Volunteering & Service - 2006 and Earlier

2006

RespectAbility in America: Promising Practices in Civic Engagement among Adults 55+
National Council on Aging
This 64-page report identifies and catalogs the most promising practices in civic engagement for 55+ adults. Implementing recruitment strategies, devising communications messaging for 55+ adults, and conducting dialogues with community and staff are covered. Strategies for involving culturally-diverse and professional populations in volunteering are highlighted. Addressing different motivations for civic engagement is important, say the authors, who advise volunteer managers to recognize the life circumstances that influence 55+ adults, as well as the short and long-term motivations they bring. Many practical tips and examples from programs successfully engaging 55+ adults in community activities are offered.

Great Expectations: Boomers and the Future of Volunteering
VolunteerMatch, MetLife Foundation
Why do boomers and older adults volunteer? Why don't they? Where do they volunteer? And for how long? This 2006 study by VolunteerMatch interviewed hundreds of plus 50 adults who don’t volunteer about what holds them back, and surveyed more than 2,000 who do volunteer about what they find rewarding. The results offer practical tips for program managers and instructors seeking to engage plus 50 students in volunteering and service. The study was supported by the MetLife Foundation. The Web site includes a full report, executive summary and PowerPoint slides for easy access to the results. Read the study.

Rewards of Giving: An In-Depth Study of Older Adults’ Volunteer Experiences in Urban Elementary Schools
Experience Corps
This beautifully-illustrated research report paints a portrait of volunteering in public schools and benefits for adults over age 55 in this 46 page report.

Baby boomers: a new way to grow old
WebMD
In this feature article, the author discusses general trends specific to the baby boomer generation. He provides a more in-depth focus on volunteering and service for baby boomers by interviewing a researcher who studied Experience Corps volunteers (ages 60-86).

2005

Expanding the Boundaries of Corporate Volunteerism: Retirees as a Valuable Resource
Centers for Corporate Citizenship, Volunteers of America
Offers advice to corporations on how to expand their corporate social responsibility programs and
efforts to involve employees in the community - by looking to baby boomers who have a wealth of experience to offer.

2003

**Tips for recruiting and managing older volunteers**

*Chronicle of Philanthropy*

Plus 50 volunteers have a wealth of knowledge and energy to share with nonprofit organizations. This article highlights a program at the Arizona Theatre Company in Phoenix that involves baby boomer volunteers, and offers helpful advice for volunteer program managers seeking to reach this important population.

2002

**Helping Older Learners SHINE Their Way to Citizenship**

*Diversity Web*

Project SHINE (Students Helping In the Naturalization of Elders) was created at the Center for Intergenerational Learning at Temple University to train students to assist older immigrants and refugees in becoming United States citizens. The program combines intergenerational and service learning components, as well as literacy and civic education. It is offered on 31 campuses around the country, including San Jose City College, a two-year community college. More information is available at [www.projectshine.org](http://www.projectshine.org).

2001

**'BOOMNET' Capturing the Baby Boomer Volunteers: A Research Project Into Baby Boomers and Volunteering**

*Australia Department of Premier & Cabinet*

With the advent of the first baby boomers reaching their fifties nearly upon them, the government in Australia hired researchers to examine what motivates plus 50 adults to volunteer, and what hinders them from doing so. One baby boomer interviewee said, "I went along and thought I’d do some volunteer work and when I got there I found it was a group of silver-haired old dears sitting around sewing and chatting. That's not for me - I was the youngest there." The report drives home the point that nonprofit organizations need to re-evaluate how they manage baby boomer volunteers and jettison methods used in the past to engage older adults. Strategies for recruiting and retaining baby boomer as volunteers are suggested. The researchers also found that nonprofit organizations need to have a professional outlook, eliminate cliques, and employ good nonprofit management practices, in order to involve baby boomers, as well as make good use of the valuable time they have to give.

2000

**Candy Stripper, My Ass! A culture clash is looming as a high-powered wave of retiring executives meets the genteel world of volunteerism**

*Fortune*
As retiring executives set their sights on utilizing their hard-won skills and expertise in the nonprofit sector, a culture clash looms, warns this Fortune magazine article. At the same time, many nonprofits are seeking help with basic needs, but also need leadership in other areas. The author argues that both sides need to meet halfway and check their attitudes at the door.

**New Kinds of Volunteers Demand New Kinds of Recruiting Strategy**

**National Council on Aging**

Often charities and nonprofits can't afford to hire professional workers with extensive experience and expertise. But there's a great solution to their dilemma - recruiting volunteers with the professional knowledge and experience who are ages 55 and up. This 12-page report advises nonprofits to tailor messages to this audience specifically, structuring projects (not jobs) for volunteers to work on, offering flexibility for volunteers who need to juggle obligations, and partnering with other organizations and companies. [Read the report](#).