

5 Golden Rules for Engaging Boomer Women

1

Show them people they can relate to

Don't make this group 'older' than they are. Remember: they're not Maggie Smith (or even Helen Mirren, though they'd like to be one day: she's on the cusp of aging out of this group). They're Oprah, Michelle Yeoh, Sarah Lancashire, Madonna, Helen Hunt, Dawn French, Adjoa Andoh. They're followers of fashion because their generation always have been: they were the first real 'teenagers' and they invented pop culture. And they are fed up with seeing images of elderly people that are supposed to be speaking to them.

2

Free time and money mean more than age

There is a huge diversity of ability and attitude within this generation, as this age group straddles people who have recently had kids leave home (or indeed move back in), to those with older grandchildren. Some work full time, others are retired and thinking about their own care. Many still have parents. There is a huge range of family scenarios, time commitments and financial positions that people fall into. We've divided the group by time and money in our Pen Portraits, to hone down on their respective lives and needs more closely.

3

Give them adventure, with comfort

Their health and their responsibilities are on their minds, but they also want ways to escape from their worries by learning skills and experiencing new things. Don't assume Digital isn't the way to deliver these: Covid accelerated their tech skills and showed them what it's possible to do from an armchair. They feel liberated by tech, whilst still also seeking new social experiences face to face locally. They absolutely have lots more living to do, so offer them opportunities to have purpose and meaning.

4

Show them how you've earned your stripes

These women are often long time change makers themselves. Their generation has been at the forefront of equal rights movements across the world; fought poverty via LiveAid; and seen some of the most transformative political and class upheavals for centuries. As a result, they can be more suspicious of the establishment and what's going to work to effect change, and charities have to work hard to prove both their legitimacy and efficacy to this audience.

5

Recognise their desire to set boundaries

They cope with their pressured lives by setting clear boundaries whenever they can. At this time of life where so much is uncertain about their future in terms of family, health and their own care, they crave control. Many set boundaries with family (e.g. "I'll take the grandkids 2 days a week, but no more,") and they are cautious about engaging with charities often because they fear "being bombarded" once they contact them. Being really clear about what any relationship involves will give them the confidence to interact with you more.