

Understanding Intergenerational Volunteerism

Engaging Volunteers at Every Stage of Life

Traditionalists

Born 1901-1945

Volunteer Rate: 24.8%

Work Ethic & Values: Hard work, respect authority, sacrifice, and loyalty

Motivation: Respect and building a legacy

Communications: 52% of donations made by mail, however 27% have given online

70% of adults 65+ go online at least once per day

Top Causes: Emergency Relief, Troops and Veterans, Arts, and Political Advocacy

Increase Engagement: Offer them a place of honor on a committee or board

Baby Boomers

Born 1946-1964

Volunteer Rate: 25.7%

Work Ethic & Values: Career-driven, efficiency, and impact

Motivation: Being valued and needed

Communications: 40% of donations made by mail, however 42% have given online

77% of Boomers go online at least once per day

Top Causes: First Responder Organizations

Increase Engagement: Help balance opportunities and changes in lifestyle

Gen X

Born 1965-1980

Volunteer Rate: 28.9%

Work Ethic & Values: Independence, skepticism, and flexibility

Motivation: Freedom to have it all

Communications: 40% of donations made on mobile devices

53% have given through their workplace

Top Causes: Health Services, Animal Rights, and Environmental Protection

Increase Engagement: Focus on efficiency and flexibility for these working parents

Millennials

Born 1981-1995

Volunteer Rate: 28.2%

Work Ethic & Values: Individuality, experience, and flexibility

Motivation: Meaningful impact

Communications: 84% prefer to give through online channels

60% make charitable donations annually

Top Causes: Human Rights, Child Development, and Victims of Crime/Abuse

Increase Engagement: Match volunteers with personally significant opportunities

Gen Z

Born 1996-2015

Volunteer Rate: 26%

Work Ethic & Values: Diversity, influence, and technology

Motivation: Opportunities to grow through service

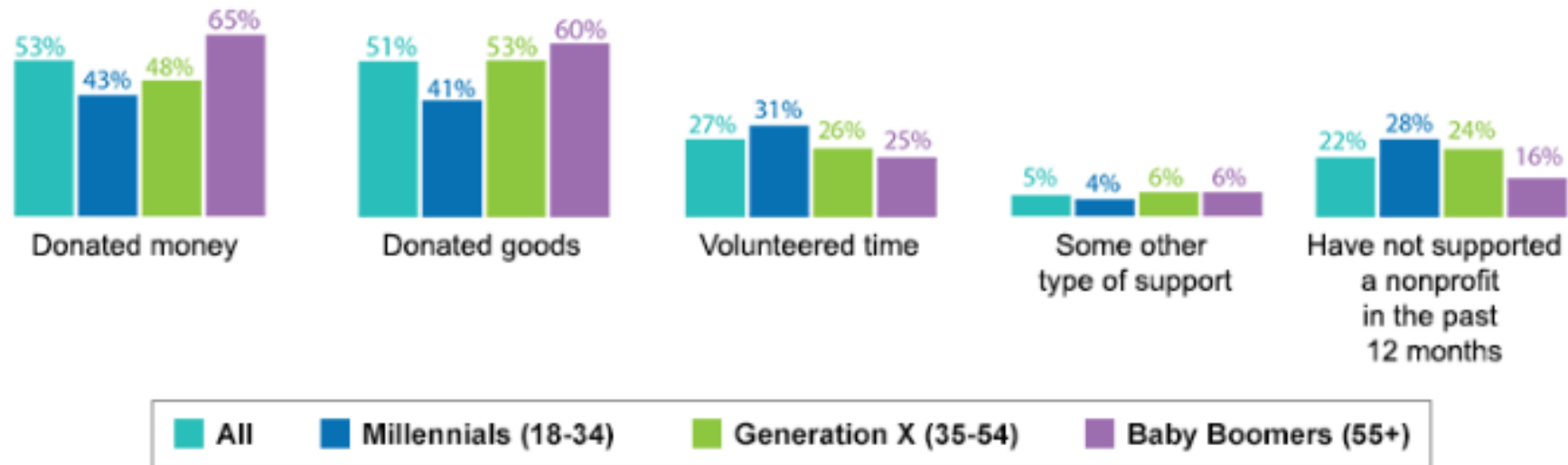
Communications: Spends an average of 5 hours/day on their phone

59% have donated to a charity online

Top Causes: 76% are concerned about the planet

Increase Engagement: Create opportunities to gain work experience

Type of Support Provided By Generations



Average Number of Hours Donated in 12 Month Period



All



Millennials
(18-34)








































































Generation X
(35-54)



