specialist**

- Incentives

OLD: Volunteer Benefits

**NEW: Volunteer Compensation Package**

- Wording

OLD: Become a volunteer!

**NEW: Join our Team of Professional Consultants!**

# Health Issues of Boomers

- 40% do not exercise
- 33% are overweight
- 28% smoke
- 13% have no health insurance
- #1 killer of younger boomers is AIDS

# Health Benefits of Volunteering

- A sense of well-being, happiness, life satisfaction, self-esteem, sense of control over life, and physical health are increased
- Eases chronic pain; fewer meds needed
- Diminishes mild to moderate depression
- Live 8 years longer!



Safe Driving for a Lifetime

We need to talk ...

*Family conversations with older drivers*

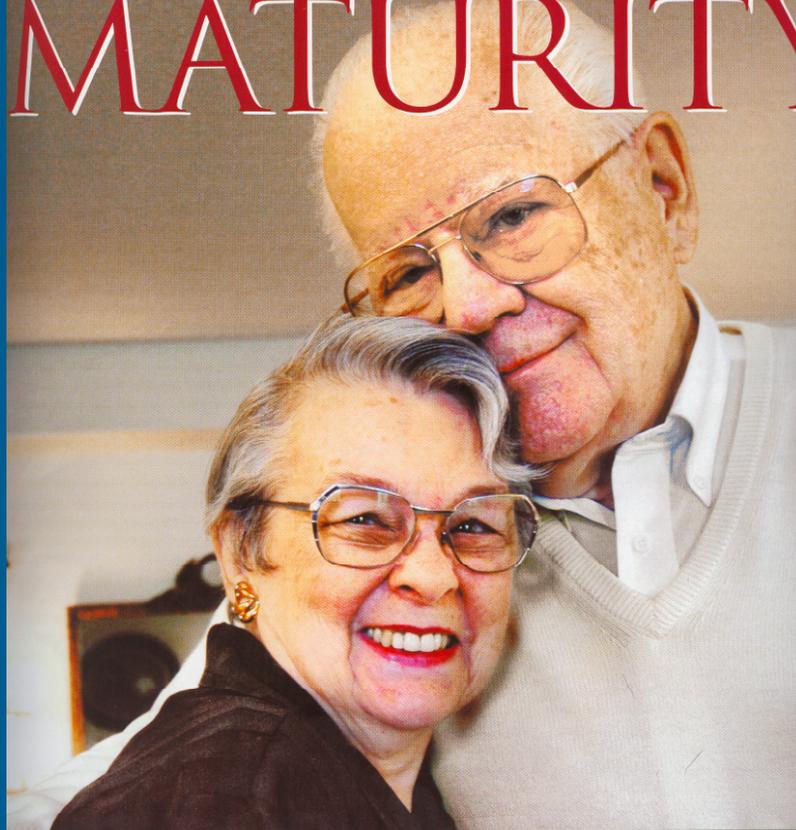


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# MOUNTAIN MATURITY



## Love and intimacy

Sexual desire and fulfillment  
have no age limit

## Head outdoors

Stay fit with gardening  
and other activities

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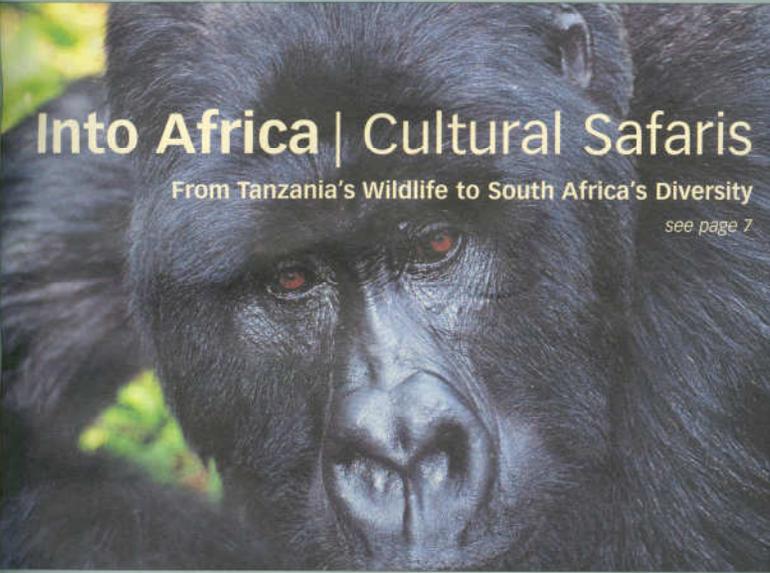
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# Elderhostel

*Adventures in Lifelong Learning*

VOL. 9 ISSUE 4 | FEATURING EDUCATIONAL PROGRAMS FROM NOVEMBER 2006 TO JUNE 2007 | PUBLISHED MAY 2006



## Into Africa | Cultural Safaris

From Tanzania's Wildlife to South Africa's Diversity

see page 7



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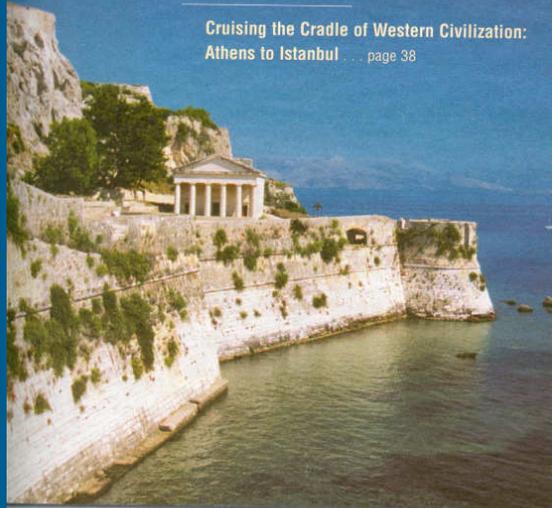
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In the Footsteps of Homer . . . page 37

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Featuring programs through August 2007  
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**FDA WOES**

Are your drugs safe? P.10

**CAREGIVING**

How to ask the boss for help P.18

**LIVING FREE**

Getting rid of all that stuff P.35

**FITNESS**

My cardiac club P.12

# AARP Bulletin

www.aarp.org/bulletin Vol. 47 No. 5

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# Saving Weezy



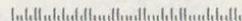
**How this 20-lb. dachshund and the other pets of Katrina could change national policy** P.22



**AARP Bulletin**

**Part D—The Price of Missing The Deadline** P.16

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# Boomer Case Study

- New environmental leadership initiative
- Invite boomers to attend a free workshop to learn about some of the most pressing environmental concerns in your area (clean air/water, recycling, etc.)

Based on what you know, what would you name this project?

# Boomer Case Study

- Environmental Legacy Leaders
- Environmental Stewards
- Senior Stewards
- Senior Environmental Stewards
- Legacy Leaders

# Boomer Case Study

## *Lessons Learned*

- Focus group – worth the time and money
- Options – don't narrow volunteer jobs
- Professionalism counts
- Make a difference – show it to the volunteers
- Benefits make a difference