

ASOCIACIÓN PARA LA
INNOVACIÓN FORMACIÓN Y
EMPLEO
PARA EL
DESARROLLO SOSTENIBLE



AIFED

ELBLAG Septembre 20 – 27, 2019

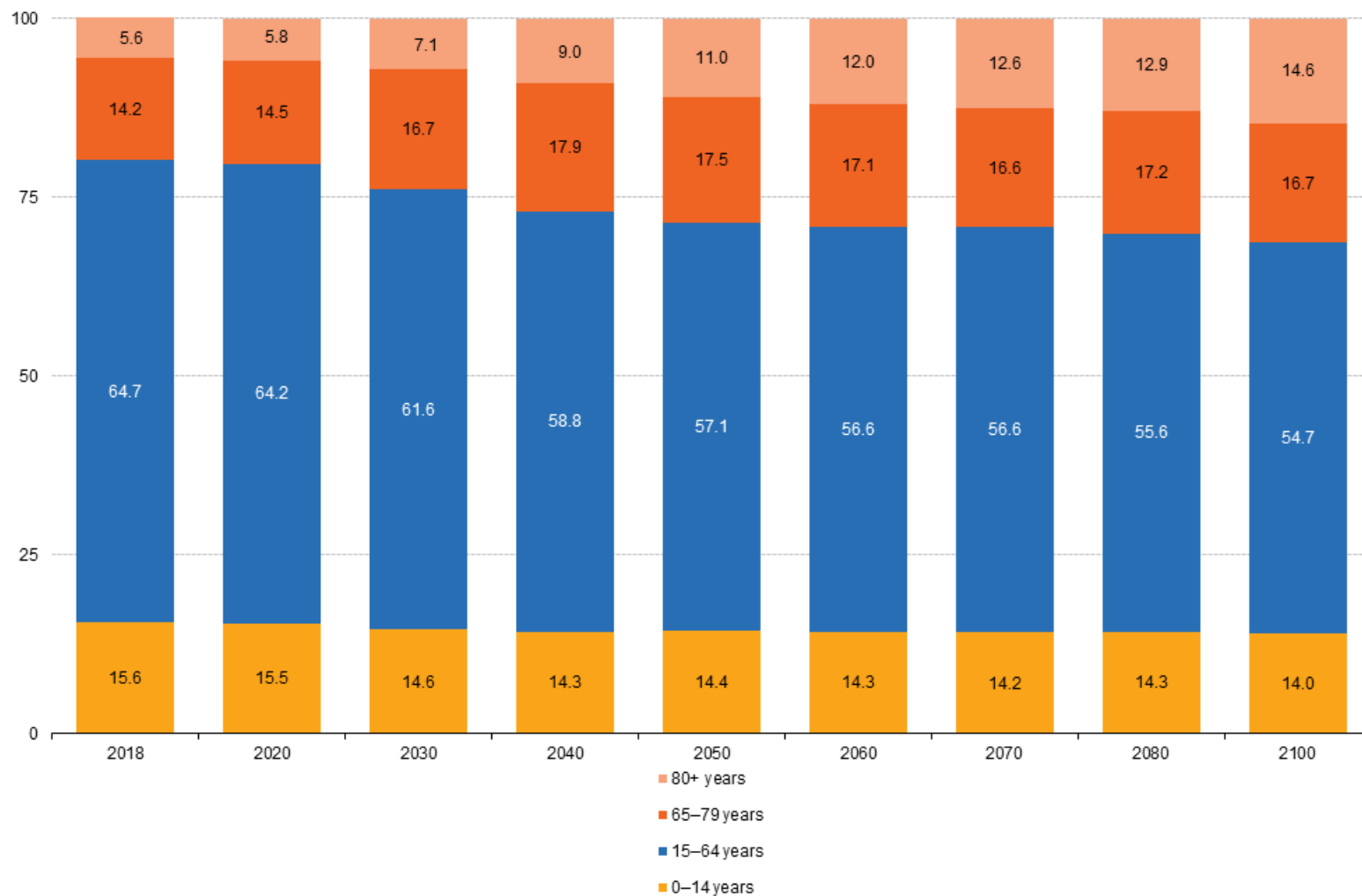
SENIORS INSTRUCTORS PROJECT

***Coordinated by Centrum Spotkań
Europejskich "Światowid"***



A NEW SOCIETY IN THE EUROPEAN UNION

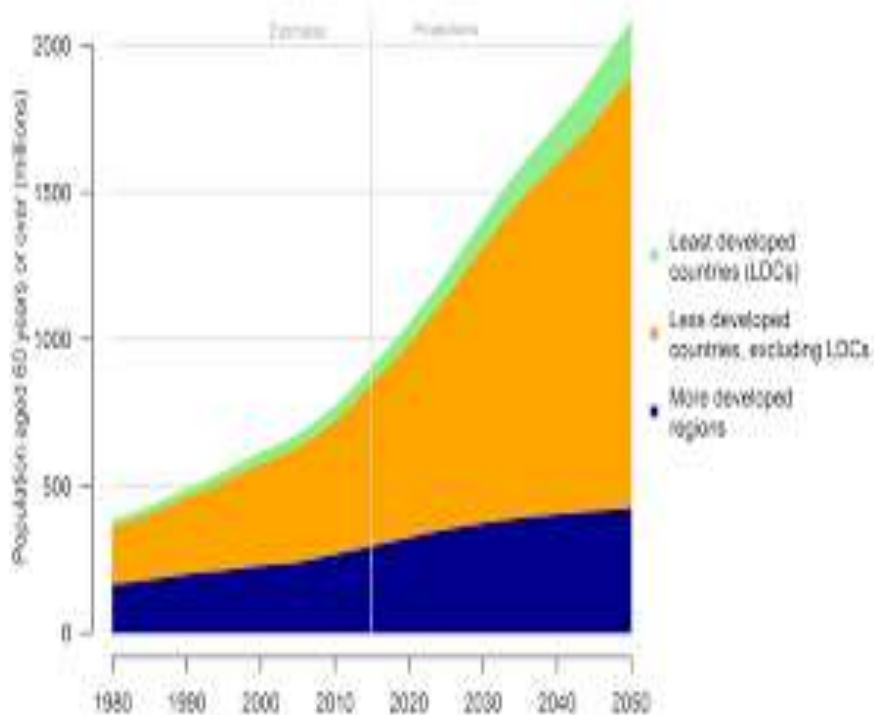




Note: 2018: provisional. 2020-2100: projections (EUROPOP2018).
 Source: Eurostat (online data codes: demo_pjanind and proj_18ndbi)

WHERE WE ARE?

WORLD POPULATION AGEING



- In 2018, nearly one fifth (19 %) of the EU population was aged 65 and more.
- The share of people aged 80 years or more should more than double by 2100 to reach 14.6 % of the whole population.
- Increase in the share of the population aged 65 years or over between 2008 and 2018
PL 3,6 per cent. SP 2,8 per cent

How to prepare good projects for senior volunteers

SOME PRELIMINARY IDEAS:

- 1.- CHANGING OUR MENTALITY: Senior volunteering is not an activity to entertain and keep them doing any activity
- 2.- ORGANIZING A VOLUNTEER FOR SENIORS HAS THE SAME RIGOR AS ANY OTHER PROJECT THAT WE CARRY OUT IN THE FRAMEWORK OF OUR ORGANIZATIONS
- 3.- THE SENIOR VOLUNTEER TO DEVELOP IN CONDITIONS OF DIGNITY DEMANDS TO US BE PLACED AGAINST THE ELDERLY, NOT AS SOMEONE WHO HAS TO BE PROTECTED BUT SOMEONE WHO MUST BE ADMIRER FOR HIS/HERO EXPERIENCE



New age: sixty are the new forty

How to prepare good projects for senior volunteers

Make thematic groups of volunteers according to their experiences and hobbies in which they stand out



How to prepare good projects for senior volunteers

Choose the right activities for the experiences of seniors in your city. NOT THE OPPOSITE

Start with the activity where you have more volunteers

Detect the most motivated, those who are natural leaders, will need them to carry out new projects

Provide clear rules of the volunteer: hours per week, way to notify if they cannot attend their volunteer appointment, hours at which the meeting room is available for their activities

Establish a clear schedule with hours and an appropriate calendar in relation to the availability of volunteers

BE REALISTIC!!

