



**Seeing Where I've
Been to Know
Where I'm Going**

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Generational Differences

	Traditionalists/ Matures	Baby Boomers	Generation X	Millennials	Alternates
Birth Years	1900-1945	1946-1964	1965-1980	1977-1994	1981-2000+
Current Age	63-86	44-62	28-43	8-27	7 to birth
Famous People	Bob Dole, Elizabeth Taylor	Bill Clinton, Meryl Streep	Barak Obama, Jennifer Lopez	Ashton Kutcher, Serena Williams	Dora the Explorer, Hannah Montana
#		80 Million	51 Million	75 Million	Still counting
Other Names for this generation	Veterans, Silent, Moral Majority, Radio Babies, The Forgotten Generation	"Me" Generation, Moral Authority	Gen X, Xers, The Doer, Post Boomers, 13 th Generation	Generation Y, Gen Y, Generation Next, Echo Boomers, Chief Friendship Officers, 24/7s	Generation Y, Generation Why?, Nexters, Internet Generation

Family Experience

Traditionalists/ Matures	Baby Boomers	Generation X	Millennials
Traditional Nuclear	Disintegrating "Cleaver Family" Mom stayed home As children were seen as "special"	Latch-key kids Women widely expected to work outside the home The 1 st "day care" generation Dual income families	Merged families Coddled kids (they got a trophy for coming in 8 th place)

Influencers

Traditionalists/ Matures	Baby Boomers	Generation X	Millennials
<p>WWII, Korean War, Great Depression, New Deal, Rise on Corporations, Space Age</p> <p>Raised by parents that just survived the Great Depression</p> <p>Experienced hard times while growing up followed by prosperity</p>	<p>Civil Rights, Vietnam War, Sexual Revolution, Cold War/Russia, Space Trave</p> <p>Highest divorce rate & 2nd marriages in history</p> <p>Post War babies became radicals – 70s & yuppies of the 80s</p> <p>“The American Dream” was promised to them & they pursued it so they are seen as greedy, materialistic & ambitious</p>	<p>Watergate, Energy Crisis, Dual Incomes, Single Parent families, 1st gen. of Latchkey kids, Activism, Corp. downsize, end of Cold War, Moms go to work, increased divorce rate</p> <p>Perceptions shaped by having to take care of themselves/siblings, watching politicians lie, parents laid off</p> <p>The first generation that will NOT do as well financially as their parents did.</p>	<p>Digital Media, child focused world, school shootings, terrorist attacks, AIDS, 9/11</p> <p>Typically grew up as children of divorce</p> <p>They hope to be the next generation & to turn around all the “wrong” they see today</p> <p>Grew up more “sheltered” than any other generation</p> <p>Came of age in a period of economic expansion</p> <p>Kept busy as kids</p> <p>1st generation of children with a schedule</p>

Work Ethic

Traditionalists/ Matures	Baby Boomers	Generation X	Millennials
Dedicated Pay your dues Work hard Respect Authority Hard Work Age = Seniority Company first	Driven Workaholic – 60 hr work weeks Work long hours to establish self-worth & identity Quality	Balance Work smarter & with greater output not work longer hours Eliminate the task Self-reliant Want structure & direction Skeptical	Ambitious What's next? Multitasking Tenacity Entrepreneurial

Communication

Traditionalists/ Matures	Baby Boomers	Generation X	Millennials
Rotary Phones One-on-one Write a memo Discrete Like handwritten notes vs email Use good grammar & manners Show respect (Mr., Mrs., Sir, ...)	Touch-tone phones Call me anytime Diplomatic In person Use body language to communicate Present Options Get consensus OK to use 1 st names	Cell Phones Call me only at work Blunt/Direct Immediate Use straight talk Use email as #1 tool Don't micro manage Potential to bridge the generation gap	Internet Picture Phones E-mail Text Polite Use positive, respectful electronic style (cell phones, IM, email, text) communicate in person if it is "really important"

Arizona Ranking.....

