



The New Breed: Understanding and Equipping the 21st Century Volunteer

By Jonathan R. McKee

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The New Breed: Understanding and Equipping the 21st Century Volunteer

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Adapt to the changing world of volunteer management.

More than ever, today's volunteers work online, need flexible hours, and want to play a role in defining their jobs. They also want to feel a sense of responsibility for your organization's overall mission. Harness this passion and potential--with results that uplift your goals and enable your volunteers.

Includes:

A profile of the 21st century volunteer.

The seven deadly sins of recruiting volunteers.

Framing your recruitment message to Boomers, Gen X, and Gen Y.

The three levels of motivation.

The six rules of empowerment.

Tons of resources! You get ministry job descriptions, applications, and interview questions; activities, icebreakers, and team-builders for volunteer meetings; community-building activities; tips for board retreats and planning sessions; and more!

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