



Gage
Chariton



Why Y?

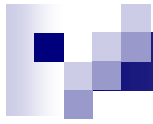
Generations of Volunteers

PowerPoints and handouts: www.regionalassociation.org

Why Y?



Gage Chariton
PPAI Sr. Marketing Manager



Understanding the different generations & why Y is important to your future



We've had generation of volunteers.
Why should we be concerned?



Why Should You Care?

- Types of programs, services desired and delivery preferences.
- Attitudes about meetings, time away from home and office.
- Attitudes about governance and leadership of the association.
- Loyalty to association. Pipeline for the future.
- Willingness to volunteer, motivations, preferred time commitments.
- Perceived level of satisfaction.

The Goals:

1. Generational Synergy
2. A Pipeline for the Future





Questions to Consider

- How do you serve all generations and alienate none?
- Are you prepared for what your association will look like in 5, 10, 15, or 20 years from now?
- How can you change what you're doing today to create a stronger association tomorrow?
- Are you preparing tomorrow's leaders today?
- Are you doing, or just saying?

GI Generations: 1901-1924



Silent Generation: 1925-1942



Baby Boomers: 1943-1964



Generation X: 1965-1981



Millennials: 1982-2005



Generation Y: 1982-1990





Generational Tag

Year of Birth

GI Generation

1901-1924

The Silent Generation:

1925-1942

The Baby Boomers:

1943-1963

Generation X:

1964-1981

Millennials (Gen Y):

1982-2005

Adaptives / Unknown:

2005-2020(?)



What's the makeup of the room?

Silent Generation (1925-42)

Baby Boomers (1943-63)

Generation X (1964-81)

Generation Y (1982-90)

Millenials (after 1990)



Understand your organization


What % of your volunteers fit into these generations?

Silent Generation (1925-42)

Baby Boomers (1943-63)


Generation X (1964-81)

Generation Y (1982-90)



Silent Generation – Characteristics

- Very strong negotiating skills.
- Value sacrifice, commitment. Believe in mission.
- Believe in chain of command.
- Separation of work and family.
- Seek opportunities to lead.
- Like to serve as a mentor.
- Use teamwork to achieve common goals.



Other — Silents

- Concerns: crime, personal safety, health.
- Turn-offs: treating them as irrelevant, not showing them respect, type too small to read.
- Hot Buttons: grandkids are for spending; high-value rewards.



Silent Generation – Influences

- Overshadowed by GI Generation before them and the postwar Baby Boomers who followed.
- Use teamwork to achieve common goals.
- Depression-bred habits.
- Accustomed to government intervention and programs (Social Security and Medicare).



Silent Generation — Volunteers

- Want to serve as mentors.
- Like the appeal of teamwork.
- Like formal meetings.
- Feel that leadership is a responsibility.
- Most flexible of all groups as they see membership, volunteerism and leadership as a sense of duty.




Silent Generation – FYI

32 million


By 2011, there will virtually be no members of this generation left in the workplace.

From: Managing the Generation Mix—From Collision to Collaboration




Baby Boomers — Characteristics

- Work goal: to retire comfortably.
- Combine work and fun.
- Give lip service to mission.
- Tolerate chain of command.
- Enjoy activities that incorporate family.
- Need reward and recognition.
- Dealing with aging parents and children of all ages.
- Ladder climbers.



Other — Boomers

- Concerns: high level of stress, lack of time for kids, aging.
- Turn-offs: authority figures, being made to feel passé, messages that call attention to their age.
- Hot Buttons: personal service, nostalgia for the music of their formative years, products that accommodate them subtly without making them feel old.



Baby Boomer — Influences

- Unprecedented prosperity and parental indulgence. Free from the financial fears and threats that characterized their parents' lives.
- First TV generation — advertising campaigns targeted to them heightened their self-awareness.
- The first “youth culture” with own music and heroes.
- Social idealism.



Baby Boomer — Motivating Messages

- You're important to our success.
- You're valued here.
- Your contribution is unique and important.
- We need you.
- We approve of you.



Baby Boomers — Volunteers

- Build in leisure time (golf tournament).
- Reward and recognize leaders constantly.
- Show them how service will help make them more money.
- Reduce length of meeting (unless they include family).