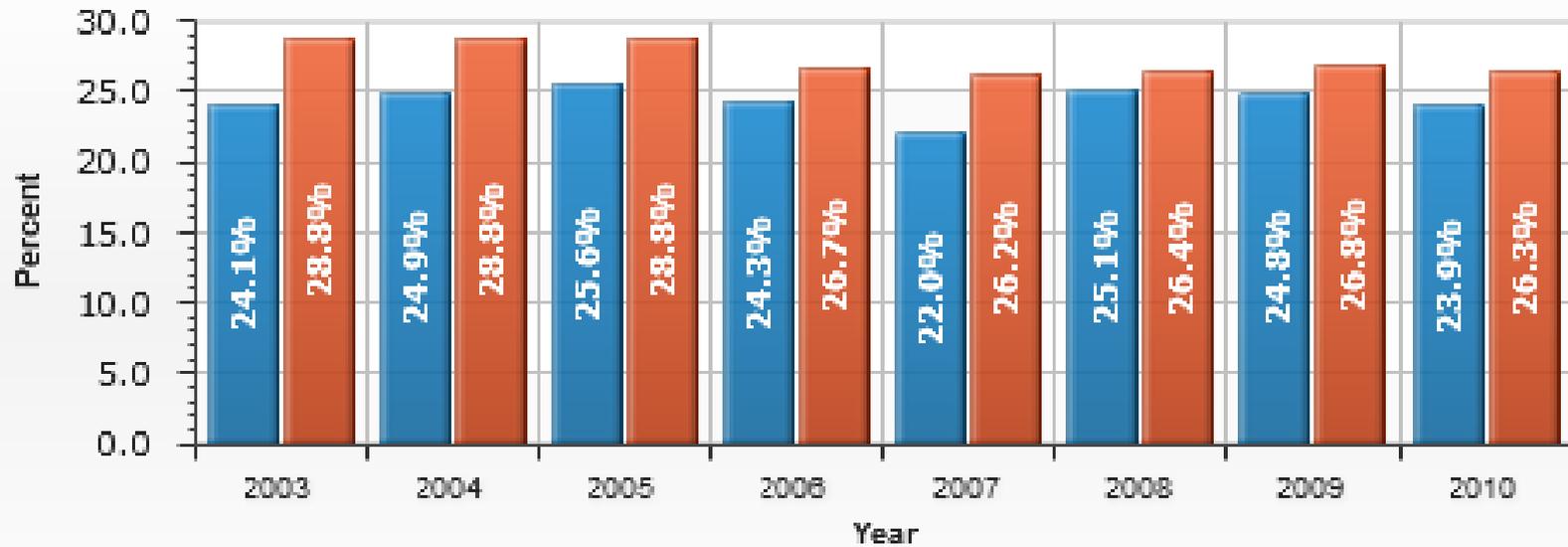


- 1.2 million volunteers
- 24.6% of residents volunteer - ranking them 37th among the 50 states and Washington, DC
- 170.6 million hours of service
- 34.3 hours per resident - ranking them 29th among the 50 states and Washington, DC
- \$3.6 billion of service contributed

The bullets above are all based on an average using
2008 to 2010 data



Volunteer Rate

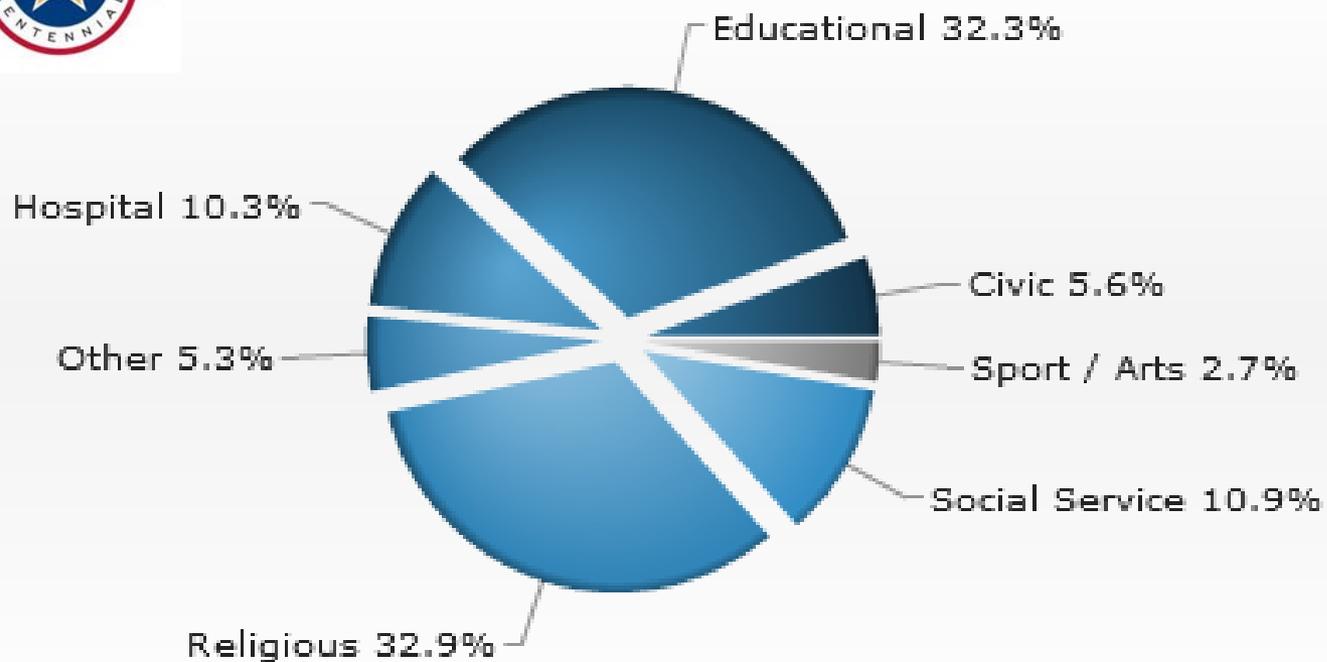


Legend





Where People Volunteer (2008 to 2010)