What does the senior volunteer need?

A prestigious image of their volunteering.

They are the experts, valued for an experience of a lifetime. They are the protagonists.

They contribute to the society in which they live, they not only receive.

We have to recognize them and thank them for the important role that their volunteering plays in their city

**WE HAVE TO GIVE PUBLICITY AND RECOGNITION TO OUR
VOLUNTEERS, MEDIA, AWARD PRIZES, ACTIVITIES OR
TRIPS FOR THEM**

What does the senior volunteer need?



ADMIRE



Let him know that you admire him

Remind him that he is a very useful person to others

Increase their self-esteem

What does the senior volunteer need?

Provide professional rules to the volunteer activities



Let the volunteer know that your activity is a priority for your organization.



What does the senior volunteer need?



Do not forget the insurance.

Volunteering and society: the importance to link both

Volunteering only makes sense related to the society in which they live

Senior volunteer improves the quality of life around him

We need to combine the capabilities of our seniors with the needs of our society

Our senior volunteers have to leave our institutions to collaborate throughout the city

Four good experiences in Granada

SENIOR VOLUNTEERS WORKING FOR OTHER SENIORS: OFECUM

SENIOR VOLUNTEERS WORKING FOR ALL PEOPLE : SOLIDARIDAD
INTERGERACIONAL

SENIOR VOLUNTEERS WORKING TO HELP OTHER PEOPLE WHO WANT TO
BE ENPRENEURS: SECOT GRANADA

INVOLVING SENIOR VOLUNTEERS IN INTERNATIONAL ENVIROMENTS:
AIFED

OFECUM <https://ofecum.es/>

SENIOR VOLUNTEERS SHARE THEIR KNOWLEDGE AND ORGANIZE ACTIVITIES FOR OTHERS SENIORS IN THEIR FIELD OF EXPERIENCE



SCENICAL ARTS

Fisical activities



SHARING KNOWLEDGE



SHOWING THEIR WORK



SOLIDARIDAD INTERNACIONAL

<http://solidaridadintergeneracional.es/>

Intergenerational Solidarity, organization of elderly and family members of the rural environment, statewide, was born to provide comprehensive services to the Elderly and support to caregivers.

Solidarity between the Generations must continue to be a fundamental axis to rely on when old age is reached and greater support and attention is needed.

mayores

familia

discapacidad

mujeres

salud



TU PORTAL DE
SERVICIOS SOCIALES
PARA **personas mayores**

asistente VIRTUAL
Nuestro asistente te ayudará a encontrar lo que buscas...

Seguir @Asociacion_SI

SOMOS

Solidaridad Intergeneracional
Es una asociación de ámbito estatal de personas mayores y familiares, sin ánimo de lucro, que nace para prestar servicios sociales a las personas mayores y familiares que residen en el medio rural.

Los datos de nuestra sede central son:

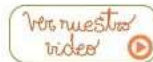
Asociación de personas mayores Solidaridad Intergeneracional
Calle Guerrero Julián Sánchez, 1 Bajo
49017 Zamora
Teléfono 900 101 332
si@solidaridadintergeneracional.es

Galería de eventos

Opinión

Propuestas

Últimas noticias



*barra visual | Tamaño de letra:

nuestra asociación { Solidaridad Intergeneracional, organización de personas mayores y familiares del medio rural, de ámbito estatal, nace para prestar servicios integrales a las Personas Mayores y apoyo a las personas cuidadoras.

