

RSVP Connections

Our Connection to the Community from Steuben County RSVP

"RSVP Volunteers Lead with Experience"

April 2011

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<http://steubencony.org/lrspv.html>

www.volunteermatch.org

Corporate Baby Boomer (CBB) Study

What does it reveal for non-profits and
volunteer managers?

Over the past five years, the [Taproot Foundation](#) has spent a great deal of time researching Baby Boomers, corporate employees, and the place where those two groups meet: the Corporate Baby Boomer (CBB).

[A recent study](#) shares the insights they gleaned through hours of interviews, focus groups, and research conducted with Silicon Valley CBBs in 2007.

Key insights:

- CBBs are seeking opportunities to use their professional skills in a volunteer project. They would like it to fit in their schedule.
- The Boomers are full of highly skilled specialists who are efficient and with good work ethics. Volunteer projects would greatly benefit from their leadership skills.
- CBBs have correlated their work/career along with their interests and want to continue these special skills instead of doing "generic" volunteer projects.

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National Volunteer Week 2011



Steuben County volunteers who tirelessly work to improve our community will be honored during National Volunteer Week, April 10 - 16. Steuben County RSVP is a fine example of an agency which promotes the concept of volunteerism and productive aging by providing individuals 55 and older with meaningful assignments and utilizing seniors as community problem solvers.

The theme for National Volunteer Week is "Celebrating People in Action." The theme captures the meaning behind this signature week – honoring the individuals who dedicate themselves to taking action and solving problems in their communities. National Volunteer Week is sponsored by the Points of Light Foundation.

This year, volunteers will be honored in several ways. Radio stations WENY, WVIN, and WLEA will be recognizing RSVP volunteers on the air throughout the week. Honorary volunteers will receive a hand-written note thanking them for their years of service to the community.

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- CBBs want to continue using the skills they obtain during the “enjoyable” parts of their work. They want to use this skill to benefit volunteer projects and know they are making a difference.
- They are seeking structured volunteer opportunities when using their skills so they can use their time efficiently and know that the volunteer project will greatly flourish.
- These professionals want to know how the project will benefit them, fit into their daily schedules, and know that the project is well organized.
- Of the CBBs who took part in the study, 100% held a senior manager position or higher in a major Silicon Valley company and 100% had volunteered on more than one occasion in the last two years. However, only 49% had used their *professional skills* to help a nonprofit.
- CBBs with professional skills represent a major opportunity to bring millions of dollars worth of assistance to the nonprofit sector. The necessary infrastructure, however, is not yet in place and must be created to deliver professional-grade engagements that meet the unprecedented high standards of CBBs.

So how do non-profits/volunteer managers move towards accommodating Boomers and CBBs?

1. Respect Their Schedules

Give them flexible opportunities that include short-term timelines with clear start and finish dates. Consider family volunteer opportunities so that volunteers do not have to choose between volunteering and being with their families. Older boomers will enjoy volunteering alongside their grandchildren.

2. Treat Them as Colleagues

Don't be alarmed when your Boomer volunteers resist authority, talk back, or question how things are being done. The ultimate anti-authoritarians, baby boomers do not like to be told what to do. Ask them; don't tell them. Make every step of the volunteer process a participatory one. Take advantage of their intelligence, experience, and education.

3. Develop Opportunities That Really Matter

Offer meaningful and challenging volunteer opportunities. Boomers are knowledgeable about social issues, may have strong opinions, and may be experienced social activists. Develop volunteer opportunities that take advantage of their passions and their know-how. Involve them in decision making and goal setting. No envelope stuffing please.

4. Remember That Volunteering Is Optional

Remember that Boomers don't have to volunteer but they do it for a variety of reasons. Let them tell you why and what they need; they won't be shy. They may be looking for recognition, friendship, the opportunity to be creative, to be in charge of something, to relax, to learn new skills, or set an example for their grandchildren.

5. Make Sure You Are Organized and Professional

Baby Boomers will not tolerate disorganization, or sloppiness of any kind. They have been working all of their lives, often in responsible positions, so they know what works and what doesn't in organizations. Be clear, be organized, and don't make your boomer volunteers root around for answers to their questions. Assign someone on your staff to be point person. Boomers will not like it if they get a different person every time they call or ask for assistance.

6. Train With Relevance

Provide training that is relevant, meaningful, and well-presented. This generation is already highly credentialed and is not looking for more certifications. They want education that will help them develop their full potential; not training that is all about regulations and control.

7. Reach Boomers Through Their Peers

Appeal to Baby Boomers through their peers. They are much more likely to respond to messages from their peers than celebrities or authority figures. Recruitment materials should focus on other Boomer volunteers with lots of stories and testimonials. You could even employ nostalgia for the older Boomers. Take a look at some of the advertising from financial companies that are targeting Boomers--especially Ameriprise and Fidelity.



8. Recruit Boomers at Work

Since most Boomers are still working, try recruiting them at the office. Many employers have programs for their workers, allowing them to use company time to volunteer for select organizations. Work with these companies and their volunteer coordinators.

CALENDAR OF EVENTS

NATIONAL VOLUNTEER WEEK

APRIL 10TH THROUGH THE 16TH

Please recognize your wonderful volunteers this week! If you are having a special event for volunteers, please let us know and we can help you celebrate.