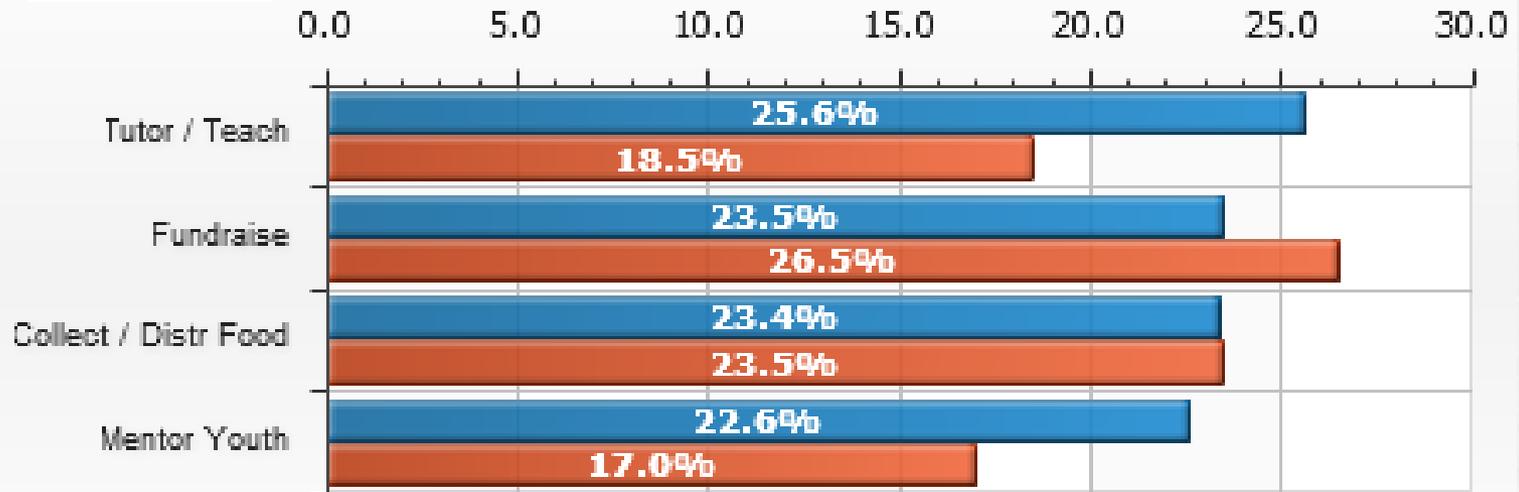


Numbers in the chart may not add up to 100% because of rounding



Top Four Activities (2008-2010)

