

Mapping
Your
Next
ADVENTURE!



A RESOURCE GUIDE FOR ENGAGING
BABY BOOMERS AND SENIORS IN VOLUNTEERISM

THE GOVERNOR'S COMMISSION ON VOLUNTEERISM & COMMUNITY SERVICE
VOLUNTEER FLORIDA



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From the CEO

Dear Colleagues:

It is my pleasure to introduce to you on behalf of the Governor's Commission on Volunteerism and Community Service (Volunteer Florida) the **Mapping Your Next Adventure** Resource Guide.



This guide is anchored in Florida's drive to enlist our ever-growing number of retirees to address pressing community needs here at home. Today, pressing needs are not unique to Florida. With this resource guide, we have yet another opportunity to engage a generation that has a long history of reaching out their hands to those in need. The **Mapping Your Next Adventure** Resource Guide will help you to provide volunteers and potential volunteers aged 50 and older with a roadmap to civic engagement, to a place where their wisdom and experience can make a **difference**.

Volunteer service has been, and will always be, a critical component in improving lives and creating better communities for everyone, and I believe we in the volunteer sector can do more to foster the selfless generosity of spirit that is so integral to the American culture. And there's something in it for everyone! Research has shown us that volunteers benefit, too, with improved health and a greater connection to our communities.

A special thanks to all of the partners and contributors that participated in the preparation of this resource guide. We could not have done it without you! Please take a moment to view the list of volunteer management professionals on page 46 who so generously shared their time and effort to make **Mapping Your Next Adventure** a reality.

I invite you to come aboard, and join us as we travel toward an exciting destination: a fully committed and completely engaged citizenry.

Warmest regards,

Wendy Spencer
Chief Executive Officer
The Governor's Commission on Volunteerism
and Community Service - Volunteer Florida

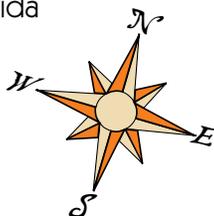


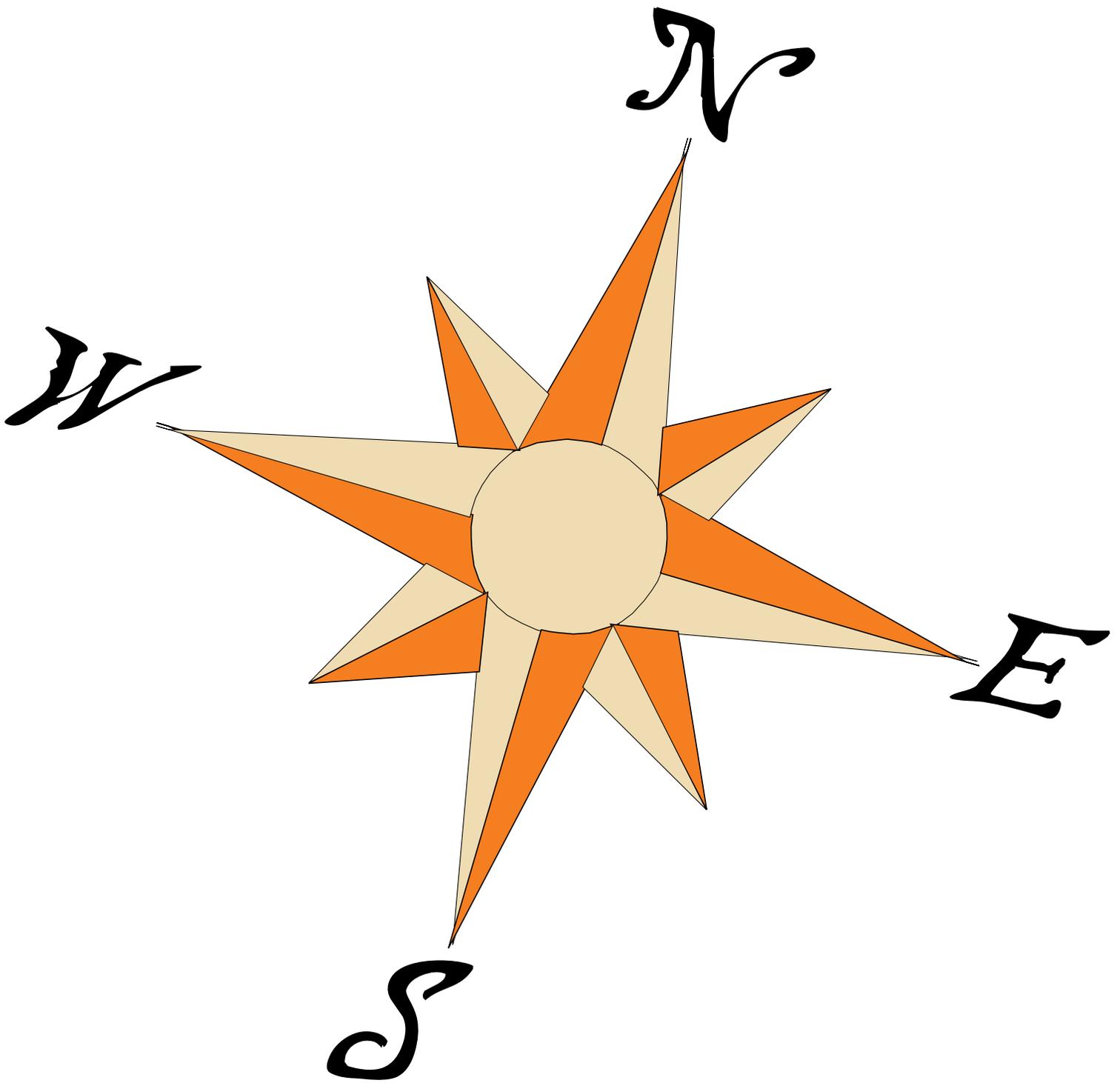


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Boomers and Seniors know where they are in life; they are more prepared, wiser and more time conscious.

—Kathy Strader, Pathways for Change, Pensacola, FL



Charting the Course

From the very beginning they have changed the world. They are seekers and adventurers, risk takers and inventors. They are the most populous generation in American history, and they have coined a new phrase: Baby Boomers. Throughout the decades, this extraordinary generation has maintained a solid commitment to one of the distinctively American characteristics: **volunteerism**.

There are many terms used to define people age 50 and older: seniors, elders, mature, experienced, seasoned—they all mean something different to Baby Boomers and even to those in the “Greatest Generation,” the Traditionalist World War II generation. We have, however, learned that there are far more factors than age to consider when recruiting, engaging, and retaining these volunteers. Things such as time, travel, health, technology, and physical mobility all play key roles when seeking volunteer opportunities.

Mapping Your Next Adventure is a resource guide for volunteers and volunteer leaders seeking to chart a successful course toward engaging these generations in service, making communities stronger, safer, healthier and, in the end, leaving the world a better place.

For **Mapping Your Next Adventure**, we surveyed and talked to volunteer managers across the country who work with volunteers age 50 to 105 to gain insight into trends and best practices for engaging Boomer and Traditionalist volunteers. This resource guide shares the successful promising practices, programs, links, and opportunities for recruiting, training, recognizing, and retaining volunteers 50 and older. In compiling this resource guide, we explored practices that are innovative, applicable to today’s lifestyle, and easily incorporated into your organization.

Today, every six seconds a U.S. citizen turns 60* and the Baby Boomer generation is now on the verge of retirement. What changes will they bring to this new phase of their lives? The road ahead is vastly different from that of previous generations.

For them, making a difference matters ... and Baby Boomers **want** to keep on changing the world.

*U.S. Bureau of Census, 2002

First Stop

National Service—A Golden Opportunity

Americans 50 and older have a lifetime of experience to share and the desire to make a real difference in their world. They've managed households, been business owners, nurses, farmers, salespeople, artists, and executives. Now they are ready to put their unique talents and expertise to work in their communities and enrich their own lives in the process.



