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**Understanding your Volunteers – Generational Differences**

Recognising the difference between the generations can be another useful tool on managing your volunteers. The different generations may have different motivation for volunteering and a different attitude to their role.

**Silent Generation – (AKA WWII)** – born between 1922 & 1945, are the oldest and most experienced volunteer group. They look for opportunities to keep busy and connected. They value: dedication to the job, follow the rules, respect for authority, they prefer a hierarchy, patient, traditional expectations, more cautious about technology.

**Boomers – (aka Baby Boomers)** – born between 1946 and 1964 many are seeking active retirement. They value: loyalty to organisations, support personal causes, hard workers (may have workaholic tendencies) and want gratification from work, seek self-improvement and growth, like technology that ‘works’ and makes their lives easier.

**Generation X** – 1965 to 1980 – smallest of workforce generations. They value – balance between work, volunteering and personal life, loyal, like an informal style of volunteering, self-reliant, want to have fun/ enjoy volunteering, like latest technology, more aware of diversity.

**Generation Y (Millenials)** – 1981 – 2002– have different expectations of volunteering. They ***demand*** balance between work, volunteering and personal life, self-assured and achievement focused, eager to make a positive impact, expect the latest technology, want immediate feedback and expect an active voice in decision making and planning.