Percent

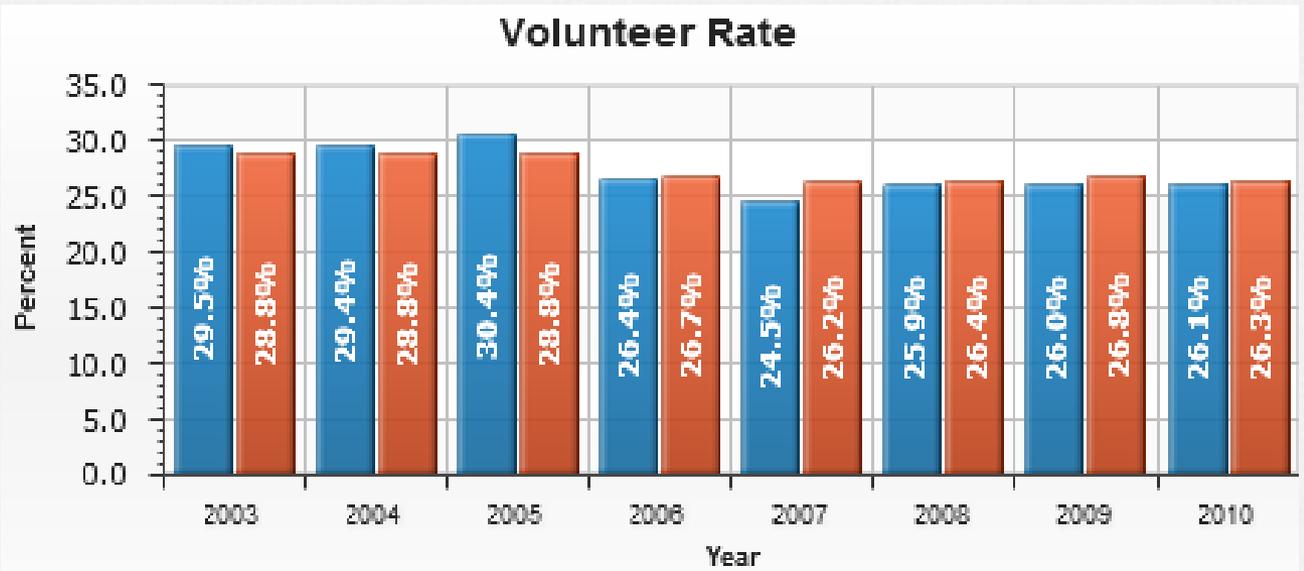


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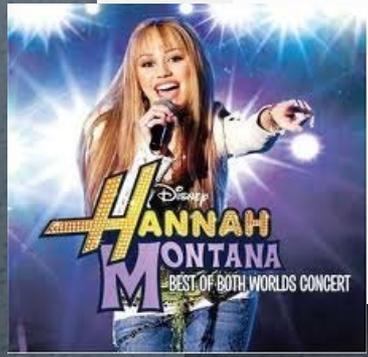


these might not be the top four activities for the nation

Alternates/Homelanders



Legend
■ Teenagers (age 16-19) ■ US



Gen Y/Young Millennials

Echo Boomers.....

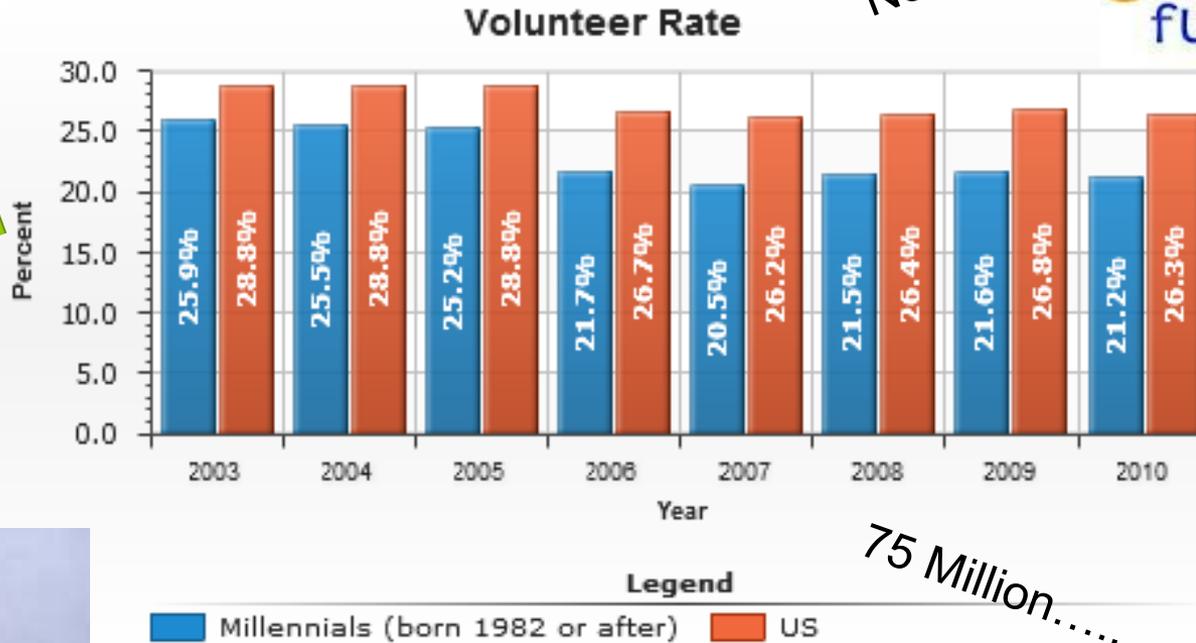
Nexers.....

youthentitled
selfish lucky TechSavvy spoiled
young lazy
learning the new generation
future unemployed children
self-absorbed kids

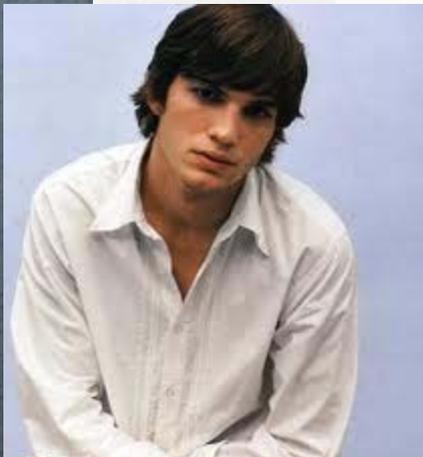


8 to 30.....