AmeriCorps

AmeriCorps is often called “the Domestic Peace Corps” because it offers an opportunity to make a big difference in your life—and in the lives of those you serve—without leaving the country. Through AmeriCorps, you can apply your skills and ideals toward helping others by directly serving critical needs in a community you love. You may choose from a wide variety of projects focused on educational, health, human needs, or environmental issues.

AmeriCorps V.I.S.T.A.: **V**olunteers **I**n **S**ervice **T**o **A**merica is another AmeriCorps opportunity focused on projects that are linked to alleviating poverty in communities across America. VISTA members serve as community builders with an emphasis on capacity building—maximizing resources and increasing the efficiency of organizations—by creating databases, applying for grants, fundraising, and organizing volunteers. If you enjoy developing projects, recruiting and training volunteers, grant writing and building programs, then AmeriCorps VISTA may be just the ticket!

During the AmeriCorps and AmeriCorps VISTA service year, members receive a modest living allowance of around \$11,000, health care, and child care (for qualifying members). While AmeriCorps VISTA is a full-time commitment, many AmeriCorps programs offer a part-time member option with a prorated living allowance. Upon successful completion of a year of service and sacrifice, AmeriCorps and AmeriCorps VISTA members receive a \$5,350 college scholarship that can be used at a university, college, or vocational school, or to pay qualifying student loans. The scholarship can also be passed down to a family member, such as a grandchild.

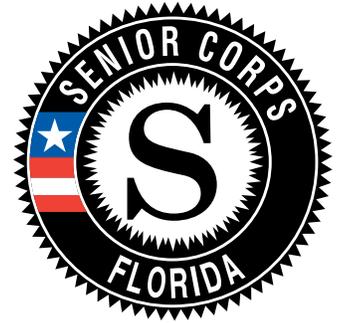
If you currently receive Social Security Supplemental Income (SSI), you can receive the AmeriCorps living allowance and keep all your SSI benefits! Each year, AmeriCorps and AmeriCorps VISTA offer tens-of-thousands of opportunities for adults of all ages and backgrounds to serve through a network of partnerships with local and national nonprofit groups. Whether your service makes a community safer, gives a child a second chance, or helps protect the environment, you'll be getting things done through AmeriCorps!



National Service—A Golden Opportunity

Senior Corps

Senior Corps connects volunteers 55 and older with the people and organizations that need them most. They contribute their job skills and expertise to community projects and organizations that need a helping hand. Through an array of Senior Corps programs, volunteers become mentors, coaches, or companions to people in need. Conceived during the early 1960s, Senior Corps currently links more than 500,000 Americans to service opportunities. Their contributions of skills, knowledge, and experience make a real difference to individuals, nonprofits, faith and community-based organizations throughout the United States.



Senior Corps offers several ways to get involved. Volunteers receive guidance and training so they can make a contribution that suits their talents, interests, and availability.

- **The Foster Grandparent Program** connects volunteers aged 55 and older with children and young people with exceptional needs. Volunteers mentor, support, and help some of the most vulnerable children in the United States.
- **The Senior Companion Program** brings together volunteers aged 55 and older with adults in their communities that have difficulty with the simple tasks of day-to-day living. Companions help on a personal level by assisting with shopping and light chores, interacting with doctors, or just making a friendly visit.
- **The Retired and Senior Volunteer Program (RSVP)** connects volunteers aged 55 and older with service opportunities in their communities that match their skills and availability. From building houses to immunizing children, from enhancing the capacity of nonprofit organizations to improving and protecting the environment, RSVP volunteers put their unique talents to work to make a difference.

See more at www.cns.gov







Surveying the Landscape
Promising Practices and Success Stories
for Recruitment, Training, Recognition, and Retention



Recruitment

Promising Practices

Successfully recruiting volunteers requires a well-planned approach and is critical to the ongoing growth process of organizations attempting to reach volunteers. Potential Boomer and Senior volunteers are looking for meaningful, interesting, creative, and challenging volunteer opportunities. Recruitment messages that target these characteristics are essential when recruiting. Boomer volunteers respond well to volunteer work that has a positive impact in their local communities.

Many time-strapped Boomers are also known as “the sandwich generation” because they are balancing family issues with children and grandchildren, and caring for aging parents. Repackaging volunteer opportunities to create greater flexibility and efficient use of technology are essential components of what appeals to Boomers. They want to know their volunteer experience is making a difference.

Understanding Boomer and Senior Volunteers

What is it?

- Boomer and Senior volunteers place a high value on courtesy and respect. Listen to their ideas, and value their input.

How?

- Provide effective follow-up and quick turnaround from the initial contact.
- Simplify your paperwork, and provide choices in the types of service they will provide.
- Respect their experience, and recognize they enjoy a challenge.
- Develop their confidence; affirm that they can do the job and make an important contribution. Reassure Boomer and Senior volunteers that their skills are applicable and they will be provided with necessary training to thrive in their volunteer assignment.
- Check in periodically to ensure that the volunteer experience is meeting both your needs and their needs. Readjust the assignment as necessary.

Did you know?

- Research shows Seniors engaged in volunteering reap health benefits including a heightened sense of well-being, reduced insomnia, strengthened immune functioning, faster surgery recovery time, reduced heart rates and blood pressure, and a longer life expectancy. (Source: The Corporation for National and Community Service.)
- Many prefer finite, episodic volunteer opportunities that employ their skills and experience.
- Boomer and Senior volunteers prefer to be part of a well-managed organization that has structure, but allows for flexibility.

Bright ideas!

- Pay special attention to new volunteers, and make them feel welcome and appreciated.
- Spend time during the interview process exploring their expectations of what they will give and get from their volunteer service to ensure it's a “good fit.”

Contributed by
**John Clark, Council on Aging of
West Florida, Pensacola, FL**
**Debbie Shea, Alachua County
RSVP, Gainesville, FL**
**Elaine Taylor, The Women's Resource
Center of Sarasota County, Sarasota, FL**
**Carol Hodnett, Martin Volunteers,
Stuart, FL**

Recruitment

Program Spotlight: Miami's BRAVO—Boomers and Retired Arts Volunteers

What is it?

- Boomers and Retired Arts Volunteers (BRAVO) is a network of arts programs utilizing the experience, skills, and talents of mature adults to meet challenges in the arts.
- BRAVO's Business Volunteers for the Arts® (BVA) connects arts organizations in South Florida with retired executives and professionals who share their skills and time as pro bono consultants.



See more at www.bravovolunteers.org

How?

- Monthly e-mail newsletters feature volunteer opportunities in a variety of roles including ushering at the theatre, helping at festivals or events, and serving in schools with art projects.
- Retired professionals participate in BVA to strengthen the management of Miami-Dade nonprofit arts and cultural organizations.
- BVA consultants provide professional guidance to arts managers and their boards in financial and strategic planning, marketing, information technology, and other areas.

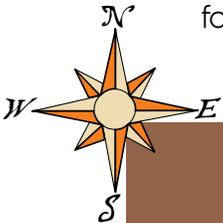
Did you know?

- BVA is a great way to share a passion for the arts using skills learned over a lifetime. It is an opportunity to broaden and enhance management skills and can be a vehicle for gaining a competitive edge in the workplace.
- Volunteers use their service to the arts to enhance entertainment and family time.
- BVA is the Arts and Business Council of Miami's premier leadership program designed to provide executives with experiential learning through pro bono service involvement in the arts.

Bright ideas!

- One secret to volunteer recruitment is successfully matching a volunteer's passion to the volunteer opportunity.
- Art organizations in your community could become great partners in engaging new and first-time volunteers by reaching out to patrons to become more actively involved.
- Encourage cultural venues to develop intergenerational volunteer groups, and opportunities for families to volunteer together.

Contributed by
Laura Bruney, BRAVO, Miami, FL



In this economy, more and more volunteers are using service to the arts for entertainment and family time.

—Laura Bruney, BRAVO, Miami, FL

Recruitment

Marketing and Communicating Volunteerism

What is it?

- Marketing and communication play a crucial role in educating and motivating Boomer and Senior volunteers. Remember to consider your Boomer and Senior audience when creating these materials.