La Solidaridad entre las Generaciones ha de seguir siendo un eje fundamental en el que apoyarse cuando se llega a la Vejez y se precisa mayor apoyo y atención.

Prestar servicios de atención integral en el medio rural a las Personas Mayores en situación de Dependencia, es nuestra principal misión, sin olvidar la prevención que se ha de desarrollar a través de programas de envejecimiento activo.

Se estructura en Red de redes: de Personas, de Administraciones, de Asociaciones, de Profesionales, de Entidades Públicas y privadas con implantación en el medio rural. Se basa en el desarrollo de Anillos Rurales, como estructura operativa básica. Estos anillos serán proyectos pilotos demostrativos, al tiempo que zonas básicas de actuación en la prestación de los servicios sociales necesarios que demanda la población rural.

nuestros objetivos { Incrementar el bienestar y la calidad de vida de las personas mayores y de sus familias a través de la prestación de servicios sociales, siendo prioritarios los servicios de apoyo a las personas mayores dependientes y sus familias.

Favorecer con las intervenciones la permanencia de las personas mayores en sus hogares, en condiciones dignas y de calidad de vida.

Garantizar la información y promover la formación, humana, profesional, técnica, cultura y social de las personas mayores del medio rural y familiares realizando para ello las actividades o proyectos más adecuados.



“ Porque creemos en una **madurez diferente** para el medio rural. ”

SECOT GRANADA

SECOT is a non-profit association, founded in 1989 and declared of public utility in 1995. It was promoted by the Businessmen's Circle, an initiative which the Chambers of Commerce and Business Social Action joined.

SECOT currently has more than 1,400 members, of which over 1,100 are seniors. Funding is made possible by the collaboration of its partners gnerosa: Seniors, Protectors, and its Member Partners, in addition to income provided by public and private entities that support the social work of the Association.

Since its establishment, SECOT has developed an enormous work that has allowed small businesses could continue to operate, while has accompanied many entrepreneurs to launch a business project.

In short, it has helped create and maintain numerous jobs.

Secot

know us We advise Training Press collaborates Contact Us

**TÚ PONES LA IDEA
Y EL TALENTO,
NOSOTROS LA
EXPERIENCIA**

ASESORAMIENTO PARA PYMES,
EMPRENDEDORES Y AUTÓNOMOS

Asks SECOT here helps to launch your project

ALL OUR KNOWLEDGE AND EXPERIENCE AT YOUR SERVICE

Use of cookies

We use cookies to improve our services, analyze and customize your browsing. If you continue browsing our website, we consider that you accept its use. You can change the settings or get more information in our Cookies Policy click here. [Accept and continue](#)

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Marketing for seniors: how to involve seniors in activities, changing their minds

Volunteer recruitment is in many ways an exercise in marketing. It is a matter of presenting an opportunity in a manner, time and place that will engage your prospective “customer” or volunteer and gain “buy-in”

Marketing for seniors: how to involve seniors in activities, changing their minds

Strategic marketing planning has long referred to the “Four P’s” to guide the marketing mix of businesses large and small: Product, Place, Price & Promotion.

Afterall, you’re not selling anything. Or are you?

FIRST QUESTION WHAT ARE WE SELLING?
WHY WE WANT TO PROMOTE VOLUNTEERS

Marketing for seniors: how to involve seniors in activities, changing their minds

Product

In this case your “product” is the opportunity itself. What is required of your volunteers? What benefits will be generated by their efforts? Who will be helped? What is your organization’s mission overall and how does this particular posting fit in? You may not be selling a widget in a package, but make no mistake, with so many competing opportunities out there, it is important to “sell” the benefits of your posting. There has to be clear value conveyed, not necessarily received by the volunteer herself, but that will be generated by her efforts. People want to know they are making a difference. How does your organization and this specific posting allow them to do that?

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Place

In traditional marketing this element answers where and how your product is delivered to the end customer. Much is the same with your volunteer needs. Where are you asking these people to attend, for how long, and what steps are necessary before they can engage? Are there qualifying hurdles to be cleared, and if so, what can be done to facilitate them? The challenge is to target your messaging to individuals physically able to get involved and satisfy your requirements.

