

**Looking Forward: Recent Volunteerism Studies and Their Implications
ECIVC 2010
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Research Reports and Resources

❖ **The Conference Board – Trusted Insights for Business Worldwide**
www.conference-board.org/boomermatch

A Perfect Match? How Nonprofits Are Tapping into the Boomer Talent Pool.

Authors: Jill Casner-Lotto, Diane Piktialis Publication...

www.conference-board.org/publications/describe.cfm?id=1679

Nonprofits need the experience, expertise, and energy that Baby Boomers can bring. Boomers searching for second careers or post-retirement jobs want the flexibility and sense of mission that nonprofits provide. This report drawn in part from a 2008 survey, explores the growing trend of nonprofits to recruit boomers (who are often coming from the for-profit world) and the things both sides need to do to make this very promising relationship work.

❖ **Corporation for National and Community Service**
www.nationalservice.gov

Look under About Us – Research and Policy

Keeping Baby Boomers Volunteering: A Research Brief on Volunteer Retention and Turnover. March 2007.

www.nationalservice.gov/about/role_impact/performance_research.asp#BOOMERS

Baby Boomers today have the highest volunteer rate of any age group. They also, as this report notes, volunteer at higher rates than past generations did when they were the same age. While much attention has focused on how to recruit Baby Boomers into the ranks of volunteers, relatively little attention has been paid to ensuring those who choose to volunteer one year continue to do so the next. Because three out of every ten Boomer volunteers choose not to volunteer in the following year, a key aspect of keeping Boomer volunteer rates high is to learn how to retain existing Boomer volunteers.



To better understand this dynamic, the Corporation for National and Community Service looked at data collected by the U.S. Census Bureau and Bureau of Labor Statistics from 2002-2006. The data trace the volunteer habits of the same sample of Baby Boomers over two consecutive years, as well as a similar sample of pre-Boomers. This is the first time these data

sets have been analyzed. Though much work remains to be done, the hope is that the findings contained herein will help nonprofits and others gain greater insight into the volunteer preferences of Baby Boomers so turnover can be kept to a minimum and the greatest number of Boomers will remain engaged in their communities in their later years.

- [Full Report](#) (PDF)
- [Executive Summary](#) (PDF)
- [Issue Brief on "Boomers and Volunteering: Findings from Corporation Research"](#) (PDF)
- [Volunteering Among Older Adults: Population Projections, 2007-2050](#) (PDF)
- [Volunteering Among Baby Boomers: Comparisons with Older and Younger Generations](#) (PDF)

Volunteering Reinvented: Human Capital Solutions for the Nonprofit Sector. July 2007.
http://www.nationalservice.gov/pdf/07_0719_volunteering_reinvented.pdf

To grow and adapt in today's continuously changing society, a nonprofit organization must recognize the value and contribution of both its paid staff and volunteers. Simply recruiting large numbers of volunteers does not necessarily translate into success for the nonprofit sector or the community at large. Successful results are achieved when an organization is able to support, mobilize, and manage its volunteer resources for the greatest possible impact on a problem or need.

Volunteers and the Economic Downturn. Johns Hopkins Center for Civil Society Studies. Lester M. Salamon and Kasey L. Spence. July 2009. <http://www.volunteeringinamerica.gov/assets/resources/VolunteersAndTheEconomicDownturn.pdf>

The recent economic crisis has subjected America's nonprofit organizations to considerable fiscal stress. To find out more about the response of nonprofits to the recent economic climate, the Corporation for National and Community Service partnered with the Johns Hopkins Nonprofit Listening Post Project on a national survey of nonprofits and AmeriCorps sponsor organizations. Findings include how nonprofits are changing their volunteer usage in response to the crisis.

Pathways to Service: Learning from the potential volunteer's perspective. July 2009.
<http://www.volunteeringinamerica.gov/assets/resources/PathwayToService.pdf>

As volunteers become more vital to nonprofit organizations, understanding how to retain existing volunteers and recruit potential volunteers is critical. This report outlines key findings from the voices of current and potential volunteers, showing why they serve, barriers that keep them from service, and strategies that nonprofits can try to enhance retention and recruitment.