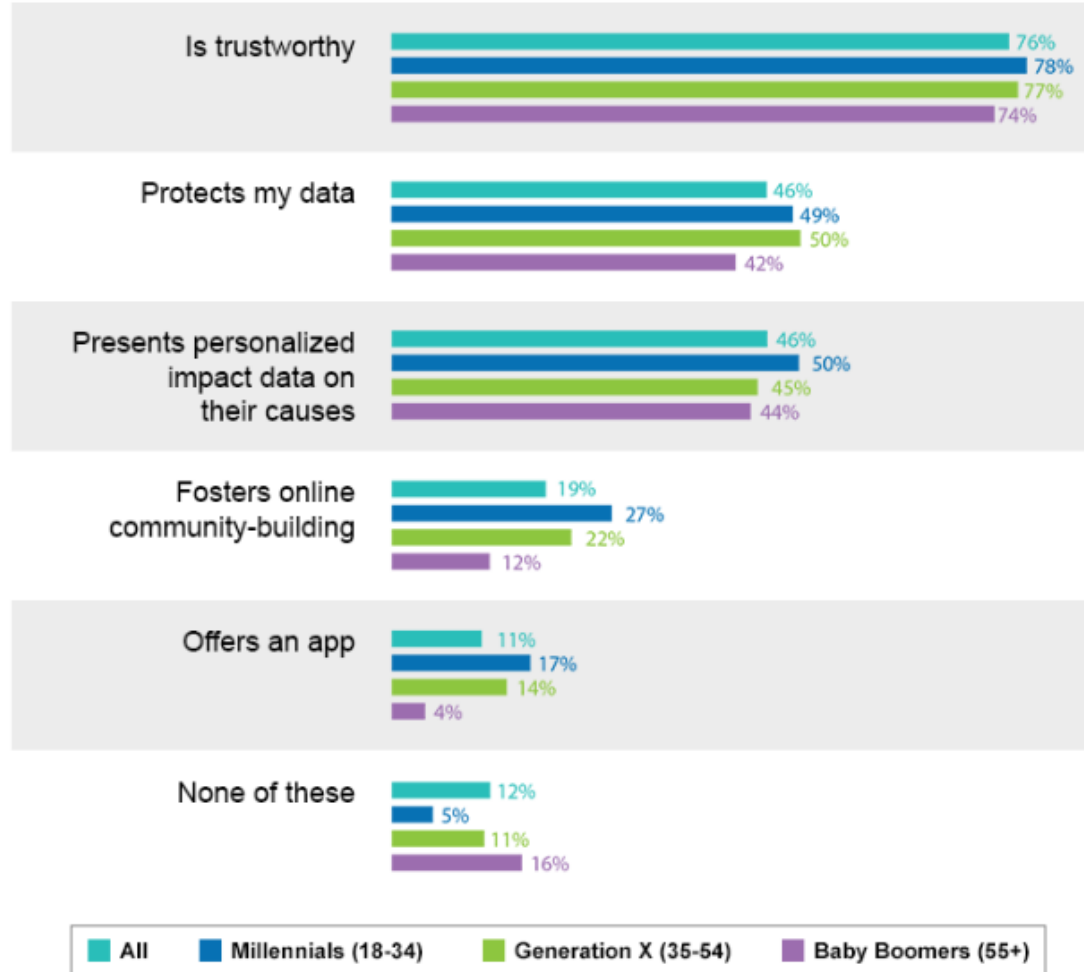
Baby Boomers
(55+)



Learning About New Nonprofit Organizations

	All	Millennials (18-34)	Generation X (35-54)	Baby Boomers (55+)
 Friends	36% 	44% 	39% 	29% 
 Family	29% 	37% 	28% 	23% 
 Via organization directly	29% 	24% 	29% 	31% 
 Worship organization	28% 	25% 	28% 	29% 
 Direct mail	23% 	11% 	21% 	32% 
 Email	21% 	14% 	24% 	22% 
 Social media	20% 	30% 	24% 	11% 
 Media	17% 	15% 	28% 	19% 
 Organization website	17% 	20% 	20% 	11% 
 Advertisement	13% 	13% 	24% 	12% 
 Employer	12% 	17% 	26% 	6% 
 Social group	9% 	14% 	9% 	6% 
 Volunteering website	9% 	14% 	11% 	3% 
Other	4% 	4% 	3% 	6% 

Selecting a Nonprofit to Support



Volunteer Engagement Across the Generations

1. Match the volunteer's passion and offer opportunities for growth
2. Be flexible and open to various levels of commitment
3. Develop a relationship with your volunteers
4. Communicate and provide feedback to volunteers

Sources

- ▶ <https://www.classy.org/blog/infographic-generational-giving/>
- ▶ <https://www.sterlingvolunteers.com/blog/2019/04/engaging-volunteers-across-generations/>