How?

- Regularly review printed materials to ensure they are appealing to Boomer volunteers.
- Update your volunteer branding to add Boomer-friendly and Senior-friendly language such as, “timed projects,” and “one hour a week” to appeal both to active older volunteers and potential volunteers.
- Be sensitive to language that will inspire (or discourage) Boomer and Senior volunteers.
- Develop a Volunteer Self-Assessment aimed at Boomer and Senior volunteers to stimulate thought about their level of interest and “fit” within your organization.
- Personalized messages resonate with Boomers and Seniors. Be sure to say, “We need you!” and “Thank you for your time.”

Did you know?

- Boomer and Senior volunteers prefer hard-copy materials—something they can hold in their hands, post on their refrigerators, and refer to at a later time.

Bright ideas!

- Boomer and Senior volunteers have many choices about where to volunteer their time. Be sure they feel appreciated!
- Don't underestimate the need for social interaction. Talk to them, and show interest in their lives and families.
- Create a perpetual volunteer calendar so, at any time, a volunteer inquiry can be answered with an event or project date and time, and an invitation for them to attend.
- Maintain and distribute a take-away volunteer opportunity flier with a description, date, and time and keep it available at the front desk at all times.
- Answer every telephone or walk-in inquiry with this information.

Contributed by
**Wayne Svoboda, VOLUNTEER
PARTNERS, Lincoln, NE**
**Elaine Taylor, The Women's Resource
Center of Sarasota County, Sarasota, FL**

Recruitment

We the People: Government Volunteers

What is it?

- In today's economy, government agencies are turning to volunteers to fill the gaps created by shrinking budgets.

How?

- Establish a volunteer liaison officer, department, or volunteer center within your government agency or entity.
- Build a mechanism that brings volunteers into leadership levels of volunteer service.
- Baby Boomers and Seniors have tremendous skills acquired over a lifetime of education and work experience. Use these skills to augment programs and to help alleviate budgetary stresses.

Did you know?

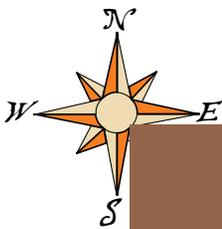
- Government agencies and nonprofit organizations often have similar needs. An increasing number of skilled professionals have time to give to project-based volunteer work.

Bright ideas!

- Quantify the monetary value of volunteer service, both internally and externally, and share this information with your agency staff and leadership. Remember to include savings that volunteers generate through reducing increased workloads.
- Provide tangible rewards by developing programs that reward volunteer hours with government services. Consider utility bill assistance, tax credits, or reduced user fees.
- Provide paid time off to employees who volunteer.



Contributed by
**The Corporation for National
and Community Service**
Phyllis Appleby, St. Vincent's
Health Care, Jacksonville, FL
Ken Murray & Paddy Clark, Southern Maine
Agency on Aging, Scarborough, ME



Look to neighborhood and faith-based
organizations to find volunteers.

—Aleta Hoodless, Santa Rosa Medical Center, Milton, FL

Recruitment

Word of Mouth STILL #1

What is it?

- The most effective method of recruiting volunteers continues to be word of mouth. Volunteers share their experiences in volunteering with friends and family members.

How?

- Develop an informal program to introduce potential volunteers to your agency.
- Invite potential volunteers to “drop by” at a prearranged time for information on volunteer opportunities.
- Provide an overview of your organization. Tell volunteers who you are, who you serve, how you serve, and how you use volunteers.

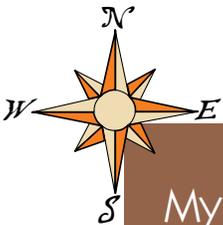
Did you know?

- Approximately 70% of volunteers get involved **because they are asked.**

Bright ideas!

- Hold your “drop by” at a partner nonprofit, and invite your partners to do the same.
- Have a volunteer “Bring a Friend Day” to encourage word-of-mouth recruitment.
- A lot can be accomplished face to face over a cup of coffee.
- Visit corporate offices, and ask to introduce your organization or agency to their employees.
- Create a positive and fun work environment, one where volunteers love to serve. They will tell their friends!

Contributed by
**Betty Ruth, Athens-Limestone
County RSVP, Athens, GA**
**Debbie Shea, Alachua County
RSVP, Gainesville, FL**



My best recruitment tool is word of mouth. I ask my volunteers to tell someone if they are enjoying their volunteer tutoring experience. Current volunteers are a wonderful and free sales force! I tell them, “If you like what you’re doing, tell someone about it!”

—Anne Charneski, RSVP of Brown County, Green Bay, WI

Recruitment Success Stories

The Personal Touch

I just called to say ...

“We have a volunteer who calls volunteers on their birthdays to wish and sing them Happy Birthday! She makes calls seven days a week all year long, and for some recipients, it is the only acknowledgement they receive on their birthdays. This is an ideal volunteer job for a Senior with limited physical mobility or transportation, and it serves two purposes: engaging the homebound volunteer and recognizing other agency volunteers!”

Contributed by
**Patricia Shields, Seminole County RSVP
and Volunteer Program, Lake Mary, FL**

Corporate Champions

Workplace winners change the world ...

“Corporate Champions, developed by Tupperware Brands, fosters relationships with our employees, ‘internal champions’ inside the organization that support corporation-identified and employee-identified causes. This is a starting point for Tupperware Brands in deciding where to lend support. Internal champions develop partnerships with employees and others outside the organization, and provide input for the development of volunteer recruitment materials. This program primes employees for a lifetime of volunteer service, both while working and after retirement.”

Contributed by
**Yolanda Londoño, Tupperware
Brands International, Orlando, FL**



Program Spotlight: Employ Florida Silver—Where Seniors and Employers Connect

What is it?

- The Silver Edition Web site is Florida’s new easy-to-use source of help for persons aged 50 and older who are looking for a job or volunteer opportunity. Silver Edition makes it easier for older workers, and older worker-friendly employers, to find each other.



How?

- Seniors connect to both volunteer and paid work opportunities through a Web portal developed by a group of Florida leaders brought together by the National Governors Association Florida Policy Academy. Partners include the Florida Department of Elder Affairs, Workforce Florida, and Volunteer Florida.
- Silver Edition lists opportunities in each community. Silver Edition users can find volunteer opportunities right in their own ZIP code.
- Employers visiting the Web site can declare that they are “older-worker-friendly.” Silver Edition is built on the state’s workforce job matching site, Employ Florida Marketplace.

See more at <http://silver.employflorida.com>

Did you know?

- Employers are signing up to use Silver Edition to attract older workers.
- These employers understand that today’s labor force is multigenerational, and they recognize the tremendous benefits of hiring and retaining older workers.
- Older workers are often more flexible in scheduling, are generally well educated, are good mentors, and are extremely conscientious.
- Volunteer experience is creditable work experience and can be a stepping stone to part-time and full-time employment.

Bright ideas!

- Look for opportunities to build partnerships with local workforce agencies as a source for Senior volunteers.
- Ask local workforce agencies to market volunteer opportunities for Seniors at job fairs and on Web sites.

Contributed by
The National Governors Association
Florida Policy Academy:
E. Douglas Beach, Florida
Department of Elder Affairs
Mark Wilson, Florida Chamber of Commerce
Wendy Spencer, Governor’s Commission on
Volunteerism and Community Service
Steve Urquhart, Workforce Florida
Doug Heinlen, AARP
June Noel, Florida Department
of Elder Affairs

At a Glance:
Recruitment Promising Practices

Repackage your volunteer opportunities. Focus on work and skills rather than volunteer status.

Show volunteers the personal and community impact of their work.

Change the image of aging. Use designations other than “older,” “senior,” or “retired.”

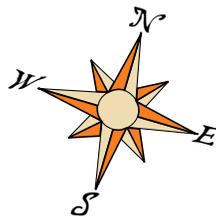
Provide work that is meaningful and challenging.

Focus on skills, experience, and legacy.

Create opportunities for mentorship and leadership.