Baby Boomer — FYI

76 million

Estimated annual spending — \$900 billion.

AARP: Recognized generational differences; in March 2001, the AARP rolled out a new magazine, *My Generation*, targeting the growing wave of its newest members, Boomers.

GI and Silent subscribers to *Modern Maturity* have decidedly different issues than Boomers do, says AARP.

From: *Managing the Generation Mix—From Collision to Collaboration*




Gen X — Characteristics

- Work goal: to become self-employed.
- Unimpressed with titles and do not need approval.
- No need to lead.
- Must have a mission and buy into it. They're not joiners.
- Flexible jobs with tangible outcomes.
- Personal interaction not necessary.
- Make it fun and exciting — customize the experience.
- Free to voice fresh ideas without pretense.



Other — Xers

- Concerns: achieving a good standard of living on their own, creating a lasting relationship.
- Turn-offs: being stereotyped, marketing hype, intolerance, insufficient choices, boredom.
- Hot Buttons: opportunities for excitement, media and products with attitude, functional clothing, new technologies, cool retro, good design.




Generation X – Influences

- Highly diverse – 1:3 belong to an ethnic minority.
- Baby Bust generation. Disheartened by the number and cultural dominance of the Boomers. See them as narcissistic and blind to faults.
- Carry heavy debt burden and for some homes are out of reach. Worry about Medicare and Social Security.
- First of the “latch-key” kids, intentionally seek balance.
- Corporate downsizing and layoffs.
- Divorce.



Generation X — Motivating Messages

- Do it your way.
- We've got the newest hardware and software.
- There aren't a lot of rules here.
- We're not very corporate.



Generation X — Volunteers

- Offer short-term, challenging leadership opportunities.
- Events only during work hours, or that revolve around the activities they already do.
- Casual atmosphere.
- Want to see their ideas at work immediately.
- Don't belabor decisions (speed to market).
- Informal recognition.



Generation X — FYI

55 million (Is there a talent shortage?)

Estimated annual spending — \$125 billion

Nearly *18 million change full-time jobs annually.*

Although their average tenure is three years, Xers are very likely to stay longer with organizations that tap into their creativity and entrepreneurial spirit by offering them ongoing opportunities to learn and add value.

From: *Managing the Generation Mix—From Collision to Collaboration*




Millennial – Characteristics

- Work goal: unknown.
- Tight schedules as children will allow them to thrive in fast-paced workplaces.
- Optimistic and earnest. Will uphold social rules and standards *they feel* are for the greater good.
- Strong team instincts and deep peer bonds.
- Tend to be rule followers and defer to authority.
- High self-confidence, technical savvy, a tendency to associate and work together as teams.



Other — Millennials

- Concerns: being accepted by peers, not having enough money, not being respected.
- Turn-offs: store clerks who don't take them seriously, phony pitches, technology that disappoints.
- Hot Buttons: exciting websites, color and design, humor and irony.
- Technology has made them ad avoiders.
- Don't get their information from newsletters.




Millennial – Influences

- Even more diverse than Xers.
- Raised in era of unprecedented “long boom” & prosperity.
- Immediate access to information through technology and media – Real World, 24/7 news and instant messaging.
- Highly regimented and structured schedules: homework, hobbies, team sports, self-enrichment activities. Pressure and time constraints are normal to this group.



Millennial — Motivating Messages

- You'll be with bright, creative people.
- Your boss is in his (or her) sixties.
- You and your coworkers can help turn this company around.
- You can be a hero here.



Millennials — Volunteers

- Want credit for what they do.
- Want to be able to shape the future of the organization (but not necessarily lead).
- Want to be active participants in the planning of events that are for them.
- Want to help those who can't help themselves.
- Open to volunteering time and energy. For many, volunteerism was mandatory to graduate.



Millennial — FYI


70 million in the U.S.

Estimated annual spending — \$105 billion

In 2002, the youngest Millennials were two and the oldest were 20. Twelve million are already in the workplace as full-timers, part-timers, or interns. Many have had three to five part-time jobs before they hit the workplace full-time.

Millennials will have a major impact on the workplace for every one of the next 75-80 years.

