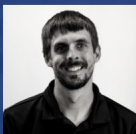




Thrift Store Labor Planning

Recruiting Paid and Unpaid Labor to Grow Your Thrift Enterprise



Why Do We Exist?

We leverage social enterprise, specifically thrift, to support local ministry

Funding

Telling the story

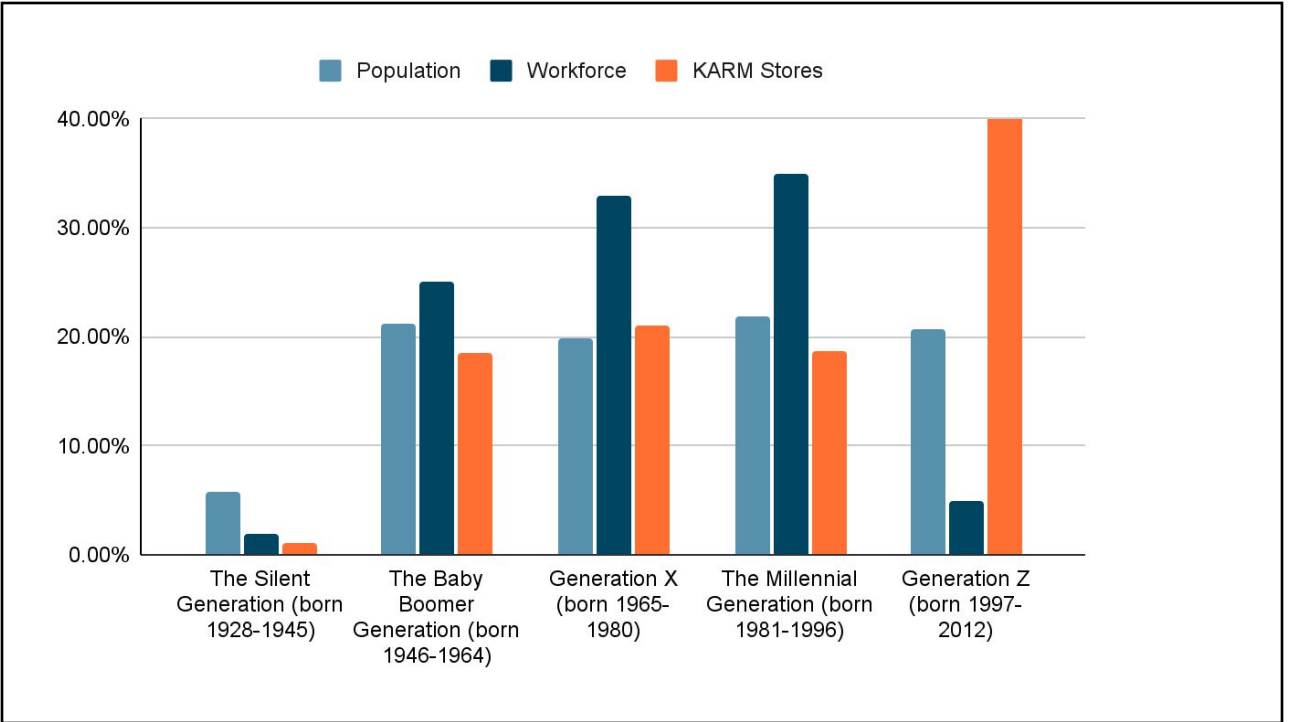
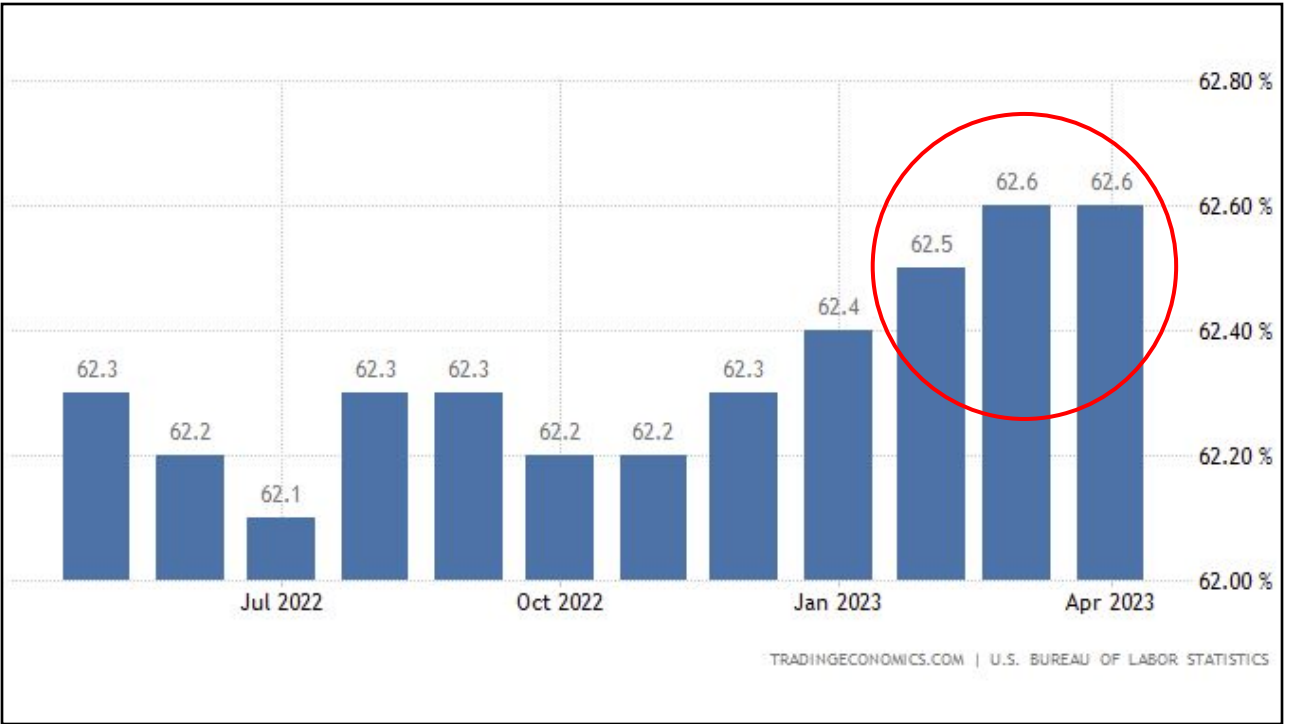
A Few Disclosures

