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AARP and Volunteers:
***Insights for Recruiting and Supporting
the Next Generation of Volunteers***

Catholic Volunteer Network Conference
November 8, 2013

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VOLUNTEERS AT AARP

CEO'S OFFICE

AARP Board
of Directors
23

National
Policy
Council
25

STATE & NATIONAL
GROUP

Create the
Good
324,000

State-
managed
Volunteers
12,600

AARP
Chapters
146,000

Driver Safety
6,700

NRTA
523,000

Activists
904,000

AARP
FOUNDATION

FDN Board of
Directors
10

Tax-Aide
35,300

WorkSearch
300

Money
Management
3,300

Experience
Corps

480 AARP Managed
1,100 Not AARP
Managed



-- AARP Managed Not AARP Managed



AARP Volunteers

Approx 60,000 engaged in programmatic work

60% of volunteers between 60-79 years of age

- **Average age: 70**

State-supported volunteers – 65% with email



Civic Engagement Research: Mid-life and Older Adults

Social involvement largely personal; centers around hobbies/leisure, entertaining friends and spiritual activities

Community involvement is low and focused mostly on own neighborhood and community

Only religious organizations have memberships with a majority of mid-life and older adults

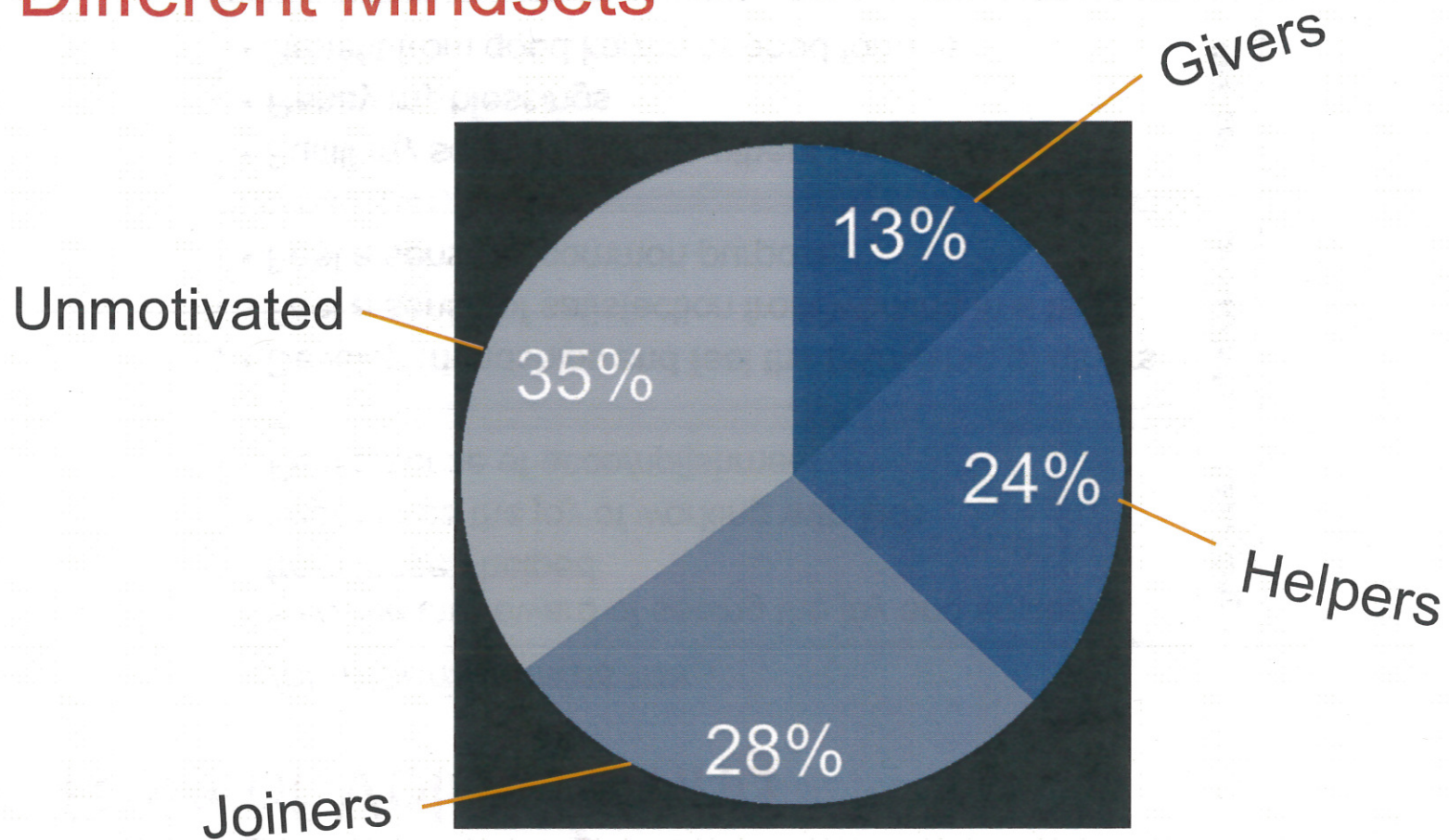
Having an impact is strong motivator for volunteering with more and more older adults serving both through organizations and on their own

