

# Building Your Volunteer Fan Club!

**Sidney Schuttrow**

**Tennessee Commission on Aging and Disability  
State SHIP Volunteer Program Coordinator**

# Internal Fan Club

## Organizational Leadership



## Staff/Co-Workers



# External Fan Club



**Donors**



# How does your Fan Club Help?



*silence  
is  
golden*

# Fan Club Generations

Traditionalist



Baby Boomers



Millennials



Generation X



# Generation Activity

- \* Traditionalist

- \* 1925-1945

- \* Baby Boomer

- \* 1946-1964

- \* Generation X

- \* 1965-1981

- \* Millennial

- \* 1982-2000

- \* **Each Generation will address 4 topics**

- \* Defining Moments/Events

- \* Strengths

- \* Weaknesses

- \* Stereotypes

- \* **You will have 15 minutes to discuss these topics with your peers and report back to the group.**

- \* **Find your Generation at one of the corners of the room!**

# Traditionalists

## Defining Moments

- \*Great Depression
- \*World War II
- \*Korean War

# Traditionalist Strengths

- \* Work Ethic
- \* Loyalty
- \* Emotional Stability
- \* Willingness to work together
- \* Strong Interpersonal Skills



# Traditionalist Weaknesses

- \*Reluctance to “buck the system”
- \*Resistant to needed change

# Traditionalist Stereotypes

- \* Practical
- \* Patient, loyal, and hardworking
- \* Respectful of authority
- \* Rule Followers

# Best ways to engage/connect with Traditionalist

- \* Spend time with them
- \* Ask about their lives and experiences
- \* Be respectful
- \* Formal Communication
- \* Capture their stories to share
- \* They like the hierarchy structure

# Baby Boomer Defining Moments

- \* Moon Landing
- \* Civil Rights
- \* JFK Assassination
- \* Vietnam War
- \* Watergate
- \* Woodstock
- \* Feminist Movement
- \* Hippie Movement

# Baby Boomer Strengths

- \* Work Ethic
- \* Dedication
- \* Optimism
- \* Competitiveness
- \* Willingness to sacrifice
- \* Creative and Savvy
- \* Cultivating personal relationships

# Baby Boomer Weaknesses

- \* Difficulty with Change
- \* Low-Tech
- \* Not as flexible
- \* Conservative
- \* Authoritative

# Baby Boomer Stereotypes

- \*Optimistic
- \*Teamwork and cooperation
- \*Ambitious
- \*Workaholic
- \*Hippies/Free Love!

# Best ways to engage/connect with Baby Boomers

- \* Use their skills and education
- \* Let them use their creativity
- \* Recognize their contributions
- \* Communicate face-to-face or over the phone
- \* Structure is important



# Generation X

## Defining Moments

- \* Challenger Disaster
- \* Berlin Wall
- \* Operation Desert Storm
- \* Divorce
- \* “Latchkey Kids”
- \* International Space Station
- \* HIV/AIDS epidemic
- \* Computers

# Generation X Strengths

- \* Flexibility/Adaptable
- \* Work/Life balance
- \* Tech-savvy
- \* Open-minded
- \* Not afraid to ask “Why”

# Generation X Weaknesses

- \* Reluctant to trust
- \* Skeptical
- \* Impatient
- \* Lack attention to detail
- \* Less willing to commit

# Generation X Stereotypes

- \* Misunderstood
- \* Cynical
- \* Self-reliant
- \* Risk-takers

# Best ways to engage/connect with Generation X

- \* Be open, honest and transparent
- \* Be flexible
- \* Mentoring with people they respect
- \* Try not to micromanage
- \* Show results of their work
- \* More relaxed with communication, email

# Millennials

## Defining Moments

- \* 9/11
- \* Terrorism
- \* Y2K
- \* School Shootings
- \* Reality TV
- \* Laptops
- \* Cell phones
- \* Social Media

# Millennial Strengths

- \* Tech-Savvy
- \* Networkers
- \* Creative
- \* Civic-minded
- \* Want to make a positive impact
- \* Sociable

# Millennial Weaknesses

- \* Impatient
- \* Lack focus
- \* Impulsive
- \* Not loyal
- \* Multi-taskers
- \* Does not like Hierarchy



# Millennial Stereotypes

- \* Sense of Entitlement
- \* Dependent on parents
- \* Lazy
- \* Materialistic

# Best ways to engage/connect with Millennials

- \* Work best in teams
- \* Activities that can be done remotely are ideal
- \* Communicate expectations clearly
- \* Get to know them
- \* Connect with a cause
- \* Use their creativity and tech skills
- \* Informal communication – text and social media

# What motivates you to volunteer?

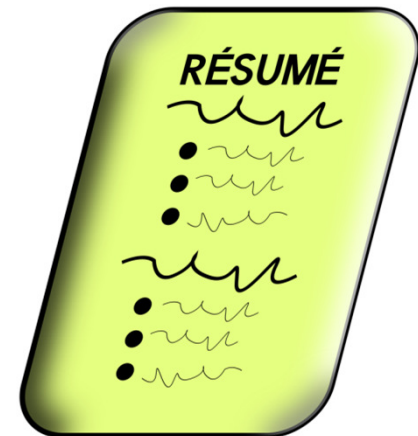
Recognition



Makes you happy



Career Advancement



Giving Back



Make friends/network



# Are you sure?

## **The Functional Approach to Volunteers' Motivations Survey!**

**Please only answer questions 1-30**

**Calculate your scores on the first section of  
page 3**

# QUESTIONS



# Contact Information

**Sidney Schuttrow**

Tennessee Commission on Aging and Disability

State SHIP Volunteer Program Coordinator

502 Deaderick Street, 9<sup>th</sup> Floor

Nashville, TN 37243

615-741-1585

[Sidney.Schuttrow@tn.gov](mailto:Sidney.Schuttrow@tn.gov)