Let Boomer and Senior volunteers be ambassadors for your organization.

Develop opportunities to volunteer with friends and family.



Training

Promising Practices

Training is a vital but often overlooked element of volunteer management. Boomers and Seniors are interested in learning opportunities that develop new skills, benefiting themselves and the organizations for which they volunteer. Offering training and education that is timely, effective, relevant, and presented in an appropriate manner will increase confidence, allow them to function at peak capacity, and enjoy their volunteer experience.

Consider how your training is presented. Boomers and Seniors with limited technical skills may feel intimidated or self-conscious, which could hamper their enthusiasm to volunteer. Understand that older workers and volunteers can and want to learn for self-enrichment and to gain skills.

Knowledge is Power

What is it?

- Orientation and training for volunteers.

How?

- Provide job descriptions.
- Review all program elements and job functions, and provide information about local resources.
- Have a good listening ear, be patient, and listen carefully to questions.
- Be sensitive to their schedules, health, and personal time-constraints.
- Place volunteers with those who are more experienced to learn hands-on what they'll be doing.

Did you know?

- Being fully informed is crucial to a Boomer or Senior volunteer's success. This could include a volunteer handbook or an organization's policies and procedures manual.
- Boomer and Senior volunteers enjoy working in pairs.

Bright ideas!

- Develop training that allows volunteers to learn on their own and at their own pace. This provides a level of comfort for the volunteer and maximizes staff time.
- Consider writing a welcome letter that includes a mission statement, a brief history of the organization, and a small token of appreciation (mug, pen, or ribbon).
- Provide an inviting workspace, equipped with the tools necessary to complete their tasks, already prepared. This makes the most efficient use of the volunteer's time.
- Grassroots leadership training is vital for Boomers and Seniors who wish to serve on nonprofit boards of directors, but may have little or no experience in doing so.
- Offer volunteer opportunities for two. Encourage couples or friends to volunteer at "Two for One" events or "Buddy" projects.

Contributed by

Jackie Trainer, Seniors Inc., Denver, CO
Foster Grandparent Program of Alachua County,
Gainesville, FL

Ken Murray & Paddy Clark, Southern Maine
Agency on Aging, Scarborough, ME
Laura Lockwood, Hands On Manatee, Bradenton, FL

Training

Technology Boot Camp: Intergenerational Basic Training

What is it?

- A program that brings youth and mature adults 50 and older together in a reverse-mentoring environment in which Boomers and Seniors learn how to use technological equipment, such as computers and digital cameras.

How?

- Partner with local high schools, community colleges, vocational schools, and universities to advertise volunteer opportunities for students interested in enhancing the technological skills of persons 50 and older.

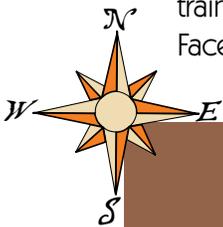
Did you know?

- For Boomers and Seniors, technology can be a psychological barrier to volunteering.

Bright ideas!

- Designate an office or area as a training lab.
- Establish ongoing trainings at a variety of skill levels to allow Boomers and Seniors to enhance their skills and to become more tech-savvy.
- Give them the option to learn on their own.
- For beginners, incorporate computer time. Use Internet search engines and games to provide a stress-free and easy way to learn computer skills like using a mouse and navigating a computer.
- Help Senior volunteers stay in touch! Provide free training in social networking technologies such as Facebook and Twitter.

Contributed by
**Dennis Stover, Senior Friendship
Centers, Sarasota, FL**
Jeri Bush, VolunteerLEON, Tallahassee, FL



HandsOn Network Project Leader Training: Episodic Volunteering

Project Leader Training is a free training offered through HandsOn Network Affiliates. It is designed for volunteers who want to become engaged in positive community change through leadership. The training prepares individuals to lead groups in service projects developed in collaboration with a HandsOn Network Affiliate and the local community.

The training times generally run between 2-4 hours. Training covers: information on nonprofit partners, selection and design of projects, recruitment, and management of projects using the HandsOn Network model and technology.

Once Project Leaders are trained, they may commit to volunteering a few hours a month. They may also choose to contribute more time throughout the year.

For more information about the availability of the HandsOn Network Project Leader Training, visit the HandsOn Network Affiliate Web site that serves your area.

See more at www.handsonnetwork.org.

Training

Success Stories

The Retired Senior and Volunteer Program TaleTellers

Read me a story ...

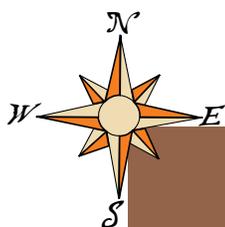
“The Retired Senior and Volunteer Program (RSVP) TaleTellers began in 2001 as a response to the community need for children to be better prepared for elementary school. Much of this program’s success can be credited to the training TaleTellers receive. The TaleTeller Program’s pre-service orientation and in-service training provide information; enhance skills and knowledge; establish esprit de corps; provide networking opportunities to share successes and challenges; and keep volunteers motivated and enthusiastic.”

Contributed by
Sally S. Robson & Patricia Murzynsky,
RSVP, Jacksonville, FL

IBM’s On-Demand Community Corporate Community Cares ...

“IBM uses technology to connect its 11,000 Florida retirees, as well as active employees, with volunteer programs around the world through its On-Demand Community. E-mentoring is a volunteer opportunity in which active Boomers and Seniors mentor students through e-mail and online communication. The program includes curriculum and training tools to ensure volunteers provide the best experience possible to recipients of services.”

Contributed by
Janell Ray, IBM, Orlando, FL



Volunteer Management Training Series

Enhance your ability to manage volunteers by attending the Volunteer Management Training Series. This series allows you to achieve a state Certificate of Completion in volunteer management in six (6) comprehensive modules:

- Module 1: Understanding Volunteering
- Module 2: Planning Your Volunteer Program
- Module 3: Recruiting and Placing Volunteers
- Module 4: Orienting and Training Volunteers
- Module 5: Supervising Volunteers
- Module 6: Evaluating Your Volunteer Program

Many of Florida’s Volunteer Centers provide the Volunteer Management Training Series. For more information, contact a Volunteer Center in your area or visit the Florida Association of Volunteer Centers Web site at www.floridavolunteercenters.org.

Training

Program Spotlight: RISE—Retirees in Service to the Environment

What is it?

- RISE is an educational and internship program in Sarasota, Florida, designed to train Boomers and Seniors to help nonprofits and government organizations with environmental stewardship.
- Volunteers with a lifetime of experience are trained and matched with environmental organizations such as parks agencies, local beautification organizations, and science museums to focus on preserving the environment.



How?

- Volunteers spend 24 hours in a classroom learning about environmental systems; techniques to monitor, assess, and improve the environment; and skills for assuming community-building and leadership roles. Classes are taught by experts from local environmental agencies using curriculum adapted from Cornell University.
- RISE volunteers participate in a 50-hour, hands-on internship with local environmental partners.

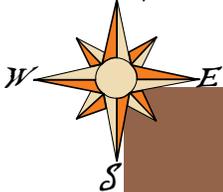
Did you know?

- Older volunteers are looking for opportunities to continue the lifelong learning experience. Learning new skills and techniques to preserve the environment is a great way to continue their educations.
- RISE was developed in partnership with The Institute for Optimal Aging, Friendship Volunteer Center, Senior Friendship Centers, and the Cornell University Institute for Translational Research on Aging, to serve as a national model.

Bright ideas!

- Partner with a local university or college to develop training opportunities for volunteers.
- Consider developing a collaborative project that brings together partners that can provide a unique blend of Boomer and Senior volunteer knowledge and skill, financial resources, and intellectual resources to translate research knowledge into

practice.



Contributed by
**Dennis Stover, Senior Friendship
Centers, Sarasota, FL**
**James DuPlantier, Friendship
Volunteer Center, Sarasota, FL**

This is an opportunity to make a difference for the environment, for the planet, for your own health and longevity, and for future generations.

