

A Special Report

experience
AT WORK

**Volunteering and Giving Among
Americans 50 and Over**

giving &
VOLUNTEERING
IN THE UNITED STATES



INDEPENDENT
SECTOR

About INDEPENDENT SECTOR

INDEPENDENT SECTOR is a nonprofit, nonpartisan coalition of more than 700 national organizations, foundations, and corporate philanthropy programs, collectively representing tens of thousands of charitable groups in every state across the nation. Its mission is to promote, strengthen, and advance the nonprofit and philanthropic community to foster private initiative for the public good.

About AARP

AARP is a nonprofit membership organization dedicated to addressing the needs and interests of persons 50 and older. Through information and education, advocacy and service, it seeks to enhance the quality of life for all by promoting independence, dignity, and purpose.

The Giving and Volunteering in the United States 2001 Signature Series

An executive summary, comprehensive report, and series of smaller reports exploring special topics from the *Giving and Volunteering in the United States* national survey will be available throughout 2002 and 2003. Subscriptions to the entire series or orders for individual titles can be placed by calling the INDEPENDENT SECTOR Publications Center at 888-860-8118 or by visiting the INDEPENDENT SECTOR website at www.IndependentSector.org.

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INDEPENDENT SECTOR is pleased to collaborate with AARP
on the development and distribution of this report.

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Experience at Work is a
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Methodology

Experience at Work is based on analysis from INDEPENDENT SECTOR'S *Giving and Volunteering in the United States* 2001 national survey. The survey was a telephone survey of 4,216 adult Americans 21 years of age or older conducted in the months of May through July of 2001 by Westat, Inc., for INDEPENDENT SECTOR. The interviews asked about individual volunteering habits in the 12 months prior to the survey and about household giving during the year 2000. Other key findings from this survey are available at www.IndependentSector.org.

Research Program

INDEPENDENT SECTOR'S Research Program works to build the research necessary to accurately define, chart, and understand the nonprofit sector and ways it can be of greatest service to society. Signature projects include the *Nonprofit Almanac* and *Giving and Volunteering in the United States*.

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Introduction

The American Baby Boom generation is crossing age 50, and many are nearing retirement. Those people born in the 20 years following World War II, 80 million strong, will enjoy the longest life span of any previous generation. They are highly educated, will have extraordinary levels of health and wealth, and will be available to contribute to society at unprecedented levels. For nonprofit organizations, this swell in the number of potential volunteers offers a significant opportunity for increasing programs and services—and a significant challenge as well, as the swell in older volunteers will likely be coupled with a rise in the demand for programs and services directed toward the aging population. Nonprofit organizations need to

plan for the training and supervision of this larger number of volunteers, for providing them with meaningful and fruitful service experiences, and for matching volunteering opportunities with their levels of skill and areas of interest.

The aging of the Baby Boom generation presents great opportunities for nonprofits that prepare to engage them and their talents. The U.S. Census Bureau projects that the over-50 population will grow by 18.3 million people (or 23%) over the next ten years, becoming nearly one-third of the American population. Of this group, those 50 – 64 will show the largest increase, growing by 13.9 million people (or 31%). These people, primarily still employed and in their highest income years, are the most generous

age group in terms of annual charitable giving. The over-65 age group will grow by 4.4 million people (or 12%) to become 13 percent of the population. People in this age group, primarily retired, are more likely to be regular volunteers (those who give their time weekly or nearly every week) and give more hours than do other age groups. In short, nonprofit organizations can expect a natural increase in the number of high givers, the number of people available to volunteer on a regular basis, and the number of hours offered to fulfill their program and service needs. To capitalize on this impending opportunity, nonprofits will need to change their approaches to recruiting volunteers and organizing service experiences.

In order to help nonprofits meet this challenge head on, INDEPENDENT SECTOR and AARP have partnered to prepare this report. The data contained herein are based on the 2001 *Giving and Volunteering in the United States* survey conducted on behalf of INDEPENDENT SECTOR. The first part of the report, prepared by INDEPENDENT SECTOR, contains a statistical analysis of the 50+ population in the United States, showing the current giving and volunteering patterns of this age group. The second part, contributed by AARP, presents several case studies illustrating these findings and exploring what nonprofit organizations can do to prepare for members of this generation.

Overview

There were approximately 80 million Americans aged 50 and over in 2001, with just over half of these people still in their working years, aged 50 – 65. This age group can be divided into two distinct subgroups: those still working (primarily between the ages of 50 – 64), with high incomes and generally low availability for volunteering, and those who are retired (primarily 65 and older), with relatively low incomes and high availability for volunteering. The majority of this report will examine these two segments of the 50+ cohort. This approach reveals a pattern in the engagement of the current generation of 50 – 64-year-olds and compares the engagement level of these adults to that of people over 65 while controlling for the influence of work status.

Table 1 shows that the 50+ population is different from the under-50 population in several important respects. The younger group is more likely to have attended college and more likely to hold a degree. Members of this group are also more likely to have had parents who volunteered and more likely to have volunteered in their youth. These characteristics—level of education, parental role models, and youth volunteering—are each associated with higher levels of adult engagement. Future members of the 50+ generation will enter this age group with life experiences that predict higher levels of giving and volunteering.

As mentioned above, the 50+ population is really two distinct subgroups, the working and the retired. In terms of income, those 50+ who are working have the highest incomes and give the

most, while the retired 50+ people have the lowest incomes and give the least. They also differ in terms of education, with those working being the most likely to have attended and graduated from college. Some of the most important differences are seen in volunteering behavior: The retired members of the 50+ group are less likely to volunteer than the working people aged 50+, but they volunteer significantly more hours on average. Further, of those who volunteer, the retired are more likely to have volunteered in the past month.

The table also shows the retired are less likely to be asked to give or volunteer in spite of the fact that they respond to being asked just as positively as the working cohort. These and other findings are examined in more detail in the remainder of this report.

Table 1 Americans Under 50 and 50+ (Working and Retired): A Comparison

	Under 50	
Demographics	Household Income	\$56,068
	Attended Some College	58.5%
	College Graduate	29.3%
	Homeowner	59.7%
	Married	58.6%
	Have Children Under 18 in Household	60.6%
Giving	Percentage Who Give to Charity	87.1%
	Average Annual Household Contribution (contributing households only)	\$1,501
Volunteering	Percentage Who Volunteer	44.7%
	Average Monthly Volunteer Hours	15.2
	Percentage of Age Group Who Volunteered in Last Month	27.0%
	Percentage of Volunteers Who Volunteered in Last Month	60.4%
	Percent of Volunteers in Last Month Who Are Regular Volunteers	78.7%
	Percentage Asked to Volunteer	53.8%
	Percentage Who Volunteer When Asked	61.6%
	Percentage Who Volunteer Without Being Asked	25.1%
	Percentage Asked to Give to Charity	55.3%
	Percentage Who Give When Asked	94.7%
	Percentage Who Give Without Being Asked	77.6%
	Did Volunteer Work as a Youth	59.7%
	Had Parent(s) Who Volunteered	45.3%

