

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

**ARE YOU READY?
A TEN-STEP SELF
ASSESSMENT**

GENERATION TO
GENERATION



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.

