SESSION TITLE : Attracting retiring "Baby Boomers," new user groups, and new constituents to our trails

CONVENER(S): Mike Gildsgame

PARTICIPANTS: N/A

SUMMARY OF DISCUSSION, CONCLUSIONS and/or RECOMMENDATIONS:

Types of groups we should be recruiting

- Other purpose users – birders, geocachers
- Baby Boomers – may not be trail users, simply volunteers
- Attracting early retirees – reluctance to over commit

Pro Bono project – strategy for involvement

Corporate groups – workday/retreat combo

Students – college

Rural communities – designation program

Baby Boomers

- Becoming involved as maintenance, advocates, etc
- How to reach them? Happen to show up?
- Social networking – are they there?
- What types of projects appeal to this group?
    - Labor pool during the weekdays
- Majority of trail hours from this group
- Town/City volunteer centers
    - Volunteermatch.org – report available on senior volunteerism
- Large work events and special projects
- Retirement seminars
    - Municipal centers
    - Corporations
- Fitness centers – attracting volunteers and hikers
- HR department newsletters of large corporations
- AARP has statistics on retirees
- Local councils on aging
- State/city retirement groups
- Country Clubs – tennis centers, golf courses (done after early morning)

- PNTS – advertisements in large national retirement magazines
- State tourism offices have travel writers
- Regional newspapers
- Homeowners associations

Younger Groups

- Campus rep – outreach to students (awareness, be a part of….), make a job description and post
    - outdoor recreation groups, partnerships
    - other campus clubs
        - Physics, Chemistry
        - Greek fraternities and sororities look for philanthropy
        - Professional clubs
    - Alternative Spring Break
    - Trail Crews
- Young professional organizations
    - Service organizations – Rotary/Key Clubs
- Big Brothers, Big Sisters
- Bring your kids/grandkids to the trail day
- Take family for a hike day
- Boy Scouts
- Sports Teams

Corporate

- Recognition of partners
- Each major company has some kind of service program
- A lot of work and handholding to put together

Strategy

- Apply for an AmeriCorps/VISTA grant
- SCA intern for coordination
- Mennonites
- Internships for course credit (may cost $ for student)
- Corporate support for intern and part time staff

RECOMMENDATION for PNTS ACTION: Items noted with exclamation point