

The Generational Divide Among Volunteers

<u>GENERATION</u>	<u>CHARACTERISTICS</u>	<u>IMPLICATIONS</u>
War Babies (1932 - 44)	<ul style="list-style-type: none"> Want to be helpful Serve the community Contribute to greater good Affiliate with mission of 4-H 	<ul style="list-style-type: none"> Recognition at state level means they've successfully affiliated with the 4-H mission Recognition of experience
Boomers (1945 - 63)	<ul style="list-style-type: none"> Healthier, wealthier, physically active Independent More skills, higher education level Affiliate with needed skills Need to see results 	<ul style="list-style-type: none"> Prefers activities for entire family or social circle Prefers to see impact in their communities as a result of volunteer efforts Recognition of experience, wisdom
Diversity (Gen X) (1964 - 81)	<ul style="list-style-type: none"> Me Generation Overeducated, underemployed Intensely private Want work/family balance "How will this help me?" Unimpressed with authority Not motivated by working with others Affiliate with personal gain or enjoyment of role 	<ul style="list-style-type: none"> Wants fast-pace and use of up-to-date technology Wants opportunities to learn Individualized recognition Wants to have fun Letter of praise to employer Little rewards for job well done
Millennial (Gen Why) (1982 -)	<ul style="list-style-type: none"> "New" civic generation Cynical and questioning Time conscious, very stressed generation Want mentorship Motivated by desire to change world Affiliate with outcomes 	<ul style="list-style-type: none"> Wants menu of activities to choose from after being given a goal or objective. Instant feedback Technology is always "on" Wants resume-builder experience Networking with people who can help them