

Recruiting the Boomer Volunteer

Will you still need me,
will you still feed me
When I'm sixty-four"
John Lennon and Paul McCartney



Kentucky
UNBRIDLED SPIRIT™

Who are the Boomers?

- They were born between 1946 and 1964
- They are between the ages of 44 and 62 in the year 2008

Characteristics

- More than 10,000 boomers will turn 50 each day.
- Boomers who are 50 and above control 60% of the nation's wealth.

Characteristics

- Also known as the sandwich generation as they are often caring for both aging parents and children.
- 48% of Boomers aged 51-59 still have 1 child at home.
- 64% of Boomers younger than 51 have 1 child at home.

Characteristics

- 68% of workers between the ages of 50 and 70 expect to work into retirement years.
- They live a more “fit” lifestyle than previous generations.

Characteristics

- They are internet savvy...as of 2004 82% of Boomers between the ages of 38 and 56 were online.



Basics of Recruitment

Plan a Recruitment Strategy

Where?

- Traditional locations
- Non-traditional locations



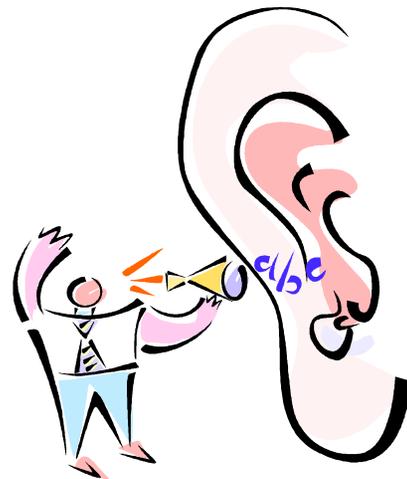
Screening Potential Volunteers

- Interview process
- References
- Trial period



Placing the New Volunteer

Listen to their story



Reputation



Thank You!

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