- We are not perfect
- It's easy to say it. It's difficult to do it.
- Permission to disagree
- Questions are encouraged

Start With Your “Why?”

- Funding your rescue mission
 - \$2 provides a meal
 - Profits = Potential
- Telling the story

In the Midst of a Shift in Labor Across Generations



Labor force growth is projected to be slower (0.5 percent per year) than the growth in much of recent history, partly because of an aging population.

The labor force participation rate is projected to continue to trend down, declining from 61.7 percent in 2020 to 60.4 percent in 2030.

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**Changes in the
Labor Force Participation Rate
Reflect Only Paid Labor**

Paid versus Unpaid Labor

Paid = Employee

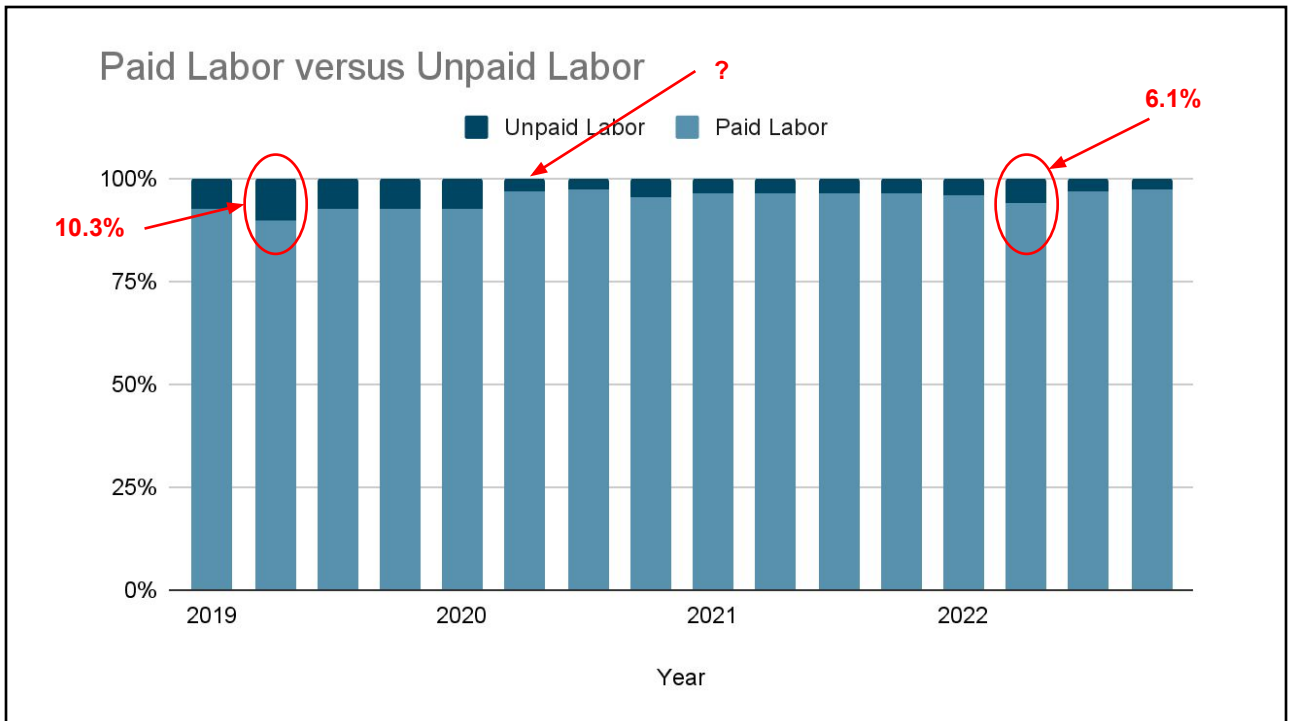
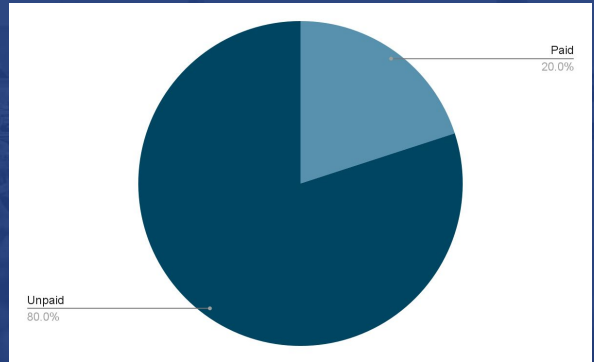
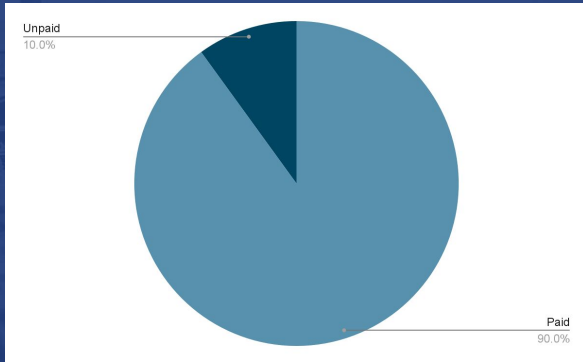
- Salary or Hourly Rate
- More hours → Predictable schedule
- Higher level of responsibility and accountability