	50+	
ALL	WORKING	RETIRED
\$49,050	\$62,286	\$37,716
48.9%	55.0%	43.3%
25.9%	31.7%	20.7%
78.5%	79.2%	78.0%
65.3%	72.5%	58.7%
11.0%	17.9%	4.7%
90.2%	92.8%	88.0%
\$1,930	\$2,211	\$1,668
44.2%	46.8%	41.9%
14.4	10.8	18.1
28.9%	29.6%	28.2%
65.3%	63.2%	67.5%
84.0%	76.6%	91.1%
45.1%	50.1%	40.4%
66.4%	67.8%	64.8%
26.1%	25.8%	26.3%
60.0%	62.8%	57.7%
96.0%	98.3%	94.8%
81.0%	83.6%	79.1%
52.0%	57.9%	46.7%
39.4%	44.1%	35.0%

Volunteering

People aged 50 and over tend to be engaged in their communities. Within the 50+ cohort, however, there are major differences between the employed and the retired: The employed are more likely to volunteer, but the retired volunteer more hours per month. That is, in 2000 retired people were about 42 percent of all 50+ volunteers yet gave more than half of all hours given by this age group. By 2010, the number of people ages 50 – 64 will have increased by nearly one-third, compared to an increase of just 13 percent for those 65 and over, which will lead to an even split in total hours given by these age groups. However, because the 50 – 64 age group is expected to grow the most, its members will account for over 68 percent of

the additional volunteering hours given by the 50+ population. In ten years, if the members of this age group volunteer as much as their counterparts do now, the 50+ age group will include at least an additional 8 million volunteers, giving 105 million additional annual volunteer hours.

Regular Volunteers

Regular volunteers (those who give their time weekly or nearly every week) are an important resource for nonprofit organizations, both faith-based and secular. They make it possible for organizations to plan and implement programs and services that would otherwise require additional paid employees. In addition, regular volunteers give more hours than occasional volunteers, further increasing their value to the organizations.

Volunteers from the 50+ working group are an excellent source of regular volunteers because of the large size of this population group. With about 3 out of 4 volunteers reporting being regular volunteers (77%), this age group will only grow in significance as it expands over the next ten years. These regular volunteers give an average of 12.6 hours per month, over 70 percent more than occasional volunteers, who average 7.3 hours per month. This group is, and will continue to be, an important source of educated, dedicated volunteers for nonprofit organizations.

Retired volunteers aged 50 and over are even more dedicated than those still working. Not only do a higher percentage report being regular volunteers, they give substantially more hours per month than working 50+ volunteers. Further, as might be expected,

Table 2 Changes in the 50+ Volunteer Pool

	2000 (Actual)		2010 (Projected)	
	50-64 YEARS OLD	65+ YEARS OLD	50-64 YEARS OLD	65+ YEARS OLD
Percentage of 50+ Population	55.3%	44.7%	59.2%	40.8%
Percentage Increase in Population by 2010	31.2%	12.5%		
2000 Volunteering Rate (kept constant)	47.0%	42.0%	47.0%	42.0%
Percentage of Volunteers Aged 50+	58.1%	41.9%	61.9%	38.1%
Percentage of Total Hours Volunteered by 50+ Population	45.9%	54.1%	49.8%	50.2%
Percentage Increase in Hours by 2010	68.2%	31.8%		

regular volunteers within the retired cohort volunteer substantially more hours than do occasional volunteers from this group, over three times as many hours per month on average. This age group may be smaller in numbers than its working counterpart, but its members are more likely to be regular volunteers and give more hours. Thus, this group of regular volunteers (mostly aged 65 and above) presents an outstanding opportunity for nonprofits. The number of these people, who volunteer an average of four hours per week, will grow into the foreseeable future, increasing as the Baby Boom generation ages.

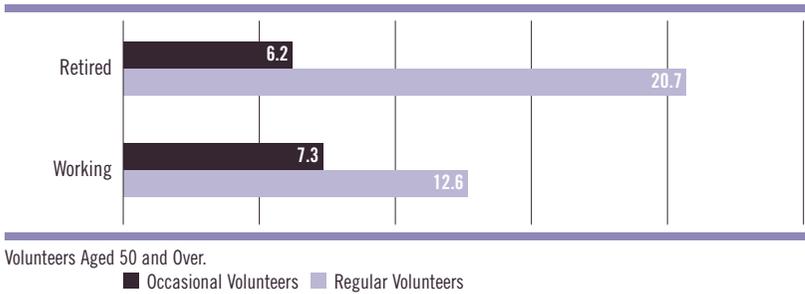
Volunteering: The Power of the Ask

This analysis points to the great promise of the aging population,

but nonprofit organizations cannot afford to be complacent in expectation of a glut of volunteers. In order to take advantage of the natural population increase, nonprofits need to plan for getting the growing 50+ population to be involved and engaged in ways that fit their changing lifestyles, interests, and experience. The simplest way to accomplish this goal is to ask people to volunteer.

The 50+ cohort responds to being asked to volunteer, and they respond in dramatic ways. About 65 percent of both working and retired adults aged 50+ volunteer when asked. This is a substantially higher percentage than those who volunteer on their own, about 26 percent of each group. That is, the volunteering rate is about 3 times higher for those who were asked than for those who were not.

Figure 1 Average Volunteer Hours Per Month by Work Status and Frequency of Service



However, the average number of monthly hours given by these volunteers, asked or not, does not differ: They give the same number of hours per month on average. What is important is that those asked are much more likely to volunteer in the first place.

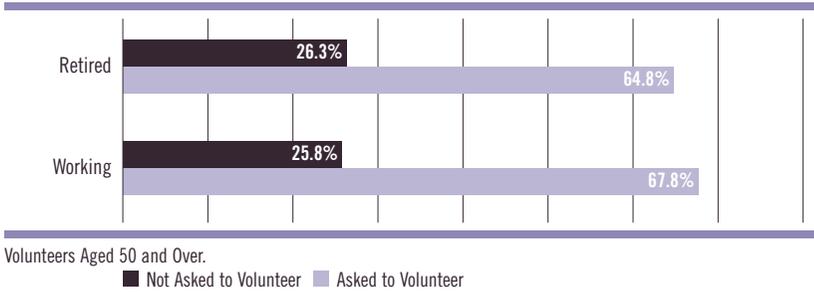
To take advantage of the increasing size of the 50+ age group, nonprofits need to be active by recruiting volunteers to a degree never seen before. The finding that only 50 percent of the working cohort and 40 percent of the retired cohort are asked to volunteer shows this—not only will nonprofits have more people to ask in the future, there is also great potential to increase the proportion of volunteers among this group.

Youth Experiences as a Predictor of Volunteering Behavior

Prior research by INDEPENDENT SECTOR has demonstrated the lifelong value of young people becoming engaged in volunteering: Those who start volunteering in their youth are more likely to be volunteers as adults. The Baby Boom generation was an engaged generation, with their attitudes toward civic engagement being shaped by such movements and events as the Great Society, the Civil Rights movement, and the Vietnam War. These attitudes toward engagement formed in their youth have been carried forward with them into adulthood and will remain a part of them as they cross over into the 50+ generation.

Fifty-eight percent of the current 50+ working cohort began volunteering as youth, a greater

Figure 2 The Power of the Ask: Rate of Volunteering by Work Status



percentage than that of their retired counterparts, about forty-seven percent of whom volunteered as youth. Not only will these age groups increase in sheer numbers as the Baby Boom generation ages, those who comprise them will bring a greater history of volunteering. This finding suggests that the volunteer hours this age group gives will increase beyond that indicated by population growth alone.

