

## Key Resources for Engagement of Baby Boomers in Volunteerism

(Developed by Carla Lehn – Updated August, 2011)

Brinckerhoff, Peter C., Generations: The Challenge of a Lifetime for Your Nonprofit (St. Paul MN: Fieldstone Alliance, 2007)

*In a rapidly changing world, organizations that ignore sharp differences in tastes, perspectives, and demands of different generations do so at their own peril. Those that understand and cater to these differences will be winners in the 21<sup>st</sup> century.*

Campbell, Katherine Noyes and Susan J. Ellis, The (Help!) I-Don't-Have-Enough-Time Guide to Volunteer Management (Philadelphia: Energize Books, 1995).

*This book was written for volunteer managers who are stretched thin -- struggling to handle the demands of creating and running volunteer projects as an adjunct to other job responsibilities or on a part-time basis.*

Ellis, Susan, From the Top Down: The Executive Role in Volunteer Program Success, Third Edition (Philadelphia: Energize, Inc., March, 2010).

*This book is written for the top level decision-maker -- executive director, Library Director, etc. f)Focuses on key aspects for ensuring success -- from staffing, budgeting and legal issues, determining dollar value of volunteers and evaluating impact.*

Fixler, Jill Friedman, et. al. Boomer Volunteer Engagement: Collaborate Today, Thrive Tomorrow, (Bloomington IN: AuthorHouse, 2008). [www.boomervolunteerengagement.org](http://www.boomervolunteerengagement.org)

*This guidebook presents a step-by-step process for creating a culture in which Boomer volunteers will thrive in your organization.*

Freedman, Marc, Prime Time: How Baby Boomers Will Revolutionize Retirement and Transform America (New York: PublicAffairs, 1999).

*Discusses the Baby Boomer's impact on a rapidly growing older population as a vast untapped social resource, instead of a burden to the nation and a drain on future generations.*

Freedman, Marc, Encore: Finding Work that Matters in the Second Half of Life (New York: PublicAffairs, 2007).

*Using true life stories, Freedman tells of the most significant social trends of the new century, and the biggest transformation of the American workforce since the women's movement -- the baby boom generation is inventing a new phase of work.*

Hildreth, Susan, "Public Libraries and Baby Boomers," Public Libraries, November/December, 2006, pp. 6 – 7 <http://www.ala.org/ala/mgrps/divs/pla/plapublications/publiclibraries/pastissues/novdec2006pl.pdf>

*Importance of public libraries' understanding of the changing needs and interests of the Baby Boom Generation.*

Lehn, Carla Campbell, Volunteer Involvement in California Libraries: Best Practices (Sacramento: California State Library, 1999). <http://www.library.ca.gov/lds/getinvolved/docs/F-resources/VolunteerInvolvementInCaliforniaLibraries-BestPractices.pdf>

*Based on the experiences of the author's work with library volunteer programs, this book describes the critical elements for volunteer program success and provides sample materials that can be used to further develop a library volunteer program.*

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, No Surprises: Harmonizing Risk and Reward in Volunteer Management – 5th Edition (Washington D.C.: The Nonprofit Risk Management Center, 2009).

*Clear, easy-to-read book that demystifies risk management and explains this responsibility for directors of volunteers in any setting. Learn how to limit risk at each step of managing a volunteer program.*

## Baby Boomer Volunteerism Resources on the Internet

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### AARP

- Baby Boomers Envision Retirement [http://assets.aarp.org/rgcenter/econ/boomers\\_envision.pdf](http://assets.aarp.org/rgcenter/econ/boomers_envision.pdf)
- More to Give: Tapping the Talents of the Baby Boomer, Silent and Greatest Generations  
[http://assets.aarp.org/www.aarp.org/TopicAreas/Volunteering/PDF/More\\_to\\_Give\\_Boomers\\_and\\_Volunteering\\_Sept\\_9\\_08.pdf](http://assets.aarp.org/www.aarp.org/TopicAreas/Volunteering/PDF/More_to_Give_Boomers_and_Volunteering_Sept_9_08.pdf)

