



Hello,

Thank you for attending last week's webinar, **Generational Trends in Volunteer Engagement** with Beth Steinhorn. A lot of great tips, insights and strategies for leveraging generational characteristics to improve volunteer engagement were shared. Here's a quick summary of the content:

Generational differences affect everything from recruitment to how we support volunteers and acknowledge their contributions. Learn how you can create and maintain a diverse volunteer corps that leverages the skills and talents of Boomers, Gen X, Millennial's and beyond.

Key Takeaways:

- *Generational experiences shape volunteer motivations and expectations.*
- *Understanding the characteristics, expectations, and motivations of each generation can inform your engagement strategies and enhance your success – especially as a “gen-mix manager.”*
- *Leveraging the skills and talents of each generation can strengthen your volunteer corps.*

The webinar is [available on-demand](#), so you can view it again or feel free to send it to friends or colleagues. Type over any prepopulated registration fields. Additionally you can download your Certified Volunteer Administration (CVA) [certificate here](#).

Kind regards,

Katie Zwetzig | Executive Director
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