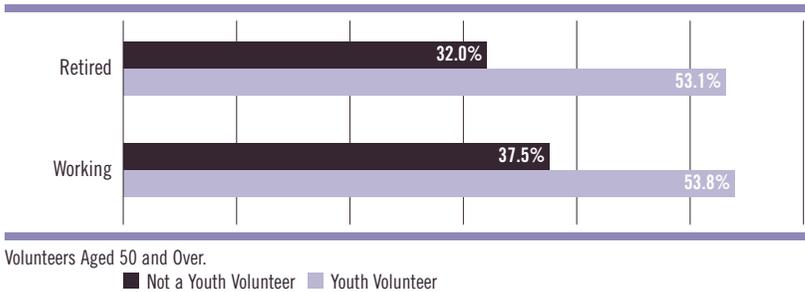
For both working and retired persons 50 and over, about 53 percent of those who volunteered in their youth (53.8% and 53.1% respectively) report being adult volunteers. That those youth experiences lasted a lifetime can be seen in the much lower volunteering rate for those who did not become involved as young people. In the working segment of the 50+ cohort, only 38 percent of those who did not start volunteering in their youth became adult volunteers, while the retired cohort

showed an even lower volunteering rate, 32 percent, for those who did not volunteer in their youth. Since the number of people in this age group—including those with youth volunteering experience—will grow faster than the population as a whole, this again indicates an increase in the number of people nonprofits may be able to involve.

Another angle from which to examine the importance of youth experiences is the percentage of volunteers in each segment of the 50+ cohort who report volunteering in their youth. In the working segment, 67 percent of the volunteers were youth volunteers, while an equally impressive 59 percent of the retired segment reported youth service.

Among volunteers in the working segment of the 50+ cohort, no differences were found in the number of hours given in terms of youth volunteering experience.

Figure 3 The Impact of Youth Volunteering



When members of this subgroup—both those who volunteered in their youth and those who did not—volunteer, they give about the same number of hours per month. For the retired segment of the 50+ cohort, however, those who began volunteering at a young age give more hours per month than those who were not youth volunteers, 20.3 versus 14.9 hours. As people move into their retirement years, those who started serving in their youth are not only more likely to volunteer, they also volunteer more hours.

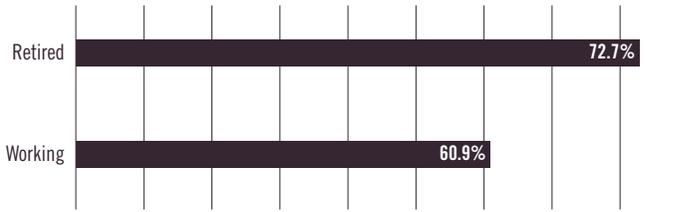
Religious Attendance and Volunteerism

One place nonprofit organizations can look for volunteers is in places of worship. As shown in other INDEPENDENT SECTOR research, Americans who attend religious services weekly are more likely to volunteer, and this characteristic extends into the 50+ cohort.

Working people aged 50+ are less likely to attend religious services weekly than the retired, though they are more likely than retirees to volunteer. In this subgroup, 38 percent of those not attending services weekly are volunteers, significantly lower than the 62 percent rate for those who do attend weekly. In the retired subgroup, the volunteering rate for those not attending religious services weekly is 48 percent, not significantly different from the 52 percent volunteering rate for weekly attendees.

However, of all volunteers in the working segment of the 50+ cohort, just over 60 percent attend religious services weekly. Likewise, of all volunteers from the retired segment, nearly three-quarters (73%) attend services weekly. These findings lend strength to the suggestion that, for nonprofits in search of volunteers, places of worship are a good starting point.

Figure 4 Religious Attendance and Service



Volunteers Aged 50 and Over.

■ Rate of Weekly Religious Attendance

Recommendations

In simple terms, retired people volunteer about 50 percent more hours per week than those still working and are more likely to be regular volunteers, yet they are less likely to be asked to volunteer. There are several implications to these findings. First, nonprofits that work with the 50+ age group need to have customized engagement plans both for those still working and those who are retired, keeping in mind these volunteers' differing availability. Second, nonprofits should investigate ways to identify and invite retired people to become involved with their programs and activities.

The 50+ population holds tremendous promise for nonprofit

organizations. Planning and preparation will be essential if nonprofits are to take advantage of the growth opportunity this expanding population affords. Our key recommendations are:

■ Plan for growth on several levels.

On the positive side, nonprofits should be able to expand programs and services as more people will be available to give more hours—indeed, the increase in the aging population is likely to come hand in hand with an increase in the demand for programs and services geared toward older Americans. However, nonprofits will also have more volunteers to train and manage, a situation that will also require careful planning and execution.

PLANNING AND PREPARATION WILL BE ESSENTIAL IF NONPROFITS ARE TO TAKE ADVANTAGE OF THE GROWTH OPPORTUNITY THE EXPANDING 50+ POPULATION AFFORDS.

■ **Expand the scope of your volunteer search.** Retired people will respond to invitations to volunteer; give more hours; and welcome regular, scheduled volunteering assignments. To succeed with this group, nonprofits should prepare opportunities that will match these preferences prior to asking retirees to volunteer.

■ **Appeal to the characteristics of the next generation of 50+ volunteers.** Compared to the current 50+ cohort, the coming generation will be better educated, more likely to have been involved in volunteering since their youth, and more likely to have come from families

in which their parents were volunteers. Each of these factors points to people who are more likely to volunteer, thus not only will this age group increase in numbers, its members will also enter the 50+ cohort better prepared to serve.

Charitable Giving

Americans 50 and over also support charitable organizations by making financial contributions. Those in their higher-income years, between the ages of 50 and 64, are able to give more annually than those in younger or older age groups. As with volunteering, natural population growth will lead to an increase in the amount given by the 50+ population as more and more people enter that age group. The 31 percent increase in the number of people aged 50 – 64 and the 13 percent increase in those aged 65 and up heralds an overall increase in giving from the 50+ cohort. While having fewer people in the younger age groups that tend to give less will offset some of this increase, it is good news for nonprofit

Table 3 Average Annual Household Contribution by Income, Working vs. Retired Ages 50+

		Giving Households Only			
		UP TO \$24,999	\$25,000– \$49,999	\$50,000– \$74,999	\$75,000 AND UP
Working	Average Annual Household Contribution	\$811	\$1,086	\$2,276	\$3,860
	Percentage Distribution of Households	14.0%	28.9%	23.4%	33.7%
Retired	Average Annual Household Contribution	\$699	\$1,407	\$2,297	\$4,170
	Percentage Distribution of Households	38.7%	33.5%	13.9%	13.9%

organizations that the highest-giving age group will swell. Overall annual giving by people in the 50+ age group (currently around \$128 billion) could grow by more than \$30 billion per year by 2010. Combined with the increase in the number of volunteers, non-profit organizations that plan well may be able to use these increased contributions to expand the services and programs that the new volunteers will help to provide and meet the demand for services that is likely to grow along with the aging population.