Paid versus Unpaid Labor

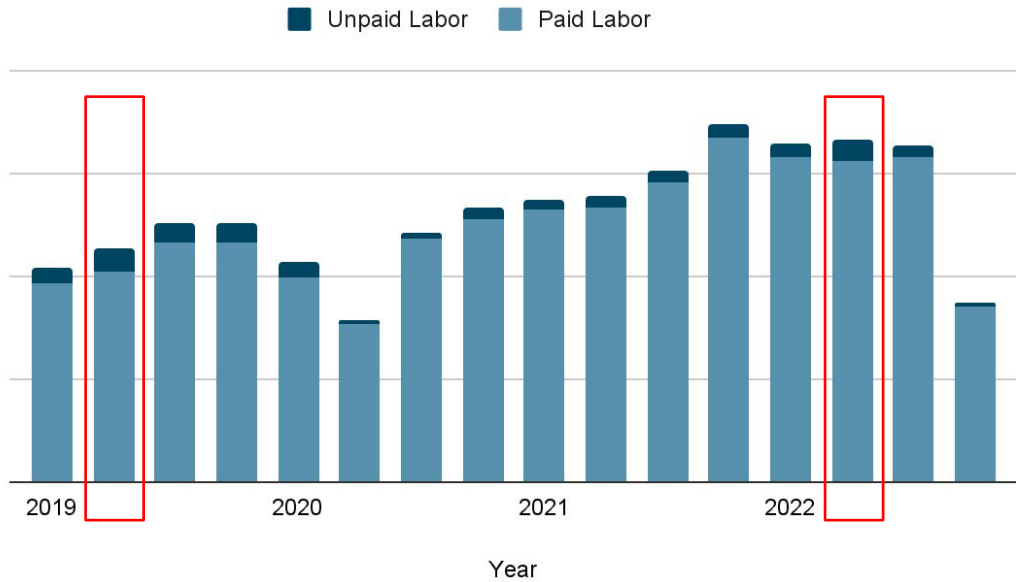
Unpaid = Volunteer

- No direct cost
- Fewer hours → Less predictable schedule
- Lower level of responsibility and accountability

What is Your Target Labor Distribution?

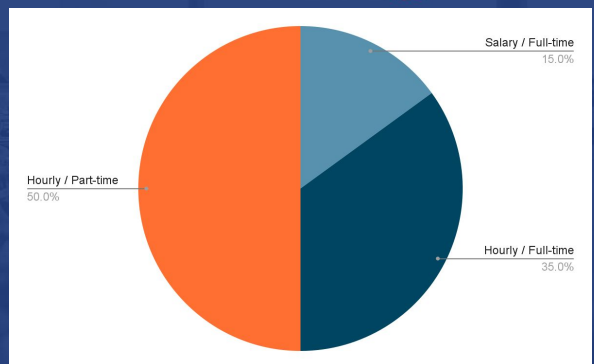
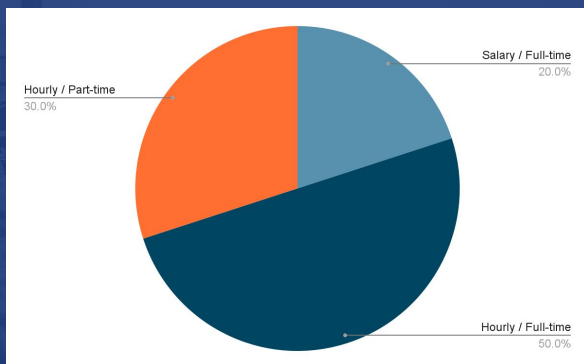


Paid Labor versus Unpaid Labor



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What is Your Target Labor Distribution?



Generational Differences

One size doesn't fit all when it comes to today's workforce.

Five generations of workers means five approaches to work.

Learn how to adjust to a multigenerational workforce.