From: *Managing the Generation Mix—From Collision to Collaboration & NASE*




So what does all of this mean to your association?

1. Associations must become more **flexible in their programming, expectations and management** to accommodate and embrace varied lifestyles, values and priorities.
2. It will become increasingly difficult for associations to convince current and potential members that they understand their needs and concerns if no one in their organization looks like them, sounds like them, is close to their age, or responds to them in a way that shows respect for their values and preferences.



Association Synergy

	Silents	Boomers	Xers	Millennials
Networking	Person to Person	Person to Person	E-mail/Chat Room	E-mail/Text/ Social Network
Participation	Seat at the Table	Seat at the Table	Pay for Access	Pay for Access
Attendance	Regular	Regular	Sometimes	Maybe—What's the Cause
Involvement Criteria	Networking	Networking	Education Value	Education Value



First, you must get them
involved, then you can get them to
volunteer.

How do you get younger generations involved and participating in shows and meetings?

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

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**“Diversity is very important to this company.
We’d like you to shave your head, cover your body
with tattoos, and change your name to ‘Snake’.”**



Changes PPAI Made to Its Show

- Added more evening events.
- Marketed the many events associated with the show individually as opposed to the show only.
- Attempted to change the format for some events to make them less formal.
- Added new technology to the website (show planner).
- Registration was put online.

How do you make your committee meetings more appealing to the younger generations?

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

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"I need one Pepsi, one Coke, one 7-Up, one large coffee, one small coffee, one mint tea, one green tea, one iced tea, one orange juice, one bottled water, and one nonalcoholic Fuzzy Navel. They're for our Diversity Committee."




Suggestions

- Eat dessert first — Don't be afraid to try new things.
- Feedback — Ask for it early and often. But when you get it, be sure to act on it.
- Empowerment — Give them opportunities.
- Celebrate small successes — Keeps them moving forward.
- Recognition — They're volunteers. Pat them on the back *often*.
- Avoid stress — Make it enjoyable, or they'll go elsewhere.
- Celebrate diversity — No longer an option. Do it, or lose!



Action Steps — Xers

- Ask Generation X to provide hands-on, get-it-done leadership.
- Follow their lead on diversity.
- Their job is to cut to the core of issues and take risks.



Action Steps — Millennials

- Get Millennials involved now!
- Provide opportunities for them to deal with and resolve the issues they feel most pressing to them.
- Nurture their willingness to get involved in “pet” issues and causes and they will become loyal to the structure and process.
- Millennials promise to become the greatest institution builders since the GI Generation — if they find the association involvement attractive and productive!



Other Ideas

- Must have smaller time commitment.
- Must have specific responsibilities.
- Flexibility — goals *vs.* process requirements.
- Must plan for quick turnovers.
- Committees *vs.* workgroups.
- Shorten ladders to leadership.

How do you keep your senior volunteers involved as younger generations take more active roles?

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

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"They say we're not placing enough emphasis on diversity."



Action Steps — Silents

- Ask Silents to stay involved in flexible capacities.
- Have them champion Gen Xers in associations dominated by Boomers.
- Have them mentor Millennials.
- Their job is to facilitate and be mentors for future interaction.




Action Steps — Boomers

- Ask Boomers to create an association environment that appeals to the Millennial Generation.
- Their job is to open doors and make way for younger generations to show what they can accomplish as leaders.



Back to the beginning

- Who currently serves on your committee?
- Do you need representation from other generations?



Who should you go after when you get home?

Name	Generation	Committee

Who or what shapes our reality?

Silent Generation 1925-1942	Boomers 1943-1963	GenXers 1964-1981	Millennials 1982-2000
Jack Parr	Johnny Carson	David Letterman	?
Shopping day	Shopping mall	Internet shopping	?
Sex on honeymoon	Sex in back seat	Phone sex	?
Air raids	Panty raids	Fear of AIDS	?
Thanksgiving with extended family	Thanksgiving with immediate family	Turkey with Mom, pie with Dad	?
This Is Your Life	Candid Camera	America's Funniest Home Videos	?

Thank You!

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**“I make my pie charts with real pie!
Everyone who pays attention gets
a slice at the end of the meeting.”**