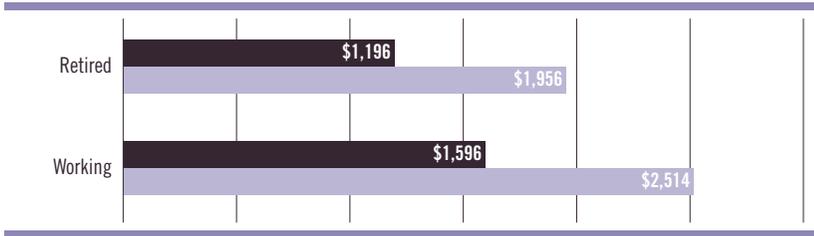
Household Income and Charitable Giving

Within each age group, giving varies by household income, and across all age groups, income is the strongest

single predictor of how much a household gives. In the 50+ cohort as a whole, and among working and retired people within that cohort, the average annual household contribution increases as income increases. Table 3 above shows the percentage of givers in each age group by annual household income and the corresponding average annual household contribution.

When examined by income category, retired people are just as generous as their working counterparts. None of the differences in the means between the employed and retired cohorts are statistically different: People in each income category give as much regardless of their work status. For nonprofits, this finding implies that fundraising campaigns should be planned around income, not work status.

**Figure 5 The Power of the Ask, Part Two:
Amount of Annual Charitable Contribution by Work Status**



Adults Aged 50 and Over, Contributing Households Only.
 ■ Not Asked to Give ■ Asked to Give

Charitable Giving: The Power of the Ask

As with volunteering, the simplest way to attract financial support is to ask for it. If asked, people are not only more likely to give, they also tend to give more.

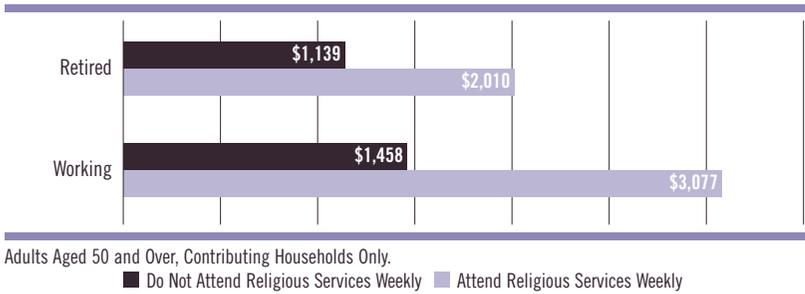
For the working segment of the 50+ cohort, most of whom are from households in their high-income years, the power of “the ask” is important in terms of both percentages and in terms of dollars. The percentage who gave to charity when asked is 98 percent, compared to 84 percent who gave on their own, an important difference.¹ The impact of the ask is further seen in the average annual household contribution to charity: Households who were asked to contribute gave 58 percent more than did those who gave without being asked. In this age group, only 63 percent report having been asked to give, leaving room for improvement.

The retired segment of the 50+ cohort is also responsive to requests to contribute to charity. Fifty-eight percent were asked to give, and ninety-five percent did so. Further, the average contribution was nearly double that of the 79 percent of those who gave without being asked.

Both groups show a significant response to being asked to give. Those asked are more likely to give, and they give substantially more. As this age group expands, nonprofits should focus on ways to increase both the proportion and number of people they turn to for support.

¹ Survey question: Were you or the members of your household personally asked to give money or other property to charitable organizations, including religious organizations, in 2000?

Figure 6 Religious Attendance and Annual Charitable Giving



Religious Attendance and Charitable Giving

The most generous subset of the working members of the 50+ generation is found in those who attend religious services weekly. Annually they give more than double the amount given by those who do not attend weekly. Further, they are more likely to be givers, 97 percent versus 90 percent. Likewise, the retired members of the 50+ cohort are both more likely to be givers and give more when they attend religious services weekly. The amount given is also nearly double that of those who do not attend weekly. In this segment of the population, the percentage of weekly attendees who give exceeds 93 percent, while the giving rate for those who do not attend weekly is 81 percent. Clearly, weekly attendance at religious services is associated with a greater propensity to give and a higher amount given. People who are actively involved

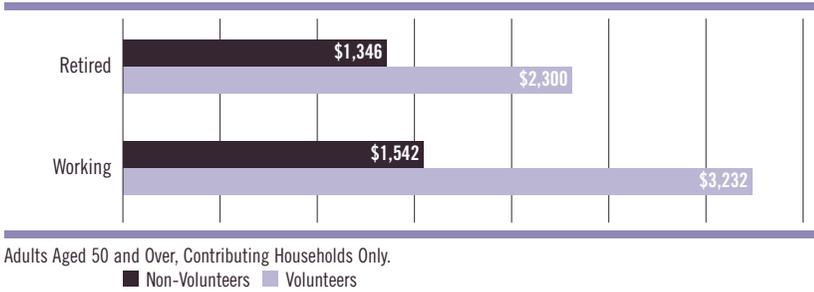
at their place of worship are also more involved givers and volunteers, a fact nonprofit organizations, both faith-based and secular, should take into account as they seek to expand their giving and volunteering base.

Volunteers Who Give

That volunteers are reliable, generous givers has been a finding supported by INDEPENDENT SECTOR research since the 1980s. Nearly all volunteers are givers, and they give more than those who do not volunteer. These findings hold true for the 50+ population in America.

Looking first at the working members of the 50+ cohort, those still in their working years and at the height of their earning power, the average household contribution for volunteers is significantly more than that given by non-volunteers in the same group. Those who volunteered gave an average contribution of \$3,232. This compares

Figure 7 Average Annual Household Contribution by Work and Volunteering Status



to the average gift of \$1,542 for those who did not volunteer. In other words, volunteers contribute more than double the amount given by non-volunteers.

Likewise, retired volunteers aged 50+ give significantly more than their counterparts who do not volunteer. Retired volunteers showed an average contribution of \$2,300 compared to the average of \$1,346 for those who do not volunteer.

As the Baby Boom generation ages, nonprofit organizations should be able to increase both the number of volunteers and the number of givers. They should also be able to increase the percentage of volunteers who give and the amount given by focusing their attention on encouraging volunteers to contribute financially, something accomplished simply by asking more volunteers to give.

Recommendations

People aged 50 and older, both working and retired, share their wealth with nonprofit organizations. Working people, primarily 50 – 64 and in their high-income years, give more than any other age group. They respond well to being asked to give, especially when they are also volunteers. Retired people in the 50+ cohort are also generous supporters of nonprofit causes and organizations, but they give less in real terms because their incomes are lower. They, too, respond well to being asked to give, and give more when they are also volunteers.

This highly involved age group will grow tremendously over the next ten years, offering nonprofits a chance to make real strides in achieving their goals in the community. As with volunteering, planning and preparation are essential. Our key recommendations are:

■ **Ask your volunteers to give regardless of their work status.**

Both working and retired volunteers will respond to being asked to give, and they will give you more if you ask them.

■ **Demographics alone suggest you will have more people from which to solicit donations.** Your resources can best be used by targeting marketing efforts toward those who are most likely to respond to requests: volunteers and those who attend religious services weekly.

■ **There is room to increase your reach into this age group of good givers (the working) and good volunteers (the retired).** A substantial percentage of each age group is not asked to give or volunteer.

