



LIVE UNITED

**United Way
of North Central Massachusetts
Volunteer Center**

Volunteer Center

Vision: We will create healthy communities by energizing and inspiring people to make a difference.

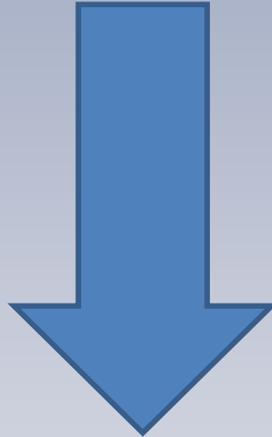
Mission: As a core function of the United Way of North Central Massachusetts, the Volunteer Center mission is to educate, inform and inspire greater community involvement through new and innovative strategies.

Agenda

- New Perspectives on Volunteer Engagement and Leadership
- Today's Volunteers and How to Engage them
- Proven Best Practices for Volunteer Engagement
- Volunteer Engagement Resources

Paradigm Shift

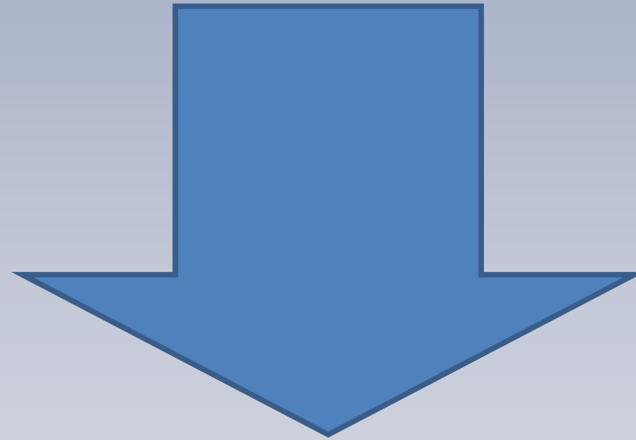
Volunteer Management



Volunteer Engagement

Leadership

Traditional



Transformational

Transformational Leadership

“Transformational Leadership goes beyond normal leadership and as the name implies, it results in a complete rejuvenation of the company and a transformation of its place in the corporate world.”

Organizational Buy-In



Who Are Today's Volunteers?

- Millennials
- Generation X
- Baby Boomers
- Silent/Younger Generation

Millennials

- 1981-1999
- Confident & “Cool”
- Ambitious
- Achievement & Team Oriented
- Work & Family Balance
- Seek Approval & Recognition

What Engages Millennials?

- Passion for Personal Cause
- Volunteer Choices of Friends
- Communication with Technology
- Social Media Recognition
- Desire for Achievement

Generation X

- 1965-1980
- “Latch Key Kids”
- Want Hands-Off Management Style
- Work to Live vs. Live to Work
- Work Hard/Play Hard Attitude
- Tech Savvy

What Engages Gen Xers?

- Family Opportunities: “Teach the Children”
- Opportunities Focused on Education
- New Learning Experiences
- “Doing It My Own Way”
- Flexible Schedule
- Meaningful Contributions to the Mission

Baby Boomers

- 1946-1964
- Confident & Independent
- Goal Oriented
- Question Authority
- Defined by Jobs; Workaholics
- Prestige, Perks & Position

What Engages Boomers?

- Meaningful Project & Outcomes
- Utilization of Experience & Skills
- Leadership Roles/ Teams
- Good Organization
- Flexible Times
- Clear Start and End Dates

Silent Generation

- 1925-1945
- Great Depression, Korean War, WW II
- Cautious & Conforming
- Respect for Authority
- Persevering & Thrifty
- Duty Before Self
- Home: Monument to Success

Younger Generation

- Alternate Term for Silent Generation
- Civil Rights Leaders
 - Martin Luther King, Bobby Kennedy, Malcom X
- Writers and Artists
 - Gloria Steinham, Andy Warhol, Jimmy Hendrix and many other musicians, activists and artists

What Engages the Silent Generation?

- Personal Stories of Life Transformations
- Personal Connections
- Person-to-Person Meetings
- Concrete Outcomes of Contributions
- Religious Affiliations
- Outreach & Mission Work

Common Denominators: in Best Practices

- Matching the Right Volunteers to the Right Opportunities
- Personal Interviews (individual opportunity)
- Applications (if more than one-time group project)
 - Volunteer/Employment History
 - Interests
 - Availability
 - References (multiple or ongoing opportunity)
 - CORI/SORI (access to children or other)
- Specific Position Descriptions

Common Denominators in Best Practices

- Volunteer Training
- Experienced Volunteers as Mentors
- Follow Up: Personal Thanks
- Updates on Volunteer Project & Agency Success
- Sharing Stories

Social Media & Technology

- Engage a Millennial to be Your Social Connector
- Utilization of Social Media is the Way to Go
- Limit Your Platforms to One or Two Choices and Do Them Well
- Use of Technology Within Your Organization Attracts Gen Xers and Millennials
- Start Strategizing for the Upcoming Z? Digital? TBD Generation!

Community Volunteer Resources

- Community Connections are Vital for Volunteer Engagement
- Develop relationships with:
 - Schools
 - Companies
 - Youth Agencies
 - Civic Organizations
 - Family Groups ... and many more!

How the UW Volunteer Center Can Help Your Agency

<http://volunteer.uwnccm.org>

Increase Agency Awareness & Build Capacity through
Volunteerism

- Post an Agency Listing
 - Vision, Mission, Website Link
 - Post Volunteer Opportunities
- Increase Visibility to Potential Volunteers
- Automatic Volunteer Inquiries Sent to You.
- Post Events on the Center Calendar
- Receive Technical Support from Center

Online Volunteer Resources

Free access

<http://www.volunteermatch.org/>

<http://www.nationalservice.gov/>

<http://www.serve.gov/>

Subscription w/some free access

<http://www.pointsoflight.org/>

<http://www.handsonnetwork.org/>

<https://www.e-volunteerism.com/>

Research Sources

- <http://www.volunteerhub.com/blog/recruiting-boomers-gen-xers-and-millennials/>
- <http://legalcareers.about.com/od/practicetips/a/GenerationX.htm>
- <http://study.com/academy/lesson/the-silent-generation-definition-characteristics-facts.html>
- **Recruiting Boomers, Gen-Xers, and Millennials**
- by [Shawn Kendrick](#) | September 17, 2011
- **Volunteer Engagement 2.0**
- Copyright 2015 published by John Wiley & Sons, Inc.
- **Boomer Engagement Collaborate Today, Thrive Tomorrow,**
- Copyright 2008 Jill Friedman Fixler and Sandie Eichberg, with Gail Lorenz, CVA

The Power of a Volunteer

“If you think you are too small to make a difference, try sleeping with a mosquito.”



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For a copy of the presentation, please email me with your request.