

Key Resources for Engagement of Baby Boomers in Volunteerism

(Developed by Carla Lehn – Updated July, 2008)

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 21st 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.

Campbell, Katherine, Powerful Volunteer Connections: A Toolkit for Maximizing Your Organization's Volunteer Resources (Points of Light Foundation, 2004)

Excellent recent (2004) summary of volunteer program development and management, including trends information. Includes a CD containing a wealth of information, tools, forms and resources.

Ellis, Susan, From the Top Down: The Executive Role in Volunteer Program Success, Revised Edition (Philadelphia: Energize, Inc., 1996).

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.

Eystad, Melissa, ed. Measuring the Difference Volunteers Make: A Guide to Outcome Evaluation for Volunteer Program Managers (Minneapolis: Minnesota Department of Human Services, 1997).

Describes the major components of outcomes evaluation in understandable terms. Addresses the most commonly-asked questions and provides worksheets, appraisal forms and a list of suggested readings..

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

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

Hildreth, Susan, "Public Libraries and Baby Boomers," Public Libraries, November/December, 2006, pp. 6 – 7 www.ala.org/ala/pla/plapubs/publiclibraries/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).

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.

, No Surprises: Harmonizing Risk and Reward in Volunteer Management – 3rd Edition (Washington D.C.: The Nonprofit Risk Management Center, 2004).

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 Webliography

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- AARP: “Baby Boomers Envision Retirement” http://assets.aarp.org/rgcenter/econ/boomers_envision.pdf
- Boomer Project www.boomerproject.com
- Civic Ventures www.civicventures.org
- Corporation for National Service www.cns.gov
- Baby Boomers and Volunteering: Findings from Corporation Research
www.colorado4h.org/communications/update/2007/07_0307_boomer_research.pdf
 - Keeping Baby Boomers Volunteering: Research Brief on Volunteer Retention and Turnover
www.cns.gov/pdf/07_0307_boomer_report.pdf
 - Marketing Volunteer Opportunities to Baby Boomers
http://nationalserviceresources.org/epicenter/practices/index.php?ep_action=view&ep_id=566
- DOVIA (Directors of Volunteers in Agencies by State) www.energizeinc.com/prof/dovia.html
- Experience Corps
- Appealing to Experience: Zeroing in on the Right Message www.experiencecorps.org/images/pdf/EC_tlkt_final.pdf
 - Recasting Retirement: New Perspectives on Aging and Civic Engagement
www.experiencecorps.org/images/pdf/Recast_Retire.pdf
- Hands On Network www.handsonnetwork.org
- Harvard School of Public Health
- Reinventing Aging: Baby Boomers & Civic Engagement (2004) www.hsph.harvard.edu/chc/reinventingaging/Report.pdf
- Independent Sector www.independentsector.org
- Long Overdue: A Look At Public Attitudes About Libraries in the 21st Century
www.actforlibraries.org/pdf/LongOverdue.pdf
- Nonprofit Risk Management Center www.nonprofitrisk.org
- Criminal History Background Checks www.nonprofitrisk.org/csb/csb_crim.htm
 - Managing Volunteers Within the Law www.nonprofitrisk.org/csb/csb_mgv.htm
 - Negotiating the Legal Maze to Volunteer Service www.nonprofitrisk.org/csb/csb_mze.htm
 - State Liability Laws for Charitable Organizations and Volunteers (2001)
<http://www94311.temp.w1.com/pubs/sll.htm>
- Points of Light Foundation www.pointsoflight.org
- Paving the Way: Volunteer Centers & Baby Boomer Volunteering
www.pointsoflight.org/downloads/pdf/programs/50plus/PavingtheWay_web1.pdf
 - Volunteer Center Locator (click on your state) www.pointsoflight.org/centers/find_center.cfm
 - Corporate Volunteer Council Locator (click on your state) www.pointsoflight.org/networks/business/cvc/directory.cfm
- Service Corps of Retired Executives (SCORE) www.score.org
- Virtual Volunteering Project www.serviceleader.org/new/virtual/index.php
- VolunteerMatch (volunteer recruitment site) www.volunteermatch.org
- Great Expectations: Boomers and the Future of Volunteering
www.volunteermatch.org/greatexpectations