Y
Generation

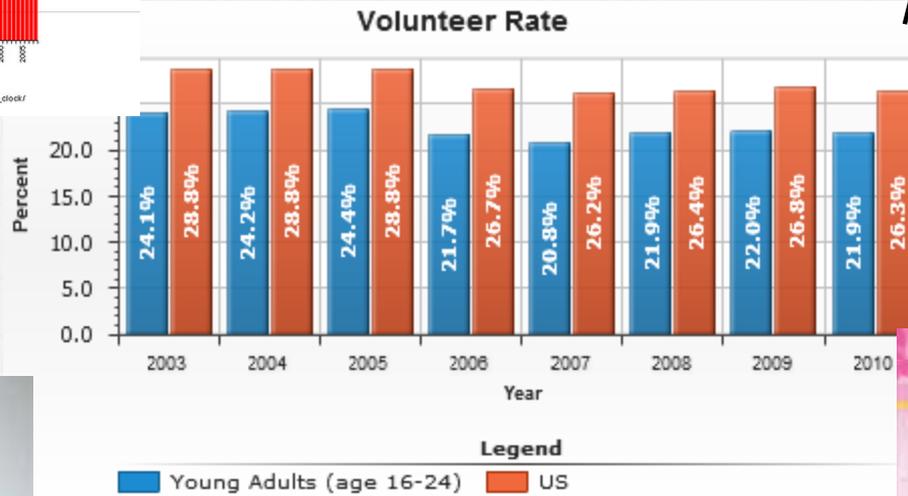
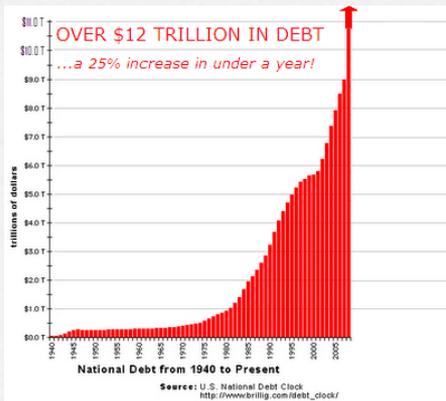


