

ENGAGING BOOMERS & NEW GENERATIONS OF VOLUNTEERS WORKSHOP

- Recruit & retain new volunteers who want non-traditional experiences.
- Learn about recent research on boomers and civic engagement.
- Be ready to tap into this new generation!

Tuesday, March 9

9:00 am to 4:30 p.m

Radisson Hotel, Duluth Harborview
505 W. Superior St.

REGISTER NOW!

- To register, call **218-726-4794** or visit **www.unitedwayduluth.org**

FREE!

Training courtesy of Lake Superior Initiative

Join us for this valuable interactive, in-depth workshop! You will leave the training with an action plan to re-tool your volunteer program!

Sponsored by:



Topics Covered:

- Framing the question: Opportunity and potential the boomer generation volunteers offers
- Recent research on boomer and civic engagement
- Capturing boomer motivation for high-impact volunteering
- Developing a new style of interviewing volunteers
- Designing volunteer opportunities that appeal to boomers
- How to write position and project descriptions for boomers
- Recruiting boomer volunteers
- New supervision style for boomers
- Retaining boomer volunteers and sustaining involvement
- Obtaining organizational buy-in to retool for boomer volunteers
- You will leave the training with a workplan to make your organization boomer-ready!

Trainer Information:

- **Elizabeth Ellis**

Membership and Outreach Specialist
Girl Scouts of MN and WI Lakes and Pines

Elizabeth provides volunteer management and community partnership development in Wisconsin Counties surrounding the Southern shores of Lake Superior. Elizabeth's formal education includes a self designed B.A. in Non-profit Administration and Resource Development and Mini MBA in Nonprofit Organization from St. Thomas University. She has worked for more than 15 years in community partnership development, volunteer program design and management in both the local and national non-profit sectors. Elizabeth has written multiple articles for E-Volunteerism and is the proud recipient of the 2008 Mary Wisner Award for Excellence in Volunteer Administration.

- **Terry Straub**

Program Coordinator
U of M Extension - Hennepin County Master Gardeners

Terry leads Master Gardener volunteers who bring research-based horticultural information to the Hennepin County community through educational activities. Terry has acted as co-chair of the Hennepin County Volunteer Programs Network; he served as President of the Minnesota Association for Volunteer Administration and is currently the chair of the MAVA Task Force on Engaging Boomers as Volunteers. He is adjunct faculty of the University of St. Thomas Center for Business Excellence. Terry received his BA in Music from Minnesota State University - Mankato and his Certificate in Volunteer Management from Hamline University. Terry was awarded the 2008 MAVA Award for Excellence in Volunteer Leadership.

Membership:

- Join MAVA (Minnesota Association for Volunteer Administration)! Become part of Minnesota's vibrant volunteer coordinator's community!

