

From Jitterbug to Twitter:
**Harnessing the Power of Multiple
Generations in Employee
Volunteer Programs**

Sherri Petro, President, VPI Strategies
& Founding Partner, Workplace Evolution

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the question box on the
right panel.

We will pose them to the
speakers for everyone to
hear.





Guest Speaker: Tess Marstaller, VolunteerMatch Coordinator, The George Washington University



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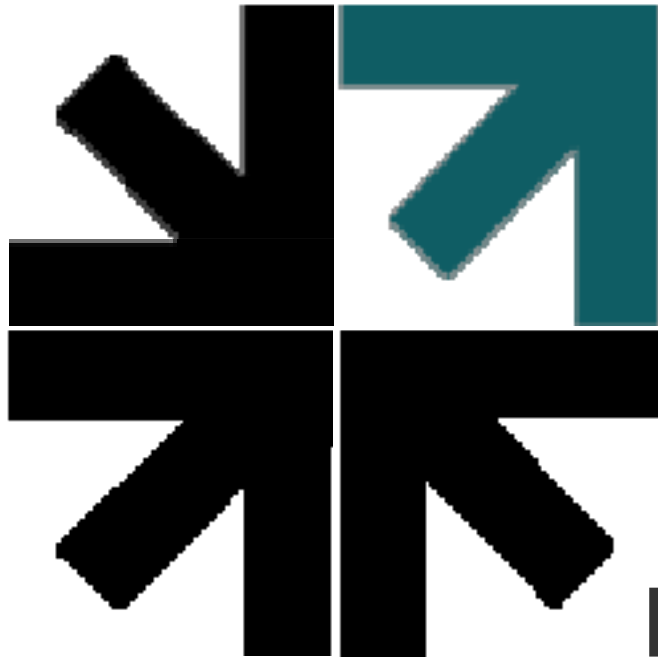




Guest Speaker: Carla Lehn,
Library Development Services,
California State Library



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VPI STRATEGIES

A Partner in

Workplace Evolution

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Employee Volunteer Programs**

Sherri Petro

2010



The Objectives

- ◆ Define the generational mix
- ◆ Discuss the motivations of the four generations and the implications on your efforts
- ◆ Share how can you engage across this generational divide at your company to increase participation





Generation Mix

◆ Traditionalists

- Born 1925-45
- 65-85 years

◆ Generation X

- Born 1965-80
- 30-45 years

◆ Baby Boomers

- Born 1946-64
- 46-64 years

◆ Generation Y

- Born 1981-1996?
- 13-29 years?





Polling, polling, polling

How Has The Generation Mix Affected Your Efforts?

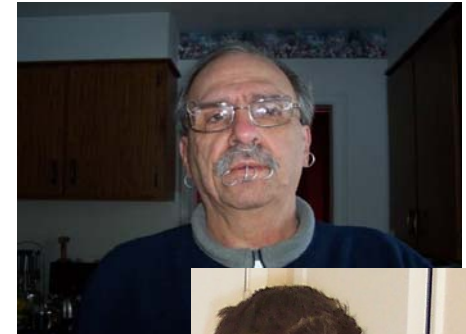




Generational Volunteering: 2009 US Labor Statistics

- ◆ Traditionalists - 24%
- ◆ Baby Boomers - 30%
- ◆ Gen X – 27*
- ◆ Gen Y – 23%*

* estimated





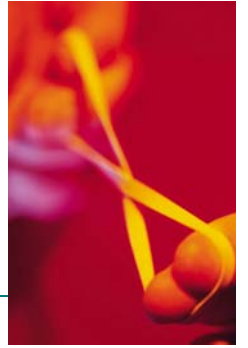
Traditionalist Motivations

- ◆ Leaving a legacy
- ◆ Security, stability, safety
- ◆ Loyalty
- ◆ God, duty and country
- ◆ Education
- ◆ Being useful
- ◆ Pride
- ◆ Fear





Baby Boomer Motivations



- ◆ Money
- ◆ Status
- ◆ Toys
- ◆ Fear of failure
- ◆ Guilt
- ◆ Transformation
- ◆ Making a Difference
- ◆ Accomplishments
- ◆ Being best in class
- ◆ Having choices
- ◆ Teamwork
- ◆ Respect
- ◆ Service
- ◆ Process





Gen X Motivations

- ◆ Balancing work and home/family
- ◆ Results
- ◆ Efficiency
- ◆ Money
- ◆ Challenge
- ◆ Flexibility
- ◆ Healthy lifestyle
- ◆ Hybrids – making things their own





Gen Y Motivations

- ◆ Relationships
- ◆ Varied experiences
- ◆ Celebrity
- ◆ Feedback
- ◆ Mutual respect
- ◆ Happiness
- ◆ Materialism
- ◆ Cause
- ◆ Creativity
- ◆ Community
- ◆ Environment
- ◆ Money
- ◆ Having experiences





What Can You Do?





Powerful Generational Group Exercise

1. What motivates your generation?
2. What are you most proud of about your generation?
3. What do you wish the other generations appreciated about yours?





Similarities*

- ◆ We receive great reward
 - For the work we do
 - From the people we work with
 - And the belief that we are contributing to society
- ◆ We receive great satisfaction from our accomplishments
- CCL Emerging Leaders Research by Ross DePinto, 2003





Generational Similarities

- ◆ We have
 - A desire to learn
 - A desire to be acknowledged
 - A desire to be rewarded
- ◆ We want
 - To be trusted, valued and respected
 - To succeed





Recommendations

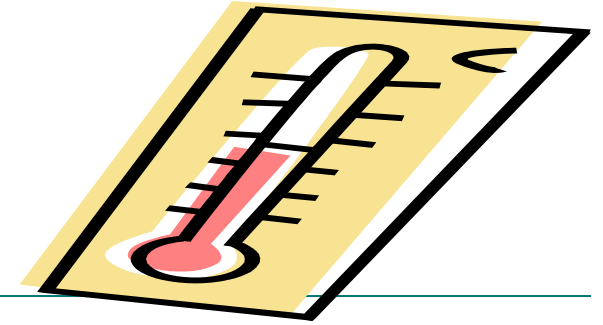


- ◆ Leverage the differences
- ◆ Don't lost sight of the similarities
- ◆ Use language the generations can relate as you market your EVP internally
- ◆ Keep their motivations in mind as you create education strategies, processes and program structure





Recommendations



- ◆ Reinforce “a student and teacher” mindset regardless of age
- ◆ Encourage respect of each volunteer’s talents
- ◆ “Enlarge” ideas of volunteers at gatherings
- ◆ Conduct a temperature check of the program





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Your Questions?





Thank You!

Sherri Petro
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