### Boomer Project

[www.boomerproject.com](http://www.boomerproject.com)

California State Library - Get Involved: Powered by Your Library Initiative [www.library.ca.gov/lids/getinvolved.html](http://www.library.ca.gov/lids/getinvolved.html)

### Civic Ventures

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

### Corporation for National Service

[www.cns.gov](http://www.cns.gov)

- Baby Boomers and Volunteering: Research Findings [http://www.nationalservice.gov/pdf/07\\_0307\\_boomer\\_research.pdf](http://www.nationalservice.gov/pdf/07_0307_boomer_research.pdf)
- Keeping Baby Boomers Volunteering: Volunteer Retention and Turnover [www.cns.gov/pdf/07\\_0307\\_boomer\\_report.pdf](http://www.cns.gov/pdf/07_0307_boomer_report.pdf)
- Marketing Volunteer Opportunities to Baby Boomers [www.nationalserviceresources.org/practices/17284](http://www.nationalserviceresources.org/practices/17284)
- Volunteering In America – August, 2011 [www.volunteeringinamerica.gov](http://www.volunteeringinamerica.gov)

### Dollar Value of Volunteer Time

- Independent Sector (*value of volunteer time by state*) [www.independentsector.org/programs/research/volunteer\\_time.html](http://www.independentsector.org/programs/research/volunteer_time.html)
- Taproot Foundation (*value of pro bono work*) [www.taprootfoundation.org/leadprobono/state/101/standards.php](http://www.taprootfoundation.org/leadprobono/state/101/standards.php)

### DOVIA (Directors of Volunteers in Agencies by State)

[www.energizeinc.com/prof/dovia.html](http://www.energizeinc.com/prof/dovia.html)

### Experience Corps

- Recasting Retirement: New Perspectives on Aging and Civic Engagement [www.experiencecorps.org/images/pdf/Recast\\_Retire.pdf](http://www.experiencecorps.org/images/pdf/Recast_Retire.pdf)

### Hands On Network

[www.handsonnetwork.org](http://www.handsonnetwork.org)

- Volunteer Action Center Locator (click on your state) [www.handsonnetwork.org/actioncenters/find](http://www.handsonnetwork.org/actioncenters/find)
- Skills Based Volunteering [www.handsonnetwork.org/nationalprograms/skillsbasedvolunteering](http://www.handsonnetwork.org/nationalprograms/skillsbasedvolunteering)

### Harvard School of Public Health

- Reinventing Aging: Baby Boomers & Civic Engagement (2004) [www.hsph.harvard.edu/chc/reinventingaging/Report.pdf](http://www.hsph.harvard.edu/chc/reinventingaging/Report.pdf)

### Long Overdue: A Look At Public Attitudes About Libraries in the 21<sup>st</sup> Century

<http://www.publicagenda.org/reports/long-overdue>

### Met Life Mature Market Institute “Boomer Bookends” Study

<http://www.metlife.com/assets/cao/mmi/publications/studies/mmi-studies-boomer-bookends.pdf>

### National Association of Volunteers in Local Government

[www.navplg.org](http://www.navplg.org)

### Nonprofit Risk Management Center

[www.nonprofitrisk.org](http://www.nonprofitrisk.org)

### Our Shared Resources

[www.oursharedresources.com](http://www.oursharedresources.com)

### Points of Light Institute

[www.pointsoflight.org](http://www.pointsoflight.org)

### Service Corps of Retired Executives (SCORE)

[www.score.org](http://www.score.org)

Stanford Social Innovation Review: The New Volunteer Workforce [www.ssireview.org/site/printer/the\\_new\\_volunteer\\_workforce/](http://www.ssireview.org/site/printer/the_new_volunteer_workforce/)

### Virtual Volunteering Project

[www.serviceleader.org/virtual](http://www.serviceleader.org/virtual)

### VolunteerMatch (volunteer recruitment site)

[www.volunteermatch.org](http://www.volunteermatch.org)

- Great Expectations: Boomers and the Future of Volunteering [www.volunteermatch.org/greatexpectations](http://www.volunteermatch.org/greatexpectations)