10 STEPS FOR ENGAGING ADULTS 50+

A RESOURCE OF THE GEN2GEN LEARNING HUB

Developed by
Encore.org’s Gen2Gen campaign and
The Alliance for Strong Families and Communities’ Second Acts Initiative

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ARE YOU READY? A SELF-ASSESSMENT

Step 1
Create an age-inclusive environment where all generations feel engaged and respected.

☐ We haven’t worked on this yet.
☐ We’ve tried this a bit.
☐ We have substantial experience with this step.
☐ This is our standard organizational practice.

TO LEARN MORE
Read the section on An Age-Inclusive Environment on page 14 and complete the action learning steps.

Step 2
Design compelling paid and/or volunteer roles that appeal to adults 50+.

☐ We haven’t worked on this yet.
☐ We’ve tried this a bit.
☐ We have substantial experience with this step.
☐ This is our standard organizational practice.

TO LEARN MORE
Read the section on Role Design on page 19 and complete the action learning steps.

Step 3
Create position descriptions that are appealing to adults 50+.

☐ We haven’t worked on this yet.
☐ We’ve tried this a bit.
☐ We have substantial experience with this step.
☐ This is our standard organizational practice.

TO LEARN MORE
Read the section on Position Descriptions on page 25 and complete the action learning steps.
Step 4
Develop outreach messages, methods, materials and messengers that resonate with adults 50+.

☐ We haven’t worked on this yet.
☐ We’ve tried this a bit.
☐ We have substantial experience with this step.
☐ This is our standard organizational practice.

TO LEARN MORE
Read the section on Outreach on page 29 and complete the action learning steps.

Step 5
Identify appropriate and effective places, networks, online portals and events for engaging adults 50+.

☐ We haven’t worked on this yet.
☐ We’ve tried this a bit.
☐ We have substantial experience with this step.
☐ This is our standard organizational practice.

TO LEARN MORE
Read the section on Engagement on page 35 and complete the action learning steps.

Step 6
Reduce ambiguity and encourage productive communication with adults 50+ throughout the selection and hiring process.

☐ We haven’t worked on this yet.
☐ We’ve tried this a bit.
☐ We have substantial experience with this step.
☐ This is our standard organizational practice.

TO LEARN MORE
Read the section on Vetting & Selecting on page 41 and complete the action learning steps.
**Step 7**
Adapt onboarding and training processes to meet the needs and preferences of adults 50+.

- We haven’t worked on this yet.
- We’ve tried this a bit.
- We have substantial experience with this step.
- This is our standard organizational practice.

**TO LEARN MORE**
Read the section on *Onboarding & Training* on page 46 and complete the action learning steps.

**Step 8**
Provide opportunities for collaborative decision-making, personal growth and leadership to support and integrate adults 50+.

- We haven’t worked on this yet.
- We’ve tried this a bit.
- We have substantial experience with this step.
- This is our standard organizational practice.

**TO LEARN MORE**
Read the section on *Integration & Support* on page 49 and complete the action learning steps.

**Step 9**
Recognize and show appreciation for adults 50+; create opportunities for building social connections.

- We haven’t worked on this yet.
- We’ve tried this a bit.
- We have substantial experience with this step.
- This is our standard organizational practice.

**TO LEARN MORE**
Read the section on *Recognition & Community Building* on page 52 and complete the action learning steps.
Step 10
Modify evaluation strategies to gather data about the impact adults 50+ are having and the benefits of the work for them.

☐ We haven’t worked on this yet.
☐ We’ve tried this a bit.
☐ We have substantial experience with this step.
☐ This is our standard organizational practice.

TO LEARN MORE
Read the section on Measuring Impact on page 54 and complete the action learning steps.