—Sarasota Gerontologist Kevin O'Neil, MD, FACP

At a Glance:
Training Promising Practices

**Design and manage volunteer positions like paid positions—
with job descriptions, training, supervision, and benefits.**

**Meet with volunteers and agency program staff to review
project descriptions and to outline service parameters.**

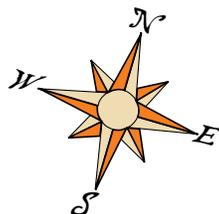
Provide training geared toward nonprofit competencies.

**Individualize training for the specific tasks
the volunteer will be performing.**

**Commit to providing training and be available
as a resource to the volunteer.**

Take into account adult learning styles.

Make technology training accessible, free, and fun.





Recognition

Promising Practices

Recognition involves more than acknowledging the efforts of volunteers. It can inspire volunteers to keep serving and potential volunteers to start serving. Most volunteers will tell you they serve because they “want to help others,” not for personal gain; however, recognition is a motivational factor that keeps volunteers coming back—sometimes for years!

For Boomers and Seniors, recognition does not have to be elaborate or expensive. Letters of thanks and personal handwritten notes are of great value to them. Developing a personal relationship with Boomer and Senior volunteers is essential, because they value the social interaction and appreciate your time.

Remember that recognition, large and small, is a vital component to retaining volunteers and to keeping them happy and fulfilled!

Provide Incentives to Volunteer

What is it?

- A system that provides tangible rewards for volunteer service can be a major incentive for Boomer and Senior volunteers to get involved.

How?

- Partner with a local volunteer center or United Way to conduct a needs assessment. This needs assessment can be used to create a system with concrete guidelines or parameters for Boomers and Seniors to receive incentives in exchange for volunteering.
- Work with local government to provide tax incentives, utility bill assistance, or other financial incentives in exchange for volunteer service.
- Work with entertainment facilities and restaurants to provide Boomers and Seniors free passes or gift cards in exchange for volunteer service.

Did you know?

- Creating a reciprocal arrangement that provides something of value in exchange for volunteering is a win-win proposition.
- AmeriCorps and AmeriCorps VISTA provide a modest living allowance and health care benefits in exchange for service.

Bright ideas!

- Provide your employees with paid time off to volunteer.
- Provide transportation by carpool, gas card, or bus pass to help defray costs.

Contributed by
**Phyllis Appleby, St. Vincent's
Health Care, Jacksonville, FL**
**Julio Lacayo, City of Jacksonville,
Jacksonville, FL**

Recognition

Publicly Recognize Your Volunteers

What is it?

- Keep your volunteers in the public eye to motivate them, and to encourage new volunteers to come forward.

How?

- Seek recognition for your volunteers in local newspapers, newsletters, and other publications.
- Ask local publications for space on their blogs to write about your volunteers and their successes.
- Ask local television stations to cover your events and interview your volunteers.
- Nominate a volunteer from your organization for your city's "Volunteer of the Year" award or for other special awards.

Did you know?

- Media are often searching for local interest stories, and will work with you to recognize your volunteers.

Bright ideas!

- Present President's Volunteer Service Awards, the highest award the White House gives for volunteer service.
- Develop a personal relationship with local reporters that cover your area.
- Join a speakers bureau to educate others about your organization and highlight the accomplishments of your volunteers.
- Seek out a sponsor—such as a local television station, newspaper, or cable company—to donate free advertising or public service announcement space you can use to recognize your volunteers.
- Exchange newsletter space with partner organizations to recognize your volunteers.
- Ask local businesses to thank your volunteers on their roadside electronic marquees.

VOLUNTEERS
ARE GREAT

Contributed by
**Robert Harlow, RSVP of Rock County,
Beloit, WI**
Janet Duval, RSVP, Jacksonville, FL



Recognition

Provide President's Volunteer Service Awards

What is it?

- Established in 2003, it is the highest award the White House gives for volunteer service

How?

- Visit the President's Volunteer Service Award Web site (www.presidentialserviceawards.gov), and apply to become a certifying organization. Any organization can apply!
- Advertise that your organization participates in the President's Volunteer Service Award program on your Web site and on promotional materials.
- Identify volunteers that qualify for the award on an annual basis, and present them with the highest award for which they qualify.
- Order the awards online. Awards packages contain a certificate, a letter from the President, and a lapel pin, all at an affordable cost.
- Present the awards in a public setting or at your agency's board of directors meeting.

Did you know?

- Volunteers can receive a lifetime President's Call to Service Award for performing 4,000 hours or more of volunteer service over the course of their lifetimes.

Bright ideas!

- Have a local elected official present the award at a City or County Commission meeting.
- Feature award winners on your Web site and in newsletters.
- Present the award certificate in a nice frame, and pin recipients personally.

Celebrate Volunteers with an Annual Commemoration

What is it?

- An annual public awareness campaign that recognizes volunteers and encourages volunteerism.

How?

- Approach your local government, and ask for a resolution designating a week or month to celebrate volunteerism.
- Ask your state service commission to help.
- Develop a theme that appeals to people of all ages, including Boomers and Seniors.

Did you know?

- An annual commemoration is like asking everyone to volunteer! When asked to do so, 70% of people volunteer.

Bright ideas!

- Use social networking—such as Facebook, YouTube, and Twitter—to promote your commemoration.
- Develop an online public relations toolkit anyone can use to promote volunteerism.
- Use volunteers who are involved in RSVP or Senior Center arts groups to create volunteer recognition gifts.

Contributed by
**Wendy Spencer, Governor's
Commission on Volunteerism and
Community Service, Tallahassee, FL**

Recognition Success Stories

Food and Fun

Keep it light for Boomer and Senior volunteers ...

“Pot Luck dinners and humorous, off-the-wall awards make recognition fun. For volunteers that travel great distances to serve with your program, provide phone cards to help them stay in touch with their families. Attach a thank you note for greater impact.”

Contributed by
**Kathy Strader, Pathways for Change,
Pensacola, FL**

Seek Outside Recognition

Your volunteers will feel ownership ...

“I constantly nominate my program and volunteers for every volunteer award I can find. Baby Boomer and Senior volunteers feel a sense of ownership when the program they work in is recognized. Then they tell the story to other potential volunteers!”

Bottom Line

Recognizing volunteers is golden ...

“In Denver, we go all out for our Recognition event. We produce a video, set to music, of our volunteers working with their clients and make certain that every volunteer is in the video. Although this event costs from \$7,000 to \$9,000, we budget for it each year. **We feel that this event brings such a high value to our volunteer program that we would rather cut costs elsewhere, if necessary, to preserve this event.**”

Contributed by
Jackie Trainer, Seniors Inc., Denver, CO

Floating Achievements

Taking recognition to the streets ...

“The Florida Heritage Festival Night Parade affords Hands On Manatee the opportunity to recognize hundreds of older citizens who have shared their time and talents throughout the year. We rent floats, decorated with banners, to recognize their achievements.”

Contributed by
**Laura Lockwood, Hands On
Manatee, Bradenton, FL**

Gold Medal Grandparents

Champions for children ...

“In order to honor Foster Grandparents, we purchase gold medals, much like those given at the Olympics, and give one to each Grandparent, honoring them for their achievements. Grandparents wear them to school and special events. This gives them the opportunity to tell children, teachers, family, and friends about their accomplishments. It is an inexpensive way to thank our Seniors for the program’s success.”

Contributed by
**Foster Grandparent Program,
Palm Beach County, West Palm Beach, FL**

Recognition

Program Spotlight: Danbury's S.A.V.E.—Seniors Add Valuable Experience

What is it?

- The City of Danbury, Connecticut, in partnership with the Volunteer Center serving Western Connecticut, has created an innovative tax incentive program, S.A.V.E.

How?

- The S.A.V.E. Program connects Danbury Senior homeowners with volunteer service in Danbury government and nonprofit agencies. After completion of 100 hours of service, Senior program participants receive up to \$600 in property tax credit for the next year. S.A.V.E. is open to residential homeowners aged 65 and older.

Did you know?