Giving Pathways Research: Role of Volunteering

Volunteering helps me...

<ul style="list-style-type: none">• Receive the reward of seeing the joy and smiles from those I helped• Experience the joy of working with kids• Feel a sense of accomplishment	Rewarding
<ul style="list-style-type: none">• Develop friendships and feel the fellowship of others• Feel a sense of satisfaction from working in a team• Feel a sense of common purpose	Camaraderie
<ul style="list-style-type: none">• Fulfill my sense of duty to others• Repay my blessings• Benefit from good karma or good fortune	Payback
<ul style="list-style-type: none">• Teach my own family the importance of giving back• Share the unique skills and abilities I've developed in my life	Other

Pathways to Giving: Different Mindsets





Givers

- *Volunteering is a decision about how they want to live their life.*
- *Who they are as a person; search for opportunities*
- *Early childhood experiences*

Joiners

- *Getting involved is not an ongoing commitment to volunteer, but a transactional decision to support the need.*
- *Motivated by a recognized need.*

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Joiners

- *Involved through connections*
- *Most often give with others and through an organization. Give their time and their money.*
- *Volunteer when asked; pulled into service*

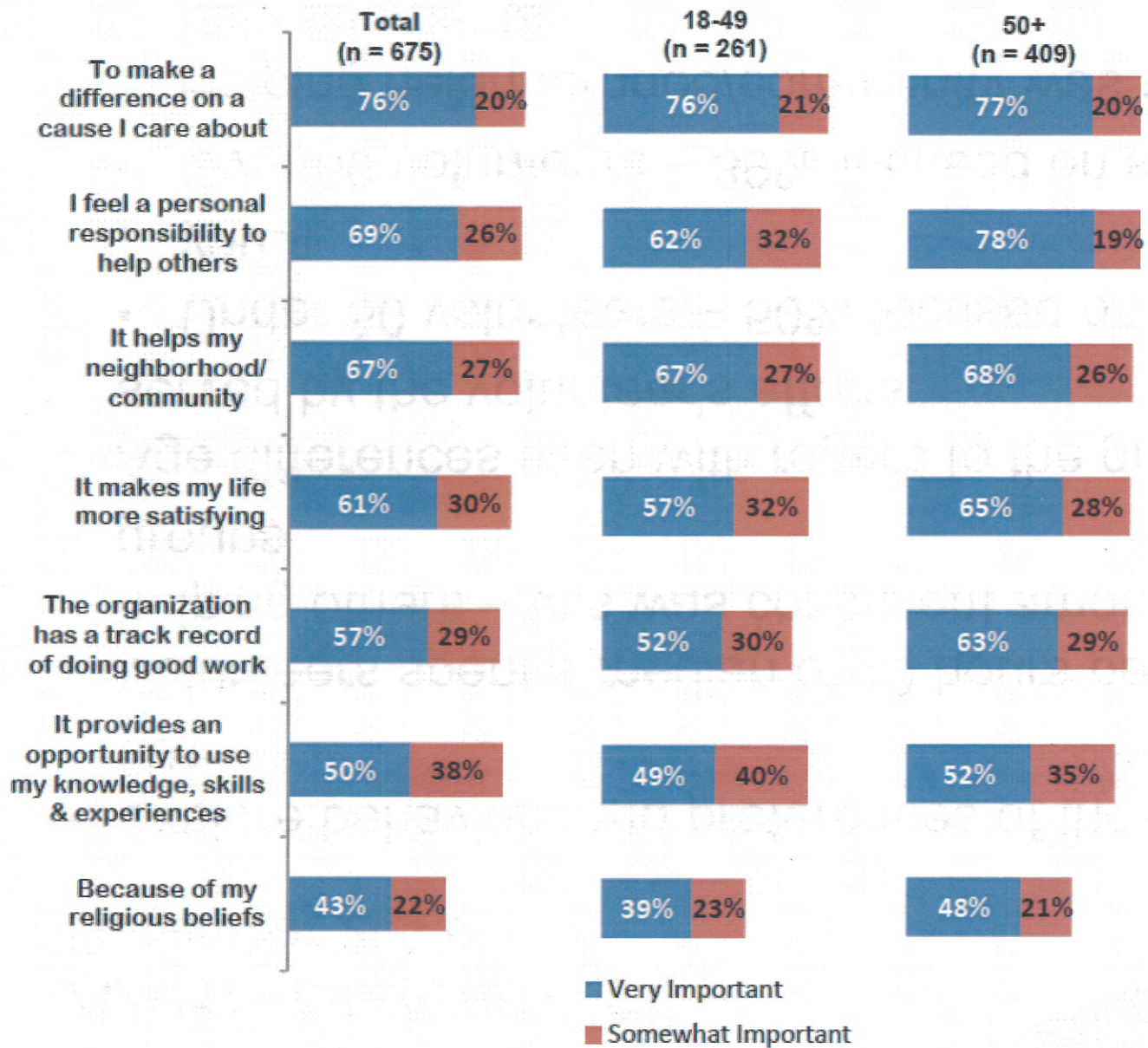
Undermotivated

- *Disconnected to giving*
- *Rarely give, but when triggered they do it on their own.*
- *Give through money or items of value; hard to commit through time*

AARP Bulletin Poll – December 2012