75 Million.....



The    
Millennials

Older Millennials/Gen X



The Doers



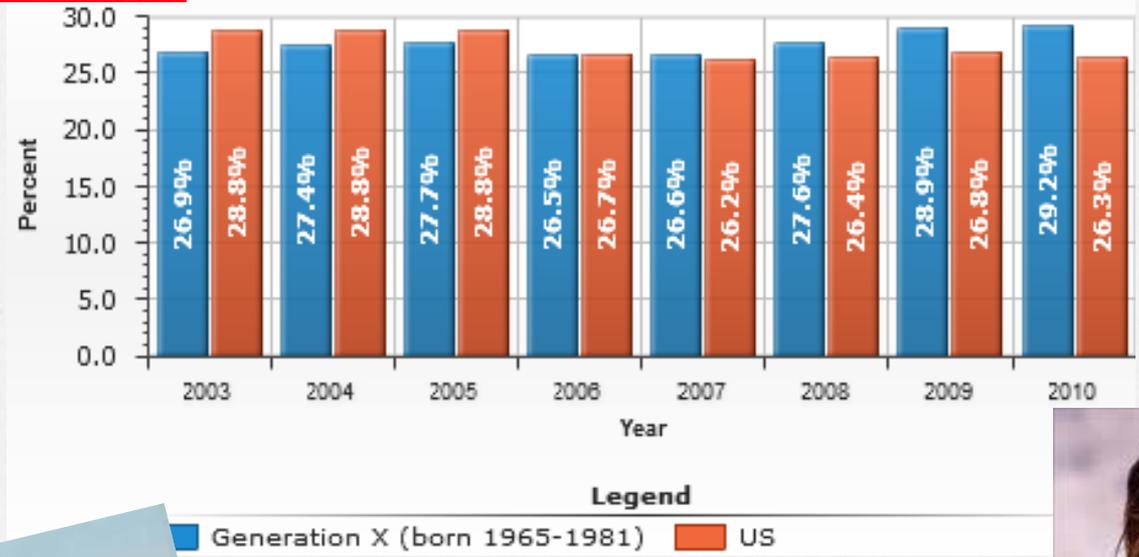
51 Million





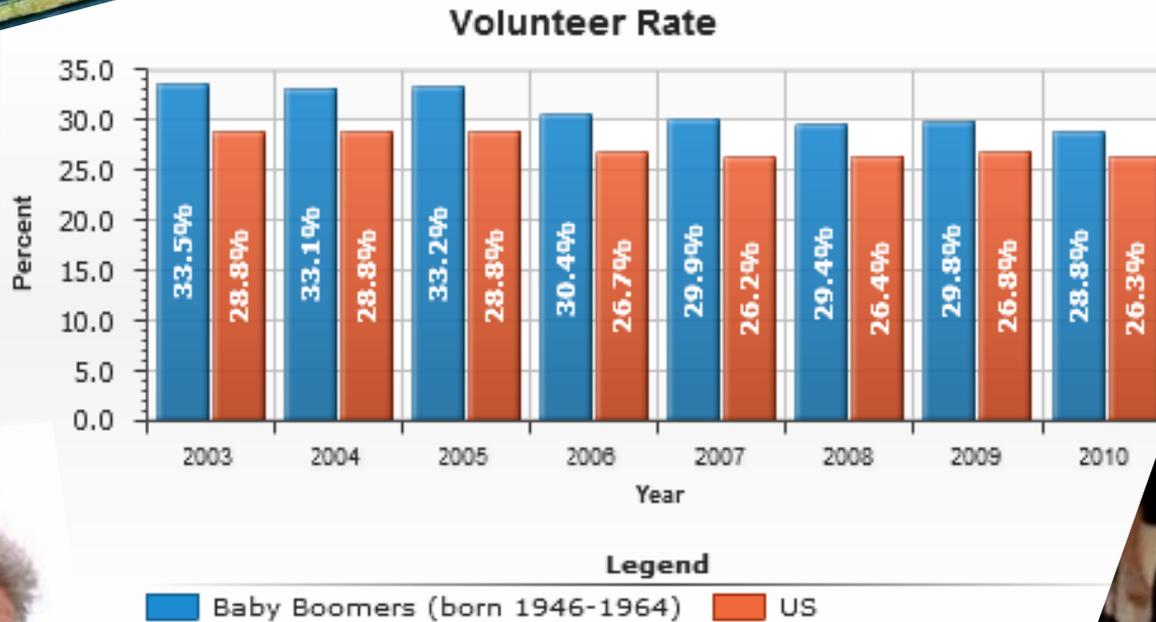
Gen X

Volunteer Rate



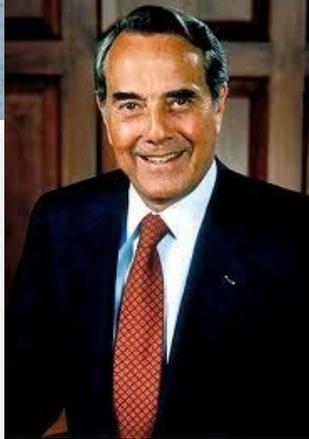


Baby Boomers *Me....?*



80 Million...

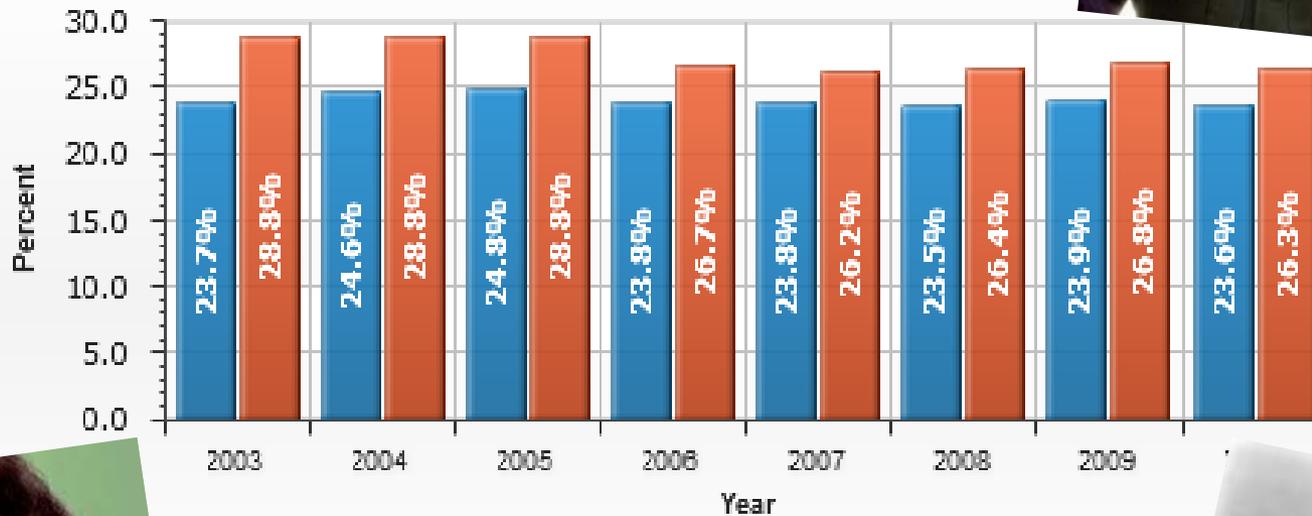




Traditionalist/Matures



Volunteer Rate



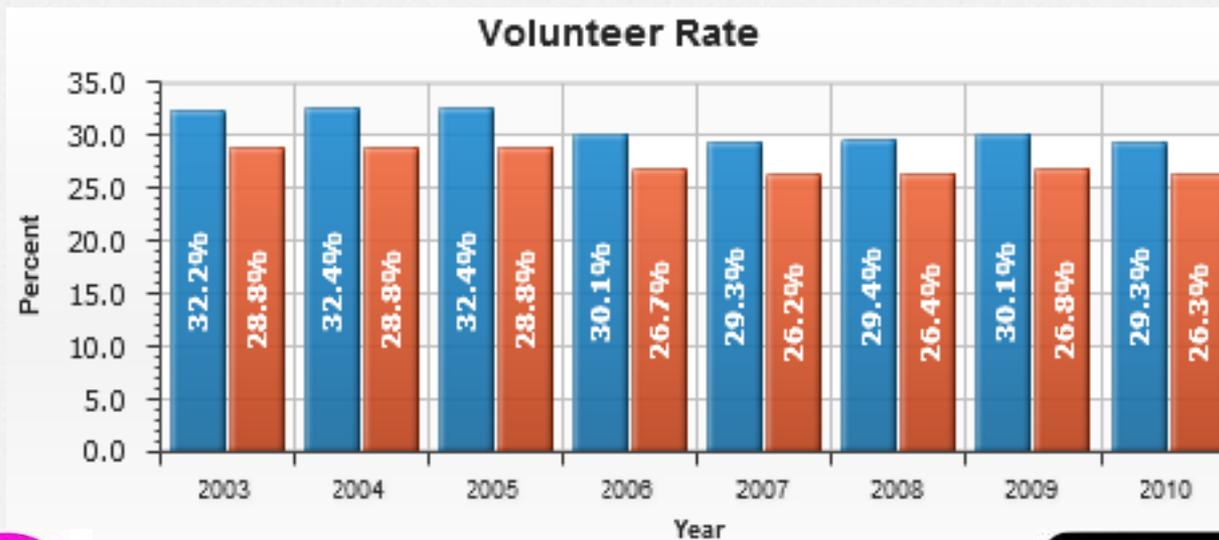
Legend

Older Adults (age 65 and over) US

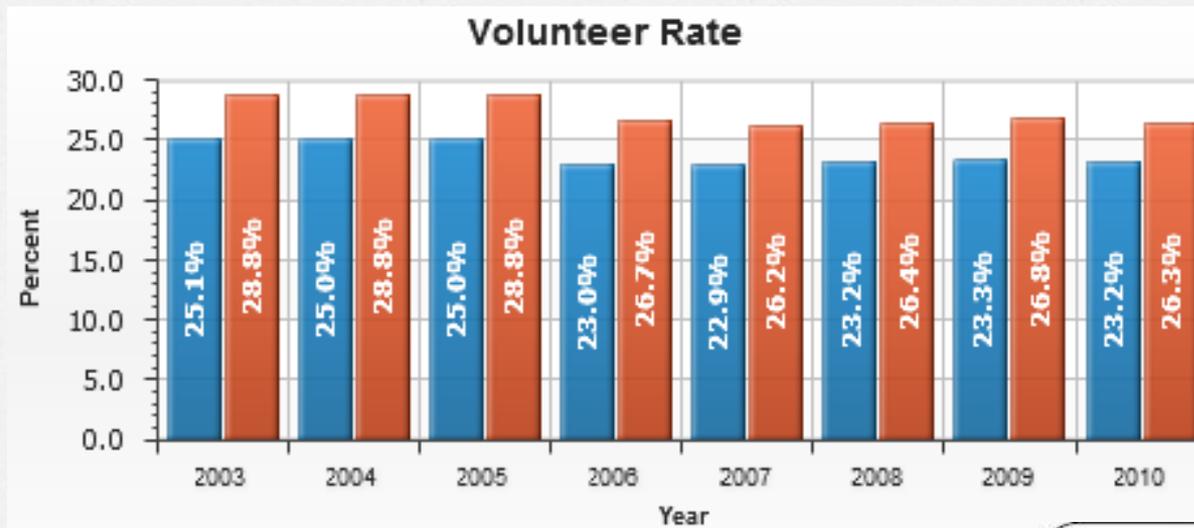
The Forgotten Generation



Women and Volunteering



Men and Volunteering



Men US

Legend



What does volunteering look like today?



- o Do you know the current value as a volunteer?
- o Nationwide \$21.36 (Independent Sector – 2010)
- o Arizona \$19.20 to 21.83 (Independent Sector - 2010)



<http://www.independentsector.org/about/index.html>

Turn offs to volunteering.....

- o Disorganized management
- o Lack of board support
- o Staff indifference
- o Limited training and orientation
- o Lack of contact and support
- o Wrong assignment
- o Perks that are withdrawn
- o Insufficient funding



1. Market
Research &
Community
Needs

2. Strategic
Planning to
maximize
volunteer
impact

8. Measuring
outcomes &
evaluating

7. Recognition &
volunteer
development



3. Recruiting &
Marketing to
prospective
volunteers

6. Ongoing
supervision &
management

5.
Orienting
& training
volunteers

4. *Interview,
screening, &
selection of
volunteers*



Trends in the Field of Volunteering

Voluntourism is a growing trend nationally and globally. Americans (about 6% of the total volunteer force) volunteered more than 120 miles from their homes.