■ **You should be able to raise money for expanding programs and services.** In ten years, giving by the 50+ cohort could grow by \$30 billion annually in constant 2000 dollars based solely on demographics and current giving patterns.

Conclusion

The aging of the Baby Boom generation will lead to increases in the number of people who are highly engaged with faith-based and secular nonprofit organizations. The number of people in their high-income years will expand, and these are people who historically have been generous givers. In a similar fashion, the number of retired people will increase, becoming part of the group of people with a

history of being regular, committed volunteers. Nonprofit organizations that anticipate these demographic changes will be in a position to benefit from the increases in giving and volunteering afforded by these demographic changes.

This report reveals the tremendous potential of the aging population: The data show that people 50+ will respond to being asked to volunteer and give, yet many of them are not asked. Nonprofit organizations have the chance to increase both the number and percentage of people they ask to become involved.

Whether they are working or retired, people aged 50 and over are likely to volunteer, but they have different volunteering patterns. The retired will volunteer more hours and are more inclined to volunteer on a regular basis, and the working cohort will show much greater growth in the number of hours that are given in total. Nonprofits need to consider how they will balance their volunteering opportunities to conform to these different patterns.

If the giving and volunteering patterns stay the same, the increase in the number of people 50 and over will result in increases in both the number of hours volunteered and the amount of money given. Nonprofits can act to take advantage of the patterns uncovered here, increasing giving and volunteering rates, and leading to even greater growth in participation by this generation.

Tapping a Lifetime of Experience: Engaging 50+ Volunteers

At age 90, Algetha Quander continues to give back to her community. “I don’t know of anything as rewarding as volunteer work,” says Quander. “It has made a good life for me.” Retired after 33 years of working for the federal government, Quander volunteers with Christian Community Group Homes (CCGH) in Washington, D.C., an organization that operates housing for low-income seniors as well as intergenerational programs. Quander’s 21 years of financial and volunteer support have helped CCGH to serve more than 85 low-income seniors in permanent housing and more than 100 seniors in the community. She also volunteers with the Ostomy Association,

Anchor Mental Health, Catholic Daughters of America, and Little Sisters of the Poor.

George Rowan, a 60-year-old professor of agriculture at Michigan State University, believes in volunteering. He balances work and volunteer leadership positions with several health and environmental organizations, including serving as president of AARP Michigan. “I believe in giving back to the community. It was a family tradition,” says Rowan. He sees many benefits to volunteering including a sense of enjoyment and fulfillment, the chance to share what he has with others, and the opportunity to learn. He says, “Volunteering makes me stronger.”

Whether retired or employed, many Americans 50 years of age and older have a wealth of experience, as well as the energy and desire to improve their communities—qualities that make them valuable volunteers.

Engaging 50+ Americans

Today people over 50 years of age constitute the largest, best-educated, and healthiest group of older Americans in our nation’s history. Their numbers will continue to grow as the Baby Boom generation ages and life expectancy lengthens. Older Americans have the richness of diversity reflected in other age demographics. No matter their gender, ethnicity, income level, or religion, the one thing they do have

in common is a lifetime of experience that makes them a valuable pool of potential volunteers for any organization. As vital, contributing members of society, their skills and experiences can benefit many in their communities.

Many programs have emerged specifically to engage older volunteers in service. Through programs such as Senior Corps and Experience Corps, older volunteers are using their talents to improve the lives of individuals in communities across the country. (See Case Study 1.)

The Benefits of Involving 50+ Volunteers

Volunteers 50 years of age and older bring a wealth of life and professional experiences to their work with organizations. Whatever skill an organization is seeking from volunteers, it can be found among individuals 50+. Looking for someone with experience working with or raising children? How about a training or teaching background? Would an individual with expertise in accounting, law, health, or carpentry fill a need? All of these talents can be found among 50+ Americans.

The Peace Corps is one organization that understands the advantages of engaging volunteers over 50. The diversity of the Peace Corps is richly enhanced by the participation of older volunteers, and the organization has made it a priority to actively recruit this age group.

The work and life experience of 50+ volunteers, coupled with their education and strong commitment to service, make them excellent Peace Corps volunteers. One volunteer, Helen Raffel, is 74 years old and serving in her third tour with the Peace Corps. Helen's career in banking has been an asset to her work in small business development in Uzbekistan from 1998-2000 and in teaching environmental protection courses in China from 2000-2002. She is currently serving in Morocco.

Engaging an older volunteer benefits not only the community organization, but the volunteer as well. Numerous studies have shown that volunteering in the community is one of the keys to successful aging. Through their volunteer experiences, many people enjoy a sense of accomplishment and value opportunities to socialize and make use of their skills and experiences. Through their experiences, volunteers continue to learn, grow, and make a difference in their communities. Many are leading more active, enriched lives.

Jim Lathrop of Hawaii sees volunteering as a chance to do something positive for society, but as a retired educator he seeks, "the opportunity to continue learning. I am happiest when I am learning something new to me." Since Lathrop and his wife are new to Hawaii—having moved there after retirement—this desire for lifelong learning has included volunteering activities that help them to pursue

their interests in orchids, the environment, and learning about the unique Hawaiian culture, resulting in leadership roles in the Kona Daifukuji Orchid Club and involvement with Reef Watchers.

Designing Work for 50+ Involvement

Before recruitment can begin, an organization must take a close look at why they need 50+ volunteers. Recruiting volunteers without first identifying how they will help to move the work of the organization forward and designing work for volunteers that meets that need will be a frustrating experience for both the organization and the volunteer. Volunteers want to give their time in ways that utilize their talents, give them a sense of accomplishment, and make a difference in their communities.

The first step to determining a program's volunteer needs is to look at the organization's goals. What is it that needs to be accomplished? Increased funding? Passage of legislation? Serving the hungry or homeless? Looking at what must be accomplished will help to determine both paid and volunteer staffing needs.

The second step is to determine what tasks volunteers need to take on in order to accomplish these goals. Will volunteers meet with potential funders to help raise money? Will they meet with legislators to express support for a bill? Will they cook meals for the hungry

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or distribute blankets to the homeless? Design work for volunteers that will move the organization toward attaining its goals. A volunteer position description should be created to reflect the responsibilities to be performed.

Every volunteer wants to be engaged in meaningful work. They want to feel that they are contributing to the success of the organization and the well-being of the community. Make sure their work is well-organized and isn't just busy work. Fill specific volunteer job positions outlining specific tasks and responsibilities. If volunteers are provided with the parameters of the job they will be able to work more independently, freeing paid staff to do their own work.

Once an organization has determined the tasks to be performed by volunteers in order to meet organizational goals, the next step is to determine the kind of person

needed to do this work. Think about the skills, experiences, and attitudes a volunteer would need in order to successfully fill that position.

The skills, experiences, and attributes should also be incorporated into the volunteer position description. Qualifications should be listed. If these needs are articulated up front, the potential volunteer and the organization will have an opportunity to decide whether the position is a good fit.

Many organizations, including AARP, have designed meaningful work to advance their program's mission and utilize the skills and interests of 50+ volunteers. Programs like Project RE-SEED, which matches retired engineers with schools, and Environmental Alliance for Senior Involvement, which engages older volunteers with an interest in the environment, benefit from the time and talent of 50+ volunteers. (See Case Study 2.)