- Seniors earn real estate tax credits while serving their community. This offers Seniors on fixed incomes a helping hand and simultaneously helps their community.

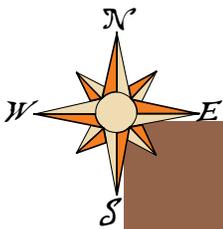
Bright ideas!

- Look for opportunities to partner with local utilities, municipal government, and other service providers to develop ways of providing tax incentives or other services to older volunteers willing to provide community service.



See more at www.volunteerdanbury.org

Contributed by
**Patti Cohen-Hecht, The Volunteer
Center serving Western Connecticut,
Danbury, CT**



The idea for the S.A.V.E. Program came from our Mayor's Office and we partnered with them to bring the program to life. The S.A.V.E. Program is a wonderful model of the public and nonprofit sector working together for the benefit of our community.

—Patti Cohen-Hecht, The Volunteer Center
serving Western Connecticut, Danbury, CT

At a Glance:
Recognition Promising Practices

Make it personal. Phone calls and handwritten notes go a long way with Boomers and Seniors.

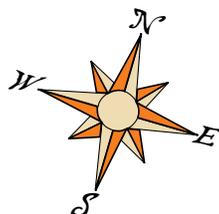
Present President's Volunteer Service Awards.

Recognize Boomer and Senior volunteers in a fun way.

Provide a monetary award given to the volunteer's choice of nonprofits.

Have those served send thank-you notes directly to the volunteers that have served.

Encourage local media and government to publicly recognize volunteers.



Retention

Promising Practices

Each year, on average, volunteer programs lose more than 30% of their hard-earned, much needed volunteers. Most volunteers leave because their work wasn't challenging or meaningful, they felt unappreciated, or there was inadequate volunteer management.

To retain Boomer and Senior volunteers, organizations must provide a professional and well-organized volunteer experience. Most important, Boomer and Senior volunteers want to feel that they are part of the team and are valued and appreciated by the organizations they serve.

Treat Your Volunteers Like Part of the Team

What is it?

- Volunteers want to feel valued for their contributions.

How?

- Ensure your Volunteer Department has an open-door policy and that volunteers are invited to give feedback about their experiences, as well as the opportunity to ask for more responsibility.
- Provide your Boomer and Senior volunteers the opportunity to be “promoted” to volunteer leadership positions.
- Develop a survey to provide an additional vehicle to give specific feedback.
- Baby Boomers want professional and well-organized volunteer experiences. They do not respond well to micromanagement or red tape.

Did you know?

- When organizations seek feedback and advice from Boomer and Senior volunteers, they are tapping into years of practical knowledge and experience.

Bright ideas!

- Before spending money on outside consultants, look to Boomer and Senior volunteers.
- Enlist the help of agency staff in creating a supportive and encouraging volunteer experience.
- Encourage staff to thank volunteers for their service and tell them, “We’re glad you’re here.”
- Focus on opportunities to include and involve Boomers and Seniors in your organization’s activities.

Contributed by
**Elaine Taylor, The Women's Resource
Center of Sarasota County, Sarasota, FL**
**Phyllis Appleby, St. Vincent's Healthcare,
Jacksonville, FL**

Retention

Share the Wealth

What is it?

- Consider a volunteer exchange program with partner agencies.

How?

- Work with partner agencies to create a database of active volunteers and their skill sets.
- Work with volunteer centers to place volunteers looking to try something different or new.
- Realize that volunteers have choices and do not “belong” to your organization.
- Talk to volunteers and partner agencies to develop synergies that benefit all parties.
- Listen. Schedule time each year to evaluate how things are going, and ask volunteers for feedback and suggestions they may have to improve their assignment or make it more efficient.

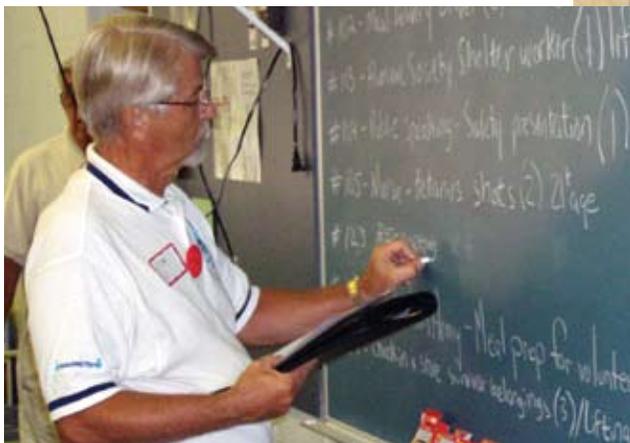
Did you know?

- Agencies that rely on volunteers are often too focused on trying to retain and protect “their” volunteers. When volunteers want to look at other opportunities or can no longer do the job, see it as an opportunity for your agency **and** the volunteers.

Bright ideas!

- Instead of letting volunteers go inactive, institute a cooperative volunteer fair with partner organizations.
- Look for potential new placements in other departments within your organization.
- Be proactive and supportive in helping volunteers find placements that meet their changing needs.

Contributed by
Laura Palermo, AAA, Orlando, FL



Retention

Take it Personally

What is it?

- Boomer and Senior volunteers like a more personal and friendly volunteer experience.

How?

- Maintain a personal connection with your volunteers. Remember birthdays, anniversaries, and other significant events to help volunteers feel that they are part of the “family.”
- The written word is very powerful. Express your appreciation in writing.
- Strive to retain volunteers by providing them excellent customer service, helping **them** when they need **you**.

Did you know?

- Some of the most important words you can say to a volunteer are: **“We need you”** and **“Can you please help us?”**

Bright ideas!

- An inexpensive, but meaningful, practice is to send family members thank you notes with a picture of the volunteer in action, thanking them for sharing their loved one with your organization.

Contributed by
**Elaine Taylor, The Women's Resource
Center of Sarasota County, Sarasota, FL**



Retention

Success Stories

Guardian Angels

The eyes and ears of the court ...

“Identifying the passion and commitment in volunteers is at the heart of volunteer retention. A recently retired 82-year-old RSVP volunteer served with us for 25 years. She started by taking the Citizens Academy that included a tour of the court system. She became interested in the Guardian ad Litem program and served as an advocate for more than 100 children during her tenure, contributing in excess of 25,000 hours of service. She said the judges often would listen and heed the reports from the Guardians even more than other parties to the case because of the Guardians’ time, effort, energy, and commitment to the children.”

Contributed by
**Dian Booth, RSVP of Marion County,
Ocala, FL**

It’s the Little Things

The Golden Rule rules ...

“We have very little turnover in this program. A big reason for this is we practice being kind to everyone, which is appealing to Baby Boomers and Seniors who value politeness and social etiquette. We remember birthdays, anniversaries, and build personal friendships to make every volunteer feel special. Our volunteers tell us that ‘it’s these little things’ that make our program so attractive and why they keep coming back.”

Contributed by
Jackie Trainer, Seniors Inc., Denver, CO

Keeping it Fresh

Know your schools, know your volunteers ...

“At RSVP TaleTellers, we believe training and recognition strategies are significant contributors to retention. We look for opportunities to involve our volunteers in other literacy-related activities such as being community readers at schools, museums, and special events. We listen when a volunteer’s situation has changed, and change their assignment to keep them on board.”

Contributed by
**Sally S. Robson & Patricia Murzynsky,
RSVP TaleTellers, Jacksonville, FL**

Retention

Program Spotlight: The Delray Beach Volunteer Police Patrol

What is it?

- A multifaceted volunteer program comprised of 15 divisions, including administration, parking enforcement, volunteer marine patrol, training, mobile traffic monitoring, and a “Citizen Observer Patrol.”
- Their newest addition is the “Elder Affairs Group,” with volunteers responsible for assisting Senior citizens who have been victimized. They emphasize educating Seniors through seminars and through their Senior Citizens Police Academy.



How?