TRUST IN THE LIVES OF OLDER WOMEN® FACILITATOR TRAINING

CORNING SENIOR CENTER, CONFERENCE ROOM
APRIL 26TH 9:00 AM - 4:00 PM

Facilitators will receive their annual training and have a chance to network with other facilitators. Trust in the Lives of Older Women® is a unique support program designed to assist older women in dealing with common issues they face in our aging society and pass their collective knowledge and wisdom to their fellow participants. Please contact [Kathy Burns](#) if you would like more information or if you would like to sponsor a Trust Group through your agency.

READING WITH RSVP

MAY 2ND THROUGH THE 8TH

RSVP staff, volunteers, and Advisory Council members read to area school children, nursing home residents, etc., throughout the county.

VATT GENERAL MEMBERSHIP MEETING SOUTHEAST STEUBEN COUNTY LIBRARY

JUNE 1ST 8:30- 10:00 AM

Presenter Linda Strubble, Senior Vice President of Chemung Canal Bank will discuss how to write "Position Descriptions".

RSVP VOLUNTEER RECOGNITION LUNCHEON

JUNE 16TH 12:00 Noon

It's our 38th annual recognition event at Watson Homestead! RSVP volunteers will receive an invitation to pay tribute to the 50's because Volunteers Rock! If you would like to help serve volunteers at the luncheon, contact [Kathy Burns](#).



Many partner agencies will be recognizing RSVP volunteers in their own celebrations, and RSVP staff and advisory council members will be honoring volunteers who now reside in nursing homes throughout the county.

"National Volunteer Week focuses attention on the impact and power of volunteerism and service as a vital part of civic leadership," said Michelle Nunn, CEO, Points of Light Institute, and co-founder, Hands On Network. "It is also a time of celebration and inspiration as we honor volunteers who take action to strengthen their communities."

National Volunteer Week draws the support and endorsement of President Barack Obama, who is issuing a national proclamation, and members of Congress, governors, mayors and municipal leaders, as well as corporate and community groups. The weeklong celebration also marks the two-year anniversary of the landmark Edward M. Kennedy Serve America Act, the largest expansion of volunteer service since the 1930s.

Steuben County RSVP inspires and coordinates the service of senior volunteers whose lives are enriched while effectively addressing needs in the community. If you are 55+ years of age, contact RSVP at 664-2298 in Bath, 324-4892 in Hornell, or 936-4662 in Corning.



The health of a democratic society may be measured by the quality of functions performed by private citizens.

-Alexis de Tocqueville



Partner Agency Spotlight



Pictured are four of the Steuben County Ombudsmen who are making a difference. Ombudsmen are advocates for residents of long term care facilities including nursing homes, adult homes, and family type homes. After completing 36-hours of training, they visit residents at their facilities weekly. Not only do they address concerns but also empower residents and families to solve problems themselves by providing information and encouragement. Another important aspect of the Ombudsmen Program is system wide advocacy. The program is currently seeking volunteers who would like to become certified and join the program. If you are interested, please call Vicki Grace at 664-2298.

NEWS YOU CAN USE

NEW VOLUNTEER COORDINATOR

We would like to announce that RSVP has a new Volunteer Coordinator! Mary Dugo started at the end of March and is still being oriented at this time. I am sure that partner agencies and volunteers alike will have the opportunity to meet her soon as she introduces herself throughout the county. In the meantime, if you have a question or concern, the best way to contact her is through her email at maryd@co.steuben.ny.us

WHO CAN BE AN RSVP VOLUNTEER?

Recently, questions have been raised by partner agencies about volunteers "signing up with RSVP". The Corporation for National & Community Service's guidelines state that we should be signing up new volunteers, not ones who have already been volunteering at an agency. If an agency's volunteers want to take on another assignment, we can enroll them as RSVP volunteers. The Corporation stresses that federal dollars are to be spent on getting "new" volunteers. We do appreciate all our partner agencies making new volunteers aware of RSVP, and our staff would be happy to discuss the benefits of enrolling with our program.

WE ARE ON FACEBOOK!

We just wanted to remind you that we are available on Facebook- visit us at <http://www.facebook.com/SteubenCountyRSVP>



SPIRIT OF VOLUNTEERISM AWARD..... NOMINATE YOUR OUTSTANDING VOLUNTEER!

Spring is here and RSVP is starting to plan for our 38th annual recognition event on Thursday, June 16th at Watson Homestead. Included in our celebration is the presentation of the "Spirit of Volunteerism" award to honor an outstanding volunteer.

The "Spirit of Volunteerism" award is given to a special volunteer who has made a significant impact in the community. This is a very difficult choice because we feel strongly that all of our volunteers are special.

The criterion for this award is that the senior must be an active RSVP volunteer who has made a difference in his/her community this past year. We are inviting you to submit the name of an RSVP volunteer who may fit this criterion. The person selected will be honored at the June recognition event.

Nominations have to be in the RSVP Office no later than Thursday, April 28th. The attached form can be emailed back to RSVP at nanh@co.steuben.ny.us.



Steuben County



Michael Keane,
Director

Office For The Aging
... "the new age of aging - working
together for innovative solutions"

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