Traditionalists

Born 1925–1945

Dependable, straightforward, tactful, loyal

Shaped by: The Great Depression, World War II, radio and movies

Motivated by: Respect, recognition, providing long-term value to the company

Traditionalists

Communication style: Personal touch, handwritten notes instead of email

Worldview: Obedience over individualism; age equals seniority; advancing through the hierarchy

Traditionalists

Employers should

- Provide satisfying work and opportunities to contribute
- Emphasize stability

Baby Boomers

Born 1946–1964

Optimistic, competitive, workaholic, team-oriented

Shaped by: The Vietnam War, civil rights movement,
Watergate

Motivated by: Company loyalty, teamwork, duty

Baby Boomers

Communication style: Whatever is most efficient, including
phone calls and face to face

Worldview: Achievement comes after paying one's dues;
sacrifice for success

Baby Boomers

65% of baby boomers plan to work past age 65

10,000 baby boomers reach retirement age every day

Baby Boomers

Employers should

- Provide them with specific goals and deadlines
- Put them in mentor roles
- Offer coaching-style feedback

Generation X

Born 1965–1980

Flexible, informal, skeptical, independent

Shaped by: The AIDs epidemic, the fall of the Berlin Wall, the dot-com boom

Motivated by: Diversity, work-life balance, their personal and professional interests rather than the company's interests

Generation X

Communication style: Whatever is most efficient, including phone calls and face to face

Worldview: Favoring diversity; quick to move on if their employer fails to meet their needs; resistant to change at work if it affects their personal lives

Generation X

Gen Xers make up the highest percentage of startup founders at 55%

Gen Xers will outnumber baby boomers by 2028

Generation X

Employers should

- Give them immediate feedback
- Provide flexible work arrangements and work-life balance
- Extend opportunities for personal development

Millennials

Born 1981–2000

Competitive, civic-minded, open-minded on diversity, achievement-oriented

Shaped by: Columbine, 9/11, the internet

Motivated by: Responsibility, the quality of their manager, unique work experiences

Millennials

Communication style: IMs, texts, and email

Worldview: Seeking challenge, growth, and development; a fun work life and work-life balance; likely to leave an organization if they don't like change

Millennials

By 2025, millennials will comprise 75% of the global workforce

About 15% of millennials age 25–35 live at home with their parents

Millennials

Employers should

- Get to know them personally
- Manage by results
- Be flexible on their schedule and work assignments
- Provide immediate feedback

Generation Z

Born 2001–2020

Global, entrepreneurial, progressive, less focused

Shaped by: Life after 9/11, the Great Recession, access to technology from a young age

Motivated by: Diversity, personalization, individuality, creativity

Generation Z

Communication style: IMs, texts, social media

Worldview: Self-identifying as digital device addicts; valuing independence and individuality; preferring to work with millennial managers, innovative coworkers, and new technologies

Generation Z

40% of Gen Z wants to interact with their boss daily or several times each day

84% of Gen Z expects their employer to provide formal training

Generation Z

Employers should

- Offer opportunities to work on multiple projects at the same time
- Provide work-life balance
- Allow them to be self-directed and independent

Motivational Differences for Volunteering

People choose to serve for different reasons

Volunteer Functions Inventory identifies motivations

- Values
- Understanding
- Social
- Career
- Protective
- Enhancement

Motivation: Values

Rooted in “being useful for society and doing something for others”

Individuals most frequently report their altruistic (other-oriented) attitude and their desire to help others as the most important motivation for volunteering

Motivation: Understanding

Have the desire to learn, practice, and enhance knowledge and skills

Learn about the world and other people

Motivation: Social

Propelled into volunteerism due to the influence of other people and a concern for social rewards and recognition

The desire to “strengthen bonds” with others serves as a form of peer pressure to be involved

Motivation: Career

Focused on obtaining specific knowledge, skills, and experiences related to a professional or academic area of interest

The hope is that the volunteer experience(s) will translate to the best possible employment opportunities

Motivation: Protective

Oriented to address or escape the personal problems of the volunteer

Motivated to help less fortunate populations due to the volunteer's feeling of guilt for being more fortunate

Motivation: Enhancement

Feel better about oneself by boosting self-esteem

The individual wants to be needed by others

Recruiting People

Start with your “why”

Incorporate their “why”

Craft the message strategically

Target people appropriately

Recruitment Strategies

Job fair

Social Media

Partnerships

Flyers

Employee referrals

Chalkboards / Magnet boards

Job postings / boards

Google Ads

Signage

TV Commercials

Questions?