- The Delray Beach Police Department has taken an aggressive approach in developing and promoting a positive working relationship and partnership between sworn law enforcement officers, the volunteers who assist their endeavors, and the residents of their community.
- This strong and well-organized, police-driven alliance has proven to be extremely effective by augmenting the Delray Beach Police Department’s crime fighting efforts, and has improved the overall quality of life for those who live in Delray Beach.

Did you know?

- The Delray Beach Volunteer Police Patrol is a nationally recognized program that places a strong emphasis on volunteer recruitment and training to attract “the best of the best.”
- The Volunteer Support Services, a not-for-profit corporation, was established to support Delray Beach Police Department volunteers in need. 100% of all funds collected go toward assistance for all volunteers, both active and retired. The fund is supported strictly by donations.
- The Delray Beach Police Department is the first law enforcement agency in the country with a Volunteer Assistance Program.

Bright ideas!

- Supporting emergency needs of volunteers through a designated fund provides a great incentive and benefit for volunteers.

Contributed by
**Sgt. Andy Arena, Delray Beach Police
Department, Delray Beach, FL**

At a Glance:
Retention Promising Practices

Flexibility is a key factor in volunteer retention.

Be professional and provide a well-organized volunteer experience to time-sensitive Boomers and Seniors.

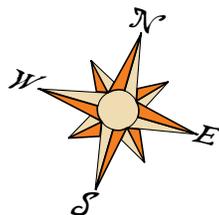
Treat your Boomer and Senior volunteers as part of your team.

Look for opportunities for advancement to volunteer leadership positions.

Boomer and Senior volunteers enjoy autonomy. Provide tools and information, and let them do the job.

Schedule time, on a regular basis, to re-evaluate Boomer and Senior volunteers' circumstances.

Encourage and assist volunteers in finding other volunteer opportunities.



FAQs About FUIOs

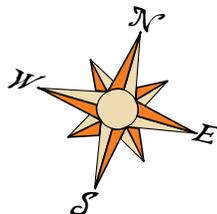
Frequently Used Objections

You've done everything right—you've got a solid, vibrant, well-organized volunteer program in place with plenty of support and a great track record. You're at a Volunteer Rally and instead of FAQs you're getting FUIOs (Frequently Used Objections). Here are some suggestions that might turn a negative into a positive and recruit a volunteer!

- 1. I don't have the time.** There are volunteer positions you can work on at home, at your own convenience, in the evening, or on the weekend. Have you thought about volunteering with your children? Volunteering using a hobby or craft? How about volunteering through your church or synagogue? Through your workplace? Via computer?
- 2. I need to work for pay.** How about volunteering on the weekend? Consider a one-time or done-in-a-day project. Volunteer at a company-sponsored activity through your employer. Volunteer to organize a food drive or charity event at your workplace.
- 3. I can't make a long-term commitment.** That's fine. Look for episodic projects, one-time projects, done-in-a-day projects, or Days of Caring in your community.
- 4. I don't know what volunteer job to do.** Contact your local volunteer center or United Way, and inquire about possible volunteer opportunities. Let your passion be your guide, and look for opportunities to volunteer with organizations or agencies that are important to you, that you belong to, or that touch your heart.
- 5. Gas money costs too much.** Let your fingers do the walking and search online or call your local United Way Web site for volunteer opportunities close to home—within walking distance or on a bus route. Make phone calls to inquire about volunteering for tasks that you can do at home. Find a need and organize your own volunteer opportunity in your own neighborhood or back yard.

Frequently Used Objections

- 6. I don't want to work with needy people/youth/small children/animals.** Among the wonderful things about volunteering is the amazing variety of opportunities. There is truly an opportunity for everyone. We all have things we enjoy doing; it's just a matter of finding what resonates with each individual.
- 7. I don't have the necessary skills.** Involve yourself in the wide variety of volunteer opportunities that can use the skills you have already developed, or use volunteering as a way to develop new skills that can open doors to adventures you can't even imagine!
- 8. I'd rather give money.** Money is important. What if you could parlay your monetary donation and double or triple its impact by volunteering a few hours of your time? You could have a front-row seat and see the impact your contributions have on an organization.
- 9. Volunteering is for kids.** Volunteering is for every age! Plus, research data confirms that people who volunteer are healthier and live longer!
- 10. I'll volunteer when I retire.** Great! That's the spirit! How about getting a jump on things by searching for volunteer opportunities in the community. Consider volunteering at a project out of town or while you're on vacation just to give something new a try?



Legend

Glossary of Volunteer Terms

AmeriCorps

AmeriCorps is a network of national service programs that engage Americans each year in intensive service to meet critical needs in education, public safety, health, human needs, and the environment. In general, AmeriCorps programs will provide members with a full-time or part-time service experience, living allowance, health care benefits, and a college scholarship from the National Service Trust Fund.

Capacity Building

The process of building the potential for voluntary organizations to respond to the needs of the communities they serve.

CNCS – Corporation for National and Community Service

On September 21, 1993, the President signed the National and Community Service Trust Act into law, which created the Corporation for National and Community Service. CNCS is an independent federal agency governed by a bipartisan board of directors appointed by the President and confirmed by the Senate. Its mission is to engage Americans of all ages and backgrounds in community-based service to address the nation's educational, public safety, human, and environmental needs to achieve direct and demonstrable results. The Corporation is the umbrella agency that houses AmeriCorps, Learn & Serve America, and Senior Service Corps.

College Scholarship – Segal AmeriCorps Education Award (Ed Award)

A post-service benefit of \$5,350 for full-time AmeriCorps members or \$2,675 for half-time AmeriCorps members who successfully complete a term of service. The award is paid directly to a lending or educational institution and may be used to pay off education loans or to finance college, graduate school, or approved vocational training.

Community-based Agency

A private nonprofit organization (including churches and other religious entities) that is a representative of a community or a significant segment of a community, and is engaged in meeting human, educational, environmental, or public-safety community needs.

DEM – Division of Emergency Management

In the event of a major disaster or emergency in this state, Florida's county governments must provide the initial response and assistance. When an emergency or disaster situation is too great to be handled at the county level, the Florida Department of Community Affairs, Division of Emergency Management, is the agency local governments contact for state and federal disaster assistance.

DOE – Department of Education

The agency of Florida state government responsible for the administration of public education programs, including preschool programs, K-12 education, and post-secondary education.

DOEA – Department of Elder Affairs

The agency of Florida state government that serves as the primary agency responsible for administering human services programs for the elderly.

Glossary of Volunteer Terms

Episodic Volunteers

Episodic volunteers commit to an organization for a specific, limited period of time and may or may not return to volunteer at a later date.

FAVC – Florida Association of Volunteer Centers

An association of volunteer centers and volunteer connector organizations in Florida that works on issues related to volunteerism.

FEMA – Federal Emergency Management Agency

The Federal agency that provides financial and other support for disasters.

Florida Volunteer Month – April!

Florida's annual official commemoration of volunteers and volunteer service as designated by the Florida Cabinet and administered by the Governor's Commission on Volunteerism and Community Service, Volunteer Florida.

HandsOn Network

The HandsOn Network is a volunteer connector organization comprised of more than 250 HandsOn Action Centers, which inspire, equip, and mobilize people to take action that changes the world.

Learn and Serve America

Learn and Serve America supports and encourages service-learning throughout the United States, and enables more than one million students to make meaningful contributions to their communities while building their academic and civic skills. (See Service Learning.)

MOU – Memorandum of Understanding

A document describing a bilateral or multilateral agreement among parties indicating an agreement to pursue common goals, actions, and outcomes.

NOFA – Notice of Funds Availability

A legal notification, published in the Federal Register, which describes the availability of funds for a new program.

NSSC – National Senior Service Corps

The long-standing national initiative, administered by the Corporation for National and Community Service, which provides operating support and technical assistance to agencies that administer any or all of the three programs under the NSSC umbrella—Foster Grandparent Program, Senior Companion Program, and Retired and Senior Volunteer Program. These programs recruit, train, and deploy seniors to service in their communities.

PSA – Public Service Announcement

An advertisement broadcast on radio or television that serves the public interest and is intended to modify public attitudes by raising awareness about specific issues.