How Do Volunteers Find the Time?: Evidence from the American Time Use Study. July 2008.
http://www.volunteeringinamerica.gov/assets/resources/ATUS_Brief.pdf

Not surprisingly, volunteers and non-volunteers in general tend to spend their time in very similar ways, including in work, leisure, and other activities. However, there are some important

differences, such as the amount of time each of these groups spends watching television. On average, those who have never volunteered watch 436 more hours of television than volunteers each year.

❖ **Deloitte**

www.deloitte.com/us/community

2010 Deloitte Volunteer IMPACT Survey

The 2010 Deloitte Volunteer IMPACT Survey was commissioned to understand the value corporate America places on skilled volunteerism, and whether businesses expect volunteerism to be effective in helping meet social goals. In addition, the survey explored ways in which the results of volunteer time are tracked and measured. We hoped to assess what the expectations of volunteer programs are, and to determine what processes are in place to help realize them.

❖ **The National Center for Victims of Crime**

www.ncvc.org

Look under Resource Library – Reports and Studies

Who's Lending a Hand? A National Survey of Nonprofit Volunteer Screening Practices.
Michelle Waul Webster and Julie Whitman. April 2008.

The National Center released this landmark study, supported by ChoicePoint, Inc., on the volunteer screening practices of nonprofit organizations.

❖ **Stanford Social Innovation Review**

www.ssireview.org/site/printer/the_new_volunteer_workforce/

The New Volunteer Workforce. David Eisner, Robert T. Grimm Jr., Shannon Maynard, & Susannah Washburn. Winter 2009.

Nonprofits rely heavily on volunteers but most CEOs do a poor job of managing them. As a result, more than one-third of those who volunteer one year do not donate their time the next year – at any nonprofit. That adds up to an estimated \$38 billion in lost labor. To remedy this situation, nonprofit leaders must develop a more strategic approach to managing this overlooked and undervalued talent pool. The good news is that new waves of retiring baby boomers and energetic young people are ready to fill the gap.

❖ **Urban Institute**

www.urban.org

Volunteer Management Capacity in America's Charities and Congregations: A Briefing Report. Urban Institute. Washington D.C. 2004. www.urban.org/url.cfm?ID=410963

The volunteer management capacity study was completed in 2003 under contract with the Corporation for National and Community Service. Results are based on surveys of separate samples of U.S. charities and congregations. The study concludes that prevailing low levels of management capacity have not translated into widespread concern regarding the challenges of volunteer management. While charities and congregations need help in developing their

capacity to recruit and manage volunteers, these organizations are nonetheless eager and prepared to take on additional volunteers.

There are three additional briefs based on this same survey – Volunteer Management Practices and Retention of Volunteers (www.urban.org/url.cfm?ID=411005) , Volunteer Management in America’s Religious Organizations (www.urban.org/url.cfm?ID=411143) , and Balancing Act: The Challenges and Benefits of Volunteers (www.urban.org/url.cfm?ID=411125).

❖ **Energize, Inc.**

www.energizeinc.com.

Look under Hot Topics and News – Volunteer Management News

Relationships Matter: Volunteerism in Immigrant Communities. Minnesota Association of Volunteer Administrators. Dr. Mai Moua, Leadership Paradigms. December 2009.
www.MAVANetwork.org/Diversity

The Minnesota Association for Volunteer Administration (MAVA) continues to earn its reputation as one of the most active and original professional societies for leaders of volunteers in the United States. They requested original research from Dr. Mai Moua, Leadership Paradigms, on volunteerism in immigrant and refugee communities in Minnesota. The full report is available for free along with an executive summary and other documentation

Connecting and Giving: A Report on How Mid-Life and Older Americans Spend Their Time, Make Connections, and Build Communities. AARP. Alicia Williams, John Fries, Jean Koppen and Robert Prisuta. January 2010.

http://assets.aarp.org/rgcenter/general/connecting_giving.pdf

A new report has just been released by AARP. It is the most comprehensive study on the Baby Boomer generation and its time and giving patterns since their 1997 study. The introduction to the report notes (p. 2): Much has changed since 1997—9/11, two recessions, the aging of the Baby Boom generation, and a workplace characterized by longer hours and telecommuting in an effort to generate greater employee productivity in the face of a globalized economy. How have these trends and others impacted the extent and nature of the community involvement and civic participation of mid-life and older Americans? This report provides some insight and information in response to that question.

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