Case Study 1

Programs Engaging 50+ Volunteers in their Communities

Senior Corps

Senior Corps, part of the federal government's Corporation for National and Community Service, is a network of programs that utilize the skills, experience, and talents of older Americans to improve local communities. Volunteers age 55 years and older assist organizations and individuals through Senior Corps's three programs—Foster Grandparents, Senior Companions, and the Retired and Senior Volunteer Program (RSVP).

RSVP engages people 55 and over in a broad range of volunteer activities in their communities. Volunteers choose the opportunities that best meet their interests and availability, such as organizing neighborhood watch programs, tutoring children, renovating homes, teaching English to immigrants, assisting victims of natural disasters, or lending their business skills to community groups that provide critical social services. Local organizations receive grants to sponsor and operate RSVP projects and recruit

seniors to serve from a few hours to almost full-time with community and faith-based organizations helping to meet local needs.

The Foster Grandparent Program provides a way for those 60 and older with limited incomes to serve as extended family members to children with exceptional needs. Foster Grandparents help children who have been abused or neglected, mentor troubled teenagers and young mothers, and care for premature infants or children with physical disabilities by serving 20 hours a week in schools, hospitals, correctional institutions, childcare facilities, and Head Start centers.

The Senior Companions Program provides an opportunity for individuals 60 and older whose incomes are limited to provide assistance and friendship to adults who have difficulty with daily tasks such as grocery shopping and paying bills. Supported by monthly training, Senior Companions spend

20 hours a week helping two to four adults live independently in their own homes by providing relief to caregivers and alerting doctors and family members to potential problems.

Senior Corps also administers an online service, www.seniorcorps.org, to connect seniors to volunteer opportunities with Senior Corps programs in their communities, as well as a wide variety of other nonprofit groups.

Experience Corps

Experience Corps, a program of Civic Ventures, mobilizes the time, talent, and experience of adults 55 and older in service to their communities. The program provides schools and youth-serving organizations with caring older adults to improve the academic performance and development of young people, help schools and youth-serving organizations become more caring places, strengthen ties between these institutions and surrounding neighbor-

hoods, and enhance the well-being of the volunteers in the process.

The program works to provide options that fit the needs, interests, and schedules of the participants (offering both part-time and episodic opportunities). Corps members serve at least 15 hours a week and receive a small stipend. Experience Corps members provide tutoring and other support to children. In addition, the program responds to school and community needs through other initiatives such as parent-involvement campaigns and book drives.

Volunteers receive continued support and training, which result in learning and growth. In addition, participants are provided with team meetings, lectures, and reflection opportunities. Teamwork is emphasized through joint problem solving and social support and leadership opportunities are encouraged through team leadership and the initiation of projects utilizing skills and interests.

Recruiting 50+ Volunteers

Once the skills and talents that 50+ volunteers can bring to an organization have been identified, the next step is to recruit individuals who are qualified to fill those volunteer positions. The keys to successfully recruiting older volunteers are:

- Identifying sources for volunteers 50 years of age and older;
- Designing recruitment messages that resonate with these potential volunteers; and
- Delivering recruitment messages through mechanisms that reach this audience.

For the best results, a focused approach in recruitment efforts is essential, including looking in places and at those groups and organizations that will provide access to 50+ volunteers with the skills needed to advance the priorities of your organization. Consider the diversity in the community and ways to reach a rich pool of 50+ volunteers.

Partner with organizations already engaging individuals 50 and older, such as:

- **Community groups and local service organizations.** Organizations like the Kiwanis and the Retired Senior Volunteer Corps engage individuals already interested in service.
- **Religious communities.** People who regularly attend religious services are more likely to volunteer.

- **Corporate employee and retiree volunteer programs.** Approaching the right company with an employee and retiree volunteer program can lead you to 50+ individuals with the skill set needed. (See Case Study 3.)

Think about the kind of organization that might attract the type of person who would be interested and qualified to serve as a volunteer for your organization. A teachers' association could be a pool of potential tutors. A military organization could provide individuals with strong organizational skills. Working and retired members of these organizations may have the skills you are seeking.

Organizations should also consider the growing diversity of the 50+ population and the richness a diverse volunteer community brings to any program. Bringing these unique skills and perspectives into a volunteer community requires the development of activities and recruitment messages that resonate with a broad range of individuals.

Designing Recruitment Messages

After deciding where to look for volunteers, the next step is to develop the messages that will attract 50+ volunteers. Once the message is developed, it can be used in a variety of communication channels such as printed materials, direct mail, and in-person appeals.

An effective recruitment message includes:

- **A listing of benefits volunteers will receive by getting involved in the program.** Will they have a chance to meet new people, develop new skills, or pursue their interests? The choice of volunteer work is related to an individual's interests, personal goals, or life perspective, so recruitment messages must reflect that.
- **An appeal to service to help the organization accomplish its goals.** People engage in volunteer activities because they want to do something for others. They want to give back and remain productive in meaningful ways.
- **Highlights of organization successes.** Everyone wants to know that their contribution will be making a difference.
- **A brief description of the responsibilities volunteers will fulfill.** This is an opportunity to provide a description of the kind of person who would successfully fill that role, so that person can see himself or herself as a good match.
- **A summary of the time commitment asked of volunteers.** A potential volunteer will need to know how much of his or her time this volunteer assignment will require. Organizations able to offer flexibility will likely be more successful with recruitment of both working and retired volunteers.
- **A description of the training**

and support provided to help volunteers succeed. This is a chance to promote the opportunity for lifelong learning.

Recruitment is the time to focus on benefits to the prospective volunteer, not on features of the organization or position. Additional details can be provided once the individual decides he or she is interested in finding out more about volunteering.

Delivery of the recruitment message is the final step in the process. Narrowing the communication channels by focusing on those that will reach the target audiences (people 50+ with particular skills and interests) will increase the response from potential volunteers.

Communication vehicles for delivering recruitment messages to those 50 and older include:

- **Individual invitations.** Making a personal ask is the most effective recruitment method. It is especially powerful coming from someone already volunteering with the program.
- **Printed materials such as flyers, brochures, inserts, and other written materials** that people can pick up at 50+ events or places of business. Think about places in the community frequented by this segment of the population.
- **Public speaking opportunities** before community groups, professional associations, social clubs, and religious organizations.

■ **Booths and exhibits** at professional meetings, community events, and other places where people 50 and over with the skills needed gather and meet.

■ **Articles or ads** placed in corporate employee and retiree newsletters, the bulletins provided at religious services, or the publications of community groups.

■ **Mass media tools such as press releases, letters to the editor, and public service announcements on radio or TV.** These should be

targeted to outlets that reach 50+ Americans, such as Senior Bulletin or similar local publications.

■ **Direct mail appeals** that include an easy way for the potential volunteer to reply.

■ **Web-based volunteer matching tools** such as www.seniorcorps.org or www.volunteermatch.org.

Retaining and Recognizing 50+ Volunteers

Retaining 50+ volunteers is a vital part of building and maintaining a strong and healthy volunteer community to ensure program success. The key to retention is to continue to feed the motivation that brought the volunteers to the program in the first place. Think about what motivated a volunteer to choose a particular volunteer position. Was it to remain productive, to give back to others, or for personal growth? Is the work he or she is doing filling those needs?

