

## Blueprint for Aging Volunteer Systems Change Action Workgroup

**Workgroup Goal:**

To develop and promote a technological system that enhances older adult volunteer recruitment and management while highlighting the volunteer potential of Baby Boomers. (January 2008)

**To be accomplished:**

- Engage a diverse older adult volunteer corps (e.g. baby boomers)
- Increase older adult volunteer time serving seniors and senior issues
- Offer recruitment for partner volunteer opportunities that serve older adults
- Improve access to older adult volunteer opportunities that serve older adults
- Improve reporting of older adult volunteer hours
- Improve processes for management older adult volunteer data

**By when:**

- Highlight existing older adult Blueprint for Aging volunteers - April 2008
- Older adult volunteer section on BFA website – May 2008
- Older adult community volunteer data management system -

**Other Considerations:**

- BFA Volunteer leadership highlighted through a marketing and public relations campaign using multiple media outlets, i.e. print, radio and cable television.
- Media strategies to include billboard advertising, posters, brochures, press releases, letters to the editor, radio and cable television interviews.
- Link to the Blueprint for Aging website that will enhance system for older adult volunteer enrollment and reporting of volunteer hours
- Innovative technology to lower the barriers to older adult volunteer registration and volunteer data collection
- Data analysis will allow Blueprint for Aging to report the contribution of older adult volunteers in changing the future for seniors in Washtenaw County.
- End of RSVP's Program of National Significance grant cycle in June 2009.

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**Blueprint for Aging  
Volunteer Systems Change Action Workgroup**

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