



Temple University

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Boomer Recruitment Tip Sheet

Utilize Different Levels of Commitment and Expertise

- Support more informal, unstructured and extended family-focused volunteering
- Explore job sharing and team volunteering
- Engage volunteers in designing the strategy for project implementation
- Be as specific as possible when stating organization's volunteer needs
- Be flexible in the management and design of volunteer opportunities consider times after hours, on weekends or during the work day
- Design and frame your volunteer projects as if you were engaging consultants or project managers

Design Unique Work Experiences

- Target a specific subset you think will be most interested and qualified to volunteer for your organization
- Provide opportunities where boomers can directly effect local conditions
- Create a menu of short and longer term opportunities
- Discuss volunteering as a way to meet career goals
- Don't seek volunteers; seek activist willing to propel a movement
- Pitch volunteering as a leisure substitution not an obligation
 - a way to pursue unexplored passions, personal growth, and search for meaning

Use Incentives

- Offer a range of incentives that will appeal to different boomer segments
- Consider paid and non-paid volunteering
 - Prescription drug/ medical discount

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- Transportation waiver
- Free or discounted tuition, educational awards (lifelong learning institutes)
- Ask placement agencies if they have anything they are willing to offer: free/discounted yoga classes, gym memberships, after school care or camps for children or grandchildren etc.

Advertising

- Remember the quintessential boomer advertisement is short, snappy, and alluring
- Keep in mind Boomers are not attracted to labels that evoke chronological age

Acknowledge Contributions

- Offer opportunities to achieve the level of professionalism and respect that the volunteers had, or aspired to have, during their careers
- Establish a volunteer track for people looking for continued and increased involvement

Source: *50+ Volunteering: Working for Stronger Communities*, Points of Light Foundation. 2004.