Glossary of Volunteer Terms

POLF – Points of Light Institute

Founded in 1990, the Points of Light Institute is an independent, nonprofit, nonpartisan organization that includes three business units – HandsOn Network, MissionFish and Civic Incubator. Their mission is to inspire, equip and mobilize people to take action that changes the world!

PVSA – President’s Volunteer Service Award

The President’s Volunteer Service Award, established in 2003, is a Presidential recognition program for Americans of all ages, who contribute a significant amount of time to volunteer service. The program recognizes individuals, families, and groups that have achieved a certain standard, measured by the number of hours served in a 12-month period.

RELIEF – Respite for Elders Living in Everyday Families

The program is administered by the Office of Volunteer and Community Services in the Florida Department of Elder Affairs. Members provide in-home assistance for homebound elderly individuals from someone who is not a member of the family unit. This provides respite to family primary caregivers.

RFP – Request for Proposal

A term used to describe the document with which program proposals are solicited from organizations, also known as a grant application or bid. State commissions issue RFPs for AmeriCorps programs from nonprofit organizations, local governments, higher education institutions, Indian tribes, and state agencies.

SCORE – Senior Corps of Retired Executives

SCORE is a national association of retired executives dedicated to helping small-business owners form and grow their businesses. SCORE has more than 300 chapters in the United States and is a partner of the U.S. Small Business Administration.

Service Learning

A method by which students or participants learn and develop through active participation in thoughtfully organized service that is coordinated in an elementary school, secondary school, institution of higher learning (school-based), or is conducted in and meets the needs of a community (community-based). (See Learn and Serve America.)

VISTA – Volunteers In Service To America

This program is dedicated to increasing the capacity of community-based organizations to alleviate poverty through improving living conditions, employment training, literacy programs, housing assistance, health education, public-safety efforts, neighborhood revitalization, and other means.

Volunteer Florida

Volunteer Florida, the Governor’s Commission on Volunteerism and Community Service, was created on October 11, 1993, when Governor Lawton Chiles signed an executive order to fulfill the National and Community Service Trust Act requirements. The Florida Legislature later enacted Volunteer Florida into law. The mission of Volunteer Florida is to strengthen communities in Florida through volunteer service.



Web Landmarks

Links Worth Bookmarking

www.aarp.org AARP is a nonprofit, nonpartisan membership organization that helps people 50 and older improve the quality of their lives.

www.americorps.gov AmeriCorps is a network of national service programs that engage Americans each year in intensive service to meet critical needs in education, public safety, health, human needs, and the environment.

<http://encorps.nationalserviceresources.org> EnCorps resources include tools for recruiting and developing AmeriCorps and VISTA members.

www.energizeinc.com Energize, Inc., is an international training, consulting, and publishing firm specializing in volunteerism. This Web site is full of resources to strengthen volunteer programs.

www.experiencecorps.org Experience Corps, an award-winning national program, engages people 55 and older in meeting their communities' greatest challenges.

www.floridavolunteercenters.org The Florida Association of Volunteer Centers promotes and strengthens volunteerism and volunteer centers, providing a venue to share best practices; increases knowledge of current trends; and provides leadership development, training, and resources to promote volunteerism and citizen engagement.

www.getinvolved.gov A national public awareness campaign conducted by the Corporation for National and Community Service to engage Americans aged 55 and older in volunteering. This site includes public service announcement materials, tip sheets, and research to help engage Baby Boomers.

www.handsonnetwork.org HandsOn Network inspires, equips and mobilizes people to take action that changes the world through a network of more than 250 HandsOn Action Centers.

www.idealists.org Idealist is an interactive Web site where people and organizations can exchange resources and ideas, locate opportunities and supporters, and take steps toward building a world where all people can lead free and dignified lives.

www.independentsector.org Independent Sector is the leadership forum for charities, foundations, and corporate giving programs, committed to advancing the common good in America and around the world.

www.mavanetwork.org Minnesota Association for Volunteer Administration is an alliance of individuals and networks dedicated to providing support and resources to those who lead volunteers.

www.merrillassociates.net This Web site includes numerous articles written by Mary Merrill, a major trainer and author in volunteerism. Topics range from building corporate volunteer programs and training volunteers to engaging retiree volunteers.

www.ncoa.org The National Council on Aging is a nonprofit service and advocacy organization whose mission is to improve the lives of older Americans.

www.nationalservice.gov The Corporation for National and Community Service connects Americans of all ages and backgrounds with opportunities to give back to their communities and their nation.

www.nationalserviceresources.org The Resource Center, administered by ETR Associates, is the knowledge, management, training, and technical assistance provider to the Corporation for National and Community Service. It is the best source for connecting service programs with targeted training and information.

www.networkforgood.org Network for Good makes it easy to donate and volunteer online, keeping it simple and affordable for nonprofits of any size to recruit donors and volunteers via the Internet.

Links Worth Bookmarking

www.norcblueprint.org Naturally Occurring Retirement Communities is a community that originally was not built for seniors, but now is home to a significant proportion of older residents.

www.philanthropy.com The Chronicle of Philanthropy is the No. 1 news source, in print and online, for nonprofit leaders, fund raisers, grant makers, and other people involved in the philanthropic sector.

www.pointsoflight.org Points of Light Institute includes three business units—HandsOn Network, MissionFish, and Civic Incubator. Their mission is to inspire, equip and mobilize people to take action that changes the world.

www.safeandmobileseniors.net The Safe and Mobile Seniors Web site is a virtual “one-stop shop” for all transportation-safety and mobility information for drivers and pedestrians 65 years and older living in Florida.

www.sarasotatechbootcamp.blogspot.com Sarasota Technology Boot Camp, hosted by Senior Friendship Centers, which are dedicated to helping older adults live with dignity and independence in Sarasota, Desoto, Charlotte, Lee, and Collier counties.

www.seniortimesmagazine.com A guide to active retirement.

www.serve.gov This Web site, managed by the Corporation for National and Community Service, is a comprehensive clearinghouse of volunteer opportunities and online resources.

www.serviceleader.org Serviceleader.org offers specialized resources for volunteers, leaders and managers of volunteers, and instructors and thought leaders.

<http://silver.employflorida.com> The Silver Edition Web site is Florida’s new, easy-to-use source of help for persons age 50 and older who are looking for jobs or volunteer opportunities. Silver Edition makes it easier for older workers, and older-worker-friendly employers, to find each other.

www.techsoup.org This Web site offers nonprofits a one-stop resource for technology needs by providing free information, resources, and support.

www.unitedway.org United Way is a worldwide network—including nearly 1,300 independent organizations in the U.S.—advancing the common good, and creating opportunities for a better life for all.

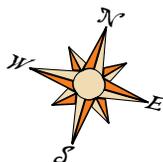
www.volunteerflorida.org The Governor’s Commission on Volunteerism and Community Service grants funds to Florida AmeriCorps and national service programs; encourages volunteerism for everyone from youth to seniors to people with disabilities; and promotes volunteerism for disaster preparedness and response.

www.volunteermatch.com VolunteerMatch strengthens communities by making it easier for good people and good causes to connect. The organization offers a variety of online services to support a community of nonprofit, volunteer, and business leaders committed to civic engagement.

www.volunteersolutions.org Volunteer Solutions helps volunteers, nonprofit agencies, corporations, event organizers, and volunteer centers get connected.

www.volunteerweek.org Volunteering in America: Resources to recruit and retain volunteers for your program.

www.worldvolunteerweb.org The World Volunteer Web, hosted by the United Nations Volunteers program, supports the volunteer community by serving as a global clearinghouse for information and resources linked to volunteerism that can be used for campaigning, advocacy, and networking.



Adventure Partners

Acknowledgements

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We hope these ideas and insights, contributed by seasoned volunteer managers for the **Mapping Your Next Adventure** Resource Guide, will inspire you to engage Baby Boomers and Seniors across the nation in volunteerism.

We welcome your feedback.

E-mail wendyspencer@volunteerflorida.org with your ideas.

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