Programs engaging volunteers will have greater success with retention by also considering the following:

■ Creating a welcoming environment for 50+ volunteers;

■ Providing ongoing training and support;

■ Allowing flexibility in work assignments; and

■ Recognizing volunteers in ways that are meaningful.

Recognition should not be limited to large, public events. Although volunteer recognition luncheons and dinners are appreciated, volunteers prefer a more personal “thank you,” either in person or through a written note. Think again about why a volunteer chose to become involved. If it was to give back to others, he or she may appreciate a note of thanks from someone who benefited from the volunteer’s help. If it was to remain productive, hearing how the work helped to bring about a program success or meet a goal would be meaningful. Someone seeking personal growth may appreciate an opportunity to take on a leadership position or a new challenge.

Overcoming Barriers to 50+ Volunteerism

Potential volunteers of any age face barriers to donating their time and talents. Those 50 and older encounter them as well.

Time

Working or retired, those 50 and older struggle to balance all of life's commitments. Whether given to family, work, or other community organizations, time is a valuable resource. Flexibility in volunteer work may help programs attract individuals with limited time to give and increase success in filling positions. If individual flexibility is not possible, organizations should be mindful of the scheduling established. For example, activities taking place during the day may present difficulties for volunteers who are employed.

Disabilities and health concerns

Although there is a long-term trend toward greater health for the older population, the percentage of individuals with a disability or health concern increases with age. This valuable and underutilized segment of the population has a great deal to contribute to the community. Organizations with facilities and volunteer assignments designed to be accessible to people with disabilities are important to engaging some older volunteers.

Transportation

Volunteers of any age may face transportation challenges. Organizations with ample, free parking or located near public transportation are naturally more accessible. Exploring whether work can be done at a volunteer's home or in a location more accessible will also increase

the opportunities for engagement. Considering virtual volunteering—volunteer work done using technology—also helps to overcome challenges encountered because of lack of transportation or a disability.

Climate respectful of older adults

Organizations looking to engage a diverse volunteer pool—whether that diversity is reflected through age, culture, gender, education, income, or any number of other factors—must create a welcoming environment in order to be successful in the recruitment and retention of volunteers. Celebrating the life and professional experiences that older volunteers bring is important to generating an atmosphere of respect. Staff and volunteers should understand the importance of creating such a climate, which can be built and maintained through strategies such as diversity training, open dialogues, and modeling behavior.

Philanthropy

As with volunteering, the most successful way to engage individuals in supporting an organization financially is to ask. Those who are already volunteering are more likely to give, so reaching out to volunteers is more likely to ensure success. Volunteers are familiar with the need that the program fills within the community, as well as the program's successes, since they are intimately involved in

Case Study 2

Utilizing the Skills and Interests of 50+ Volunteers

AARP

AARP, a nonprofit, nonpartisan membership organization dedicated to making life better for people 50 and over, engages volunteers in communities across the U.S., the District of Columbia, Puerto Rico, and the Virgin Islands. Through a network of programs at the national, state, and community level, AARP volunteers work for positive social change through advocacy, education, and community service. Many 50+ volunteers, both working and retired, are engaged in programs such as:

- **AARP Benefits Outreach Program***—Volunteers inform persons with limited incomes and resources about federal, state, local, and private benefits programs and services.
- **AARP Driver Safety Program**—Older drivers are provided with an eight-hour classroom driving refresher course delivered by volunteer instructors.

- **AARP Grief and Loss Programs**—Volunteers provide comfort and bereavement support to adults who have lost a loved one.
- **AARP Money Management Program***—Low-income or disabled individuals work with a volunteer to manage and keep track of their financial matters so that they can remain independent.
- **AARP Senior Community Service Employment Program***—Volunteers and staff help low-income job seekers, aged 55+, return to the workforce.
- **AARP Tax-Aide Program***—Volunteers assist low- and middle-income taxpayers, with special attention to those 60 and older, in filing their taxes.

In addition, AARP volunteers advocate for state and national policies aiding older Americans; serve as volunteer leaders guiding the work of the organization; and communicate with individuals, groups, and the media about the organization's programs and priorities.

Project RE-SEED (Retirees Enhancing Science and Education through Experiments and Demonstration)

Many volunteer programs are seeking volunteers interested in using their skills and expertise for the betterment of the community. Project RE-SEED does just that by placing retired scientists and engineers in middle school classrooms as Science Resource Agents (SRAs).

Volunteers are recruited through corporate retiree programs, as well as research, development, and academic organizations. Recruitment strategies include media publicity, word of mouth, and the use of professional connections.

Providing training, offering flexibility, matching needs and interests, providing support, and evaluating the program are keys to successful engagement and retention of volunteers. Other characteristics of the program include:

- Retirees are trained as Science Resource Agents through 12 days of training

using materials developed with a focus on 13 areas of physical and earth science.

- Volunteers choose the geographic area in which they wish to work.
- Staff members make placement decisions after meeting with teachers and SRAs to determine the best match for both, ensuring that the volunteers will be supported by teachers and school administrators.
- An SRA network is established within the school district to encourage peer support.
- Training follow-up meetings and an annual conference provide opportunities for volunteers to share their experiences and work through placement issues.
- Volunteers are surveyed each year to determine whether new placements are needed.

* Programs sponsored by the AARP Foundation.

Environmental Alliance for Senior Involvement (EASI)

The mission of the Environmental Alliance for Senior Involvement is “to build, promote, and utilize the environmental ethics, expertise, and commitment of older persons to expand citizen involvement in protecting and caring for our environment for present and future generations.” EASI fulfills its mission through the work of Senior Environmental Corps (SEC) organizations in every state and 20 foreign countries who work on a wide range of environmental activities.

EASI assists community-based organizations, such as senior centers, corporations, local governments, faith-based institutions, and other sponsors in recruiting and involving seniors as volunteers in intergenerational programs to help the environment within their communities.

Throughout the country, SECs are implementing projects that address energy conservation, environmental education, environmental health, environmental monitoring, environmental restoration, and pollution prevention. Volunteer opportunities cover a wide variety of activities from stream clean-ups, water monitoring, and community gardening to serving as EASI Ambassadors to promote the program, provide volunteer program management, increase recruitment, identify resources, and provide training.

those accomplishments. Increasing their engagement in support of the community can be accomplished by asking them not only to contribute their time and talents, but their financial resources as well. Acknowledge the important contribution they already make as a volunteer and ask them to consider giving.

Fundraising is another way in which volunteers can be engaged in the organization's work to accomplish goals. Volunteer fundraisers serve a vital function. Potential donors are being asked to give by someone who believes enough in the organization to volunteer his or her time—someone who can speak to the important work being done because he or she is a partner in the efforts. Volunteers demonstrate the way the organization uses funds efficiently through the engagement of a team of volunteers partnering with the staff to serve the community.

Conclusion

Engaging 50+ Americans in volunteering and giving benefits not only communities, but the individuals themselves. The organizations engaging 50+ volunteers in support of efforts to serve communities receive the time and talents of those with a lifetime of personal and professional experiences. The volunteers remain productive and engaged. They feel the satisfaction of helping their community, applying new and existing skills, and pursuing interests that lead to lifelong learning.