- Explore behaviors and preferences of those 18-49 and 50+
- Volunteers spent a median of 10 hours per month helping others – this was consistent among the two groups
- Age differences seen with regard to the groups being served by the volunteer's efforts:
 - Under 50 volunteers – 50% focused on children and youth
 - Over 50 volunteers – 39% focused on seniors/elderly
 - Helping neighborhood/community was a top focus for both segments

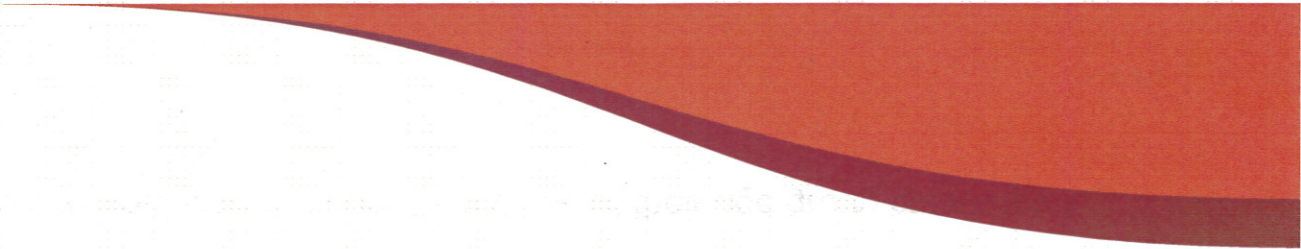
Motivations



Barriers to Volunteering

	Total (n=327)	18 – 49 (n=132)	50+ (n=193)
No one asked me to volunteer	41%	46%	32%
Concerned about the time commitment	40%	38%	43%
Didn't know how to get involved or where to begin	35%	42%	23%
Just not interested in volunteer work	34%	36%	31%
Had health or physical limitations	29%	17%	47%
Didn't want a long-term obligation	26%	22%	32%
There was a lack of good transportation options to get there	25%	27%	23%
Uncomfortable about volunteering with people I didn't know	25%	26%	23%
Average Number of Barriers Cited	3	3	3

*Note: bolded percentages are significantly higher than those of their age group counterpart.



Volunteers do things for *their own* reasons, not *yours*, so your role is to create an organizational culture that stimulates the inner motivation of each volunteer.

The New Breed... Jonathan and Thomas McKee



For more information....

Copies of research can be found at

www.aarp.org/research

- search volunteering or civic engagement

Contact AARP's Office of Volunteerism and Service:

volunteer[@arp.org](mailto:volunteer@arp.org)