Voluntourism Opportunities:

Environmental Conservation

Trail Maintenance and Conservation – Appalachian Trail Conservancy

Wildlife Preservation – Dolphin Research Center

Humanitarian Assistance

Housing Issues – Habitat for Humanity

Children and Youth – Ambassadors for Children

City of New Orleans

City of Philadelphia

Friends of Saguaro National Park - Tucson



At VolunTourism.org, our mission is quite simple:
To Educate, To Empower, and To Engage.



VOLUNTOURISM IN PHILADELPHIA Share

Experience Philadelphia's people and culture on a deeper level.

Enrich your group's memories of Philadelphia by participating in a community service project during your stay. Each year, more "voluntourists" are indulging their senses of exploration and passion for service, venturing off their hotel maps and into fulfilling opportunities to help maintain the natural splendor of the region, preserve historic landmarks for future generations and champion the city's artistic voices. Rejuvenate your attendees and help them reconnect while they connect with the dynamic individuals who call Philadelphia home.

We invite you to consider these exciting activities for your group, arrive as our guests and leave as our friends. More information can be found in our brochure on [VolunTourism in Philadelphia](#).

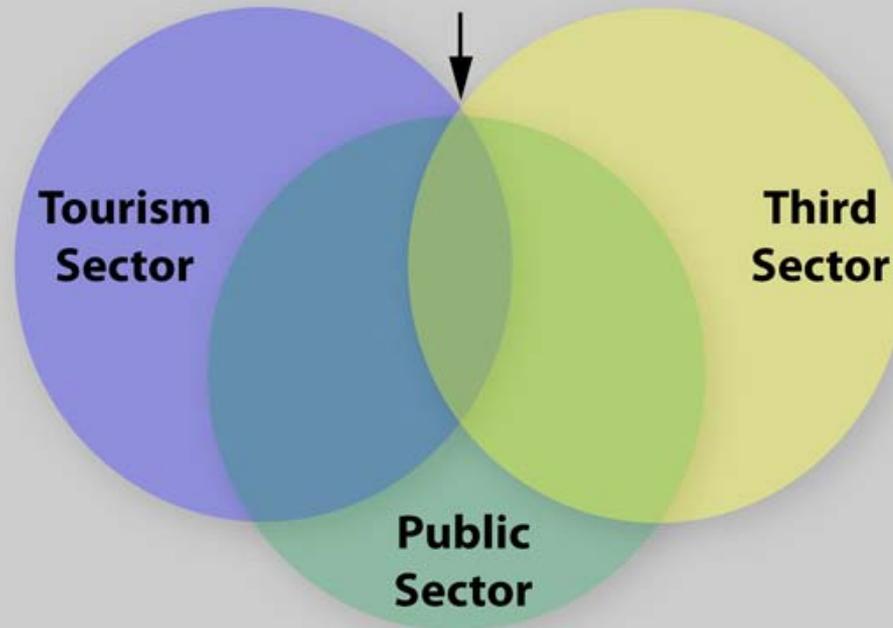
The City of Philadelphia's Office of Civic Engagement & Volunteer Service is one of the first of its kind in the nation! Mayor Nutter opened the Office of Civic Engagement and Volunteer Service to oversee the development and implementation of his strategic plan for service. Learn more at [volunteer.phila.gov](#) or watch the kick off video from Mayor Nutter.



Annual Events:
Global Youth Service Day
April 20-22, 2012

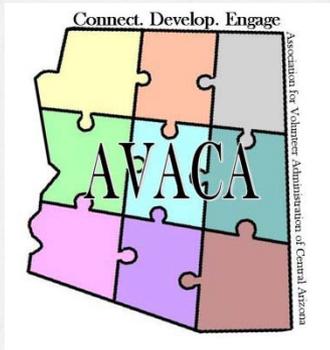
- “Volunteer vacations”
- “Long-distance volunteering”
- “Working vacations”
- “Eco-VolunTourism”
- “Agritourism”
- “Edu-voluntourism”

VolunTourism Sector



Mayor-Led VolunTourism Initiative

Professional Organizations for Volunteer Administrators



The Association for Volunteer
Administration of Central Arizona

www.cir.org/AVACA



Southern Arizona *Volunteer
Management Association*

<http://savma.org>

<http://volunteeralive.org/>

ALIVE

Association of Leaders In Volunteer Engagement

*the essential resource for
volunteer management*



Additional Resources

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



<http://www.energizeinc.com/>



<http://www.networkforgood.org>



<http://www.volunteerinamerica.gov>

<http://www.nationalservice.gov>

- ❑ VolunTourism – www.voluntourism.org
- ❑ Global Volunteers – www.globalvolunteers.org
- ❑ BreakAway – www.alternativebreaks.org
- ❑ *Vacations from the Ordinary* by John Rosenthal on travel.msn.com
- ❑ *Volunteer Vacations, Short-term Adventures that Will Benefit You and Others* by Bill McMillon, Doug Cutchins and Anne Geissinger
- ❑ Center for Global Volunteer Service at UC San Diego Extension





Questions.....