



Initiatives Network Association

CLUJ-NAPOCA 2017

Survey Findings

Opinion polls among the volunteers over the age of 50 and entities organizing the voluntary work

Getting to know the existing barriers to volunteering among the over 50 people



1. Organization Poll

Facts:

- 5 organizations interviewed
- 5, 8, 30, 250, 1500 volunteers
- 100% belong to non-governmental sector
- Majority specialize in social services for family and elderly people with disabilities

1.1. Volunteer Involvement

- Larger organizations do not actively seek to attract 50+ volunteers
- Among the involvement strategies exist public announcements in media and press, internet and personal invitations
- Seek older volunteers for better retention rates as opposed to young volunteers

1.2. Strengths and Weaknesses of 50+ People

Strengths:

- **Experience**
- **Consistent/motivated**
- Have more time
- Responsible
- Patient

Weaknesses:

- **Health/mobility problems**
- **Less tech-savvy**
- **Less ideas**
- **Less flexible**

1.3. Basic Conditions for 50+ Volunteers

- **Volunteer management strategy**
- **Experienced supervisors**
- **Volunteer activities tailored to the needs of 50+ people**
- **Good communication strategy**

1.4. Most Effective Communication Channels

- **Active volunteers**
- Promotional material, community, church leaders
- Web pages
- Newspapers/Magazines
- Television/Radio

1.5. Retention strategy

- **Friendly atmosphere for 50+ people**
- **Leisure activities for volunteers**
- **Quality in activity planning**

1.6. Reasoning

Incentives:

- **Meeting people**
- **Giving something back**
- Religious beliefs
- Want to be useful
- Feel the need in community

Limitations:

- **Feeling too old**
- **Don't know how to start**
- Health issues
- Lack of interest

2. Volunteer Poll

Facts:

- 10 people interviewed
- The absolute majority of volunteers are women
- 90 % are currently active in volunteering field
- 100% volunteer in non-governmental sector
- Social services for family and disabled is the most popular form of activities



2.1. Information Channels

- Friends/Relatives
- Active Volunteers
- TV, Radio, Facebook
- Newspapers, magazines

2.2. Reasoning (Volunteers)

Incentives:

- **Help, improve things**
- **Giving something back**
- Meet people, make friends
- Beliefs, life philosophy
- Friends/family did it

Limitations:

- **Nobody asked**
- **Did not have time**
- **Don't know how to start**
- Feeling that help is not needed
- Not interested

2.3. Conclusion

The participation of older women in volunteering is important for them because it satisfies their need for learning, communication, care, self-confidence, self-esteem.



THANK YOU!