In order to successfully recruit and retain this valuable volunteer pool, organizations must design meaningful work, develop and deliver recruitment messages that resonate with the type of volunteer they seek, provide ongoing support and recognition, and remove barriers in order to become an organization that welcomes 50+ volunteers.

As Baby Boomers age, the segment of the population 50 years of age and older will continue to grow. Organizations seeking volunteers should consider opportunities to tap a growing pool of 50+ Americans with the lifetime of experience to make a significant difference in their communities.

Case Study 3

Engaging Corporate Employees and Retirees

Many companies both large and small support opportunities for their current and retired employees to volunteer in the community. By partnering with corporations, organizations seeking volunteers may be able to enhance their recruitment efforts. If an organization is seeking to fill a volunteer position with an individual who has a specific skill, approaching a company where individuals may have used that skill on the job may offer recruitment opportunities. Another strategy would be to partner directly with the company on a program and ask them to recruit their employees and retirees for participation.

Sears Retiree Volunteers (SRV)

Retired Sears employees living in Chicago have adopted the John M. Gregory School. One of their activities was to teach the children about Sacagawea, the Native American woman

who guided Lewis and Clark on their expedition across the American West. Other activities have included conducting Junior Achievement programs and hosting holiday parties. The retirees also lend support to Coats for Kids, the Greater Chicago Food Depository, Gilda's Club, WTTW, local zoos, and The Chicago Department on Aging.

Senior People Investing Career Expertise (SPICE)

More than 350 retirees of Cargill, an international marketer, processor, and distributor of agricultural, food, financial, and industrial products, volunteer their time and expertise with projects throughout the Minneapolis area. The program's mission is "to enrich our community and the lives of Cargill retirees by matching community needs with retiree talents, time, and desires." SPICE offers both group activities (e.g., Earth Day,

Habitat for Humanity, Feed my Starving Children), as well as individual activities (e.g., tutoring school children, sorting food at food shelves, serving as gardeners at the Minnesota Arboretum). SPICE participants are also provided with education seminars, social activities, and a volunteer recognition day.

Intel Retiree Volunteer Programs

As a technology company, Intel has focused many of its employee and retiree volunteer opportunities on using the skills and knowledge developed through professional experiences. Volunteer opportunities include service as Intel Computer Clubhouse Mentors, who help young people learn about technology, and Web Wizards, who help Latino youth learn basic computer competencies and website design. Intel also participates in many other community programs.

Agilent/HP Colorado Springs Retiree Volunteers (A/HPRV)

Agilent Technologies supports its retirees in several volunteer projects. The company has partnered with several elementary schools to support K-5 science programs through the refurbishment of hands-on science kits and assistance to teachers in the classroom. Retiree volunteers also help to build houses through Habitat for Humanity, serve as docents and provide visitor information at the El Paso County Parks, and perform a variety of services to help patients and visitors at Memorial Hospital. Volunteers are kept informed through a quarterly newsletter and an annual luncheon meeting.

Cornell Retirees Volunteering in Service (CRVIS)—Cornell University, Ithaca, NY

The CRVIS program provides opportunities for retired Cornell employees to continue offering their skills and talents to the Ithaca community. CRVIS works closely with several local elementary schools. Armed with research from their own university about the benefits of volunteering after retirement, the program strives to provide a win-win situation for both the community and the volunteers themselves.

Cornell's own research has also been used to design effective volunteer recruitment and recognition strategies. Their studies showed that 66 percent of retirees want to engage in some form of productive activity, but that flexibility and choice were important. Volunteers have some choice in what they do at the

school and their skills and interests are matched with the needs of the students. Volunteers are also provided with a choice between short-term and long-term activities in order to find options that best meet their schedules. The CRVIS program also recognizes that many retirees want to travel and enjoy their free time before volunteering.

Knowing that a personal ask is an effective recruitment tool, CRVIS staff contact potential volunteers by phone and in some cases arrange for them to be approached by acquaintances who supported the program. Volunteers are recognized for their work both informally by their peers and formally through award presentations and publicity. Program administrators credit success in recruitment and retention to the flexibility and recognition provided by the program.

National Retiree Volunteer Coalition (NRVC)

Volunteers of America supports the National Retiree Volunteer Coalition, which serves as a resource for the formation of strong partnerships between retirees, their former employers, and their communities. NRVC offers consultation, program development, and training to corporations, universities, healthcare systems, governmental institutions, and any other employer interested in building and supporting retiree volunteer programs.

The coalition sees great benefits to the establishment of retiree volunteer programs:

- Employers gain retirees as assets that enable the company to build goodwill, loyalty, and visibility.
- Retirees use skills, remain active, and maintain a positive relationship with their former employer.
- The community meets its needs through the time and talents of retired volunteers who bring a fresh perspective to problem solving.

Additional Resources

The following list includes many valuable resources available from the members and partners of INDEPENDENT SECTOR and AARP in the field of service, volunteer programs, and research. Other resources are also available at the national and local level; through state commissions on volunteering; and through senior centers, religious congregations, and other organizations. This is only a partial list.

America's Promise

909 N. Washington Street, Suite 400
Alexandria, VA 22314
800-365-0153
www.americaspromise.org

Association for Volunteer Administration

P.O. Box 32092
Richmond, VA 23294-2092
804-346-2266
www.avaintl.org

Civic Ventures

139 Townsend Street, Suite 505
San Francisco, CA 94107
415-430-0141
www.civicventures.org

Experience Corps

(a program of Civic Ventures)
2120 L Street, NW, Suite 400
Washington, DC 20037
202-478-6190
www.experiencecorps.org

National Association of Area Agencies on Aging and MetLife Foundation "Older Volunteers Enrich America" Awards

927 15th Street, NW, Suite 600
Washington, DC 20005
202-296-8130
www.n4a.org

National Executive Service Corps

120 Wall Street
16th Floor
New York, NY 10005
212-269-1234
www.help4nonprofits.org

National Retiree Volunteer Coalition

(Volunteers of America)
1660 Duke Street
Alexandria, VA 22314
703-548-2288
www.nrvvc.org

National Senior Service Corps

(Corporation for National and
Community Service)

1201 New York Avenue, NW
Washington, DC 20525
800-424-8867

www.seniorcorps.org

Nonprofit Risk Management Center

1001 Connecticut Avenue, NW
Washington, DC 20036

202-296-0349

www.nonprofitrisk.org

Points of Light Foundation

1400 I Street, NW, Suite 800
Washington, DC 20005

202-729-8000

www.pointsoflight.org

Project RE-SEED

Northeastern University
716 Columbus Avenue, Suite 378
Boston, MA 02120

617-373-8388

www.reseed.neu.edu

Retirement Research Foundation

8765 West Higgins Road, Suite 430
Chicago, IL 60631-4170

773-714-8080

www.rrf.org

Web-Based Resources

Idealist/Action Without Borders

www.idealist.org

Learning In Deed

www.learningindeed.org

Network for Good

www.networkforgood.org

VolunteerMatch

www.volunteermatch.org

Points of Light Foundation and Volunteer Center National Network

www.volunteerconnections.org

SERVEnet/Youth Service America

www.servenet.org





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