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Price

Price speaks for itself in a traditional marketing plan; how much are the buyers paying for the product and how. But how does that relate to volunteer services? In this case, the cost you are asking your prospective volunteer to pay is their time. In fact to some time may be more valuable to them than money. It is important to remain conscious of the value equation and convey as much value for the time being asked. Referring back to the Product discussion, you want to emphasize the value to your organization and those that benefit from it that will be generated by their “payment” of time. If possible, consider offering a range of “price points”. Can you offer limited commitment options through to on-going positions to accommodate a variety of time resources?

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Promotion

The final piece of the marketing puzzle is your method of communicating your benefit and value. Examples include advertising, public relations, and in business, direct sales. You want to reach your prospective volunteer proactively, where possible using services that push your opportunities out, alongside traditional passive options such as online classified ads. Look for ways to reach your volunteers where they are, capitalizing on today's expectation of information on demand and active delivery. Think notifications. Facebook doesn't wait for you to login to tell you someone posted on your wall. Why should you wait for the volunteer to come looking for you when an opportunity arises?

Marketing for seniors: how to involve seniors in activities, changing their minds



01 > Have a tangible goal in mind



02 > Incorporate technology

Marketing for seniors: how to involve seniors in activities, changing their minds

**03**

> Encourage “non-volunteers” to become volunteers

**04**

> Focus your recruitment process

Marketing for seniors: how to involve seniors in activities, changing their minds

Keeping Volunteers

1. **Thank your volunteers and thank them again.** Show appreciation in varied ways and always mention volunteers who make your organizational successful.



Marketing for seniors: how to involve seniors in activities, changing their minds

Keeping Volunteers

2. **Reward your volunteers**. Volunteers have many motivations. While they are supportive of your mission, making connections, being seen at your events, and becoming more immersed in the experiences of your staff and constituents are all perks with appeal. Remember that some individuals volunteer to have more contact with others in event and social settings.



Marketing for seniors: how to involve seniors in activities, changing their minds.

Keeping Volunteers

3. **Provide an experience connected to your cause.** Nurture engagement—not just tasks needed by your organization. The stories of those whose lives are enriched or changed by your nonprofit’s work will inspire your volunteers.



Marketing for seniors: how to involve seniors in activities, changing their minds

Keeping Volunteers



4. Create a community or team from your volunteers base.

Connecting your volunteers and maintaining open communication channels among your staff and volunteers help to build community. In person thanks and feedback events are the best ways to fuel connection between volunteer work opportunities. These can be supported by electronic (such as discussion forums) and feedback tools (like surveys) but there's nothing like thanking volunteers with a party or just picking up the phone.

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Keeping Volunteers

5. **Share your volunteers' success stories to demonstrate the importance difference they make.** Showcase your volunteers and how their time and talent contribute to your organization's growth.



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Keeping Volunteers

6. **Cultivate your volunteers for bigger roles**. Your volunteers may also be leaders — staff, advisors, board members, and consultants. Your volunteer pool may yield not only other human resources, but donors. Sure you'll have volunteers who just want to show up and assist with whatever task you provide. However, care and feeding of all of your volunteers is critical for your organization's reputation and growth.



Marketing for seniors: how to involve seniors in activities, changing their minds



Keeping Volunteers

7. Grow your volunteer pool through recruitment of volunteers by...your volunteers! **Word of mouth is great advertising.** Your volunteers are likely your best recruitment asset. Provide ways for volunteers to invite others to join them. Gather information about the best way to reach the contacts of your volunteers and provide information in what ever medium is more easily shared by members of your volunteer pool.

Marketing for seniors: how to involve seniors in activities, changing their minds

Keeping Volunteers

Think about who volunteers with your organization. Know them well enough to make the best assignments and to provide the perks that will make your volunteers keep coming back—and telling others about your mission and the roles they play in your success.

