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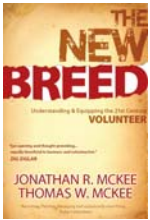
Contact: Ben Laurro, Pure Publicity
818.753.4056 or Ben@purepublicity.com

Leading the New 21st Century Volunteer

A host of factors have dramatically changed volunteerism over the past 20 years, challenging leaders to adapt to a savvy “new breed” of volunteers.

Sacramento, Calif. – According to the Corporation for National and Community Service, volunteering in the U.S. is on the rise following 9/11 and Hurricane Katrina, “from 59.8 million Americans volunteering in 2002 to 65.4 million in 2005. By the year 2010, researchers estimate that more than 75 million people will be volunteering in the U.S.” ***The New Breed: Understanding and Equipping the the 21st Century Volunteer*** (Group Publishing) details the new cultural shift including an influx of volunteers from group organizations (church or civic organizations) to individual response through organizations like The American Red Cross.

“These volunteers aren’t interested in working under old management styles,” says **Jonathan McKee**, a Gen X leader who teamed with his father **Thomas McKee**, who has over 40 years of volunteer leadership experience, to pen this revolutionary new book that offers fresh strategies for volunteer management today. But are Americans too busy to volunteer?



“Contrary to what many of us feel, plenty of volunteers in the 21st Century are willing to get involved. But they’ll become involved according to their rules, not ours,” the authors write. Why? Identifying six “seismic shifts” over the past twenty years—from shifting family demographics to the widespread emergence of technology and development of a knowledge-based economy—the game has changed significantly, forcing leaders to adapt quickly or lose valuable help.

According to *The New Breed*, today’s volunteers are extremely busy, desire flexibility, expect empowerment, are intolerable of incompetence, tech-savvy, want to make a difference, and don’t want to be micromanaged. It’s a difficult assignment for leaders to adapt to volunteer’s demands.

In response, today’s volunteer leaders need to wear three primary hats: recruiter, manager and leader. Both father and son team Thomas and Jonathan have extensive professional experience with volunteers, and their back-and-forth dialogue offers fresh perspectives and keen generational insight on pressing volunteer issues, including:

- The Seven Deadly Sins of Recruiting Volunteers
- The Seven Skills of Recruiting Volunteers
- The Emergence of Virtual Volunteers and Effectively Using Technology
- Closing Generational Gaps: The Differences Between Boomers and Gen X/Y
- Leading the Successful Volunteer Organization
- Tapping Into the Passion of Your Volunteers
- Managing or Firing High-Maintenance Volunteers

The New Breed also includes valuable, applicable resources for leaders, including job descriptions, icebreakers, team-builders and community-building activities, equipping leaders to move forward with confidence and empower valuable volunteers.

About *The New Breed*:

The New Breed: Understanding and Equipping the 21st Century Volunteer by Jonathan McKee and Thomas W. McKee. Group Publishing. Paperback, 176 pages. \$16.99. ISBN: 978-0764435645.

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About Jonathan McKee

Coauthor of *The New Breed*

Jonathan McKee is president and founder of The Source, a non-profit organization dedicated to providing free, cutting-edge resources for youth workers across the world (<http://www.thesource4ym.com>) He is a national speaker, trainer, and author of several books, including *Do They Run When They See You Coming?* and *Getting Students to Show Up*.

About Thomas W. McKee

Coauthor of *The New Breed*

Tom McKee is president and owner of Volunteerpower.com, a leadership development firm specializing in volunteerism. He has over 40 years of experience in volunteer leadership and trained over 100,000 leaders on how to manage the chaos of change in an organization. His books include *They Don't Play Music Anymore: How to Plan Your Future When The World Keeps Changing* and *How to Make the Team Work: A Leadership Training Manual for New Managers*.

Suggested Interview Questions

The New Breed

1. What does the typical 21st Century volunteer look like? How has that changed over years past?
2. Are Americans too busy to volunteer? Why or why not?
3. You write that today's volunteer leaders need to be recruiters, managers and leaders. How important is it to cultivate all three areas to successfully mobilize volunteers?
4. Technology has changed drastically and is constantly evolving, creating a host of "virtual" volunteers. How can leaders adapt to technology changes? What are the possibilities of "virtual" volunteers?
5. You write that volunteers want to work under their own rules, not the leaders. How do leaders empower volunteers to work on their "own" projects while still buying into the larger vision?
6. What are some of the major differences between generations and the view on volunteerism? How can leaders bridge generational gaps and develop teamwork among diverse individuals?
7. How is the volunteer recruiting process like dating, rather than used car sales?
8. What are a few of the "Seven Deadly Sins of Recruiting Volunteers?"
9. Your book talks about occasionally firing high-maintenance volunteers. When is it appropriate to fire volunteers? How can this be done tactfully?
10. *The New Breed* has a host of resources in the back of the book that are also available online to download for free. How will these resources help leaders? What is the website?

For an interview with Jonathan McKee or Thomas W. McKee, contact Ben Laurro at Pure Publicity at 818.753.4056 or Ben@purepublicity.com.