

Life After 60: The Power we Possess

I attended a webinar for non-profits last week about connecting with baby boomers through all the many techniques and facets of THE WEB. It was presented by three young and very knowledgeable marketing professionals who said that because “boomers” now represent a \$2.6 trillion annual market, it is critical that non-profits meaningfully engage the older generations online. To be successful, non-profits must make an emotional connection by “leading with the right brain [the emotional side] and punching with the left [the rational side].” “OUCH!” I said out loud knowing that the rest of the participants sitting at their computers could not hear me since it was a webinar.

Overall, I agree with much of what was presented in a very well-organized webinar. How can we ignore the fact that people over 60 control over 80% of personal financial assets, represent 50% of all consumer spending, desire to pass their wealth onto charitable causes as much as to their children, and the majority over 60 use social networking sites?

In keeping with this beautiful harvest time of the year, my thoughts turned to the power that we older people possess in growing, nurturing, and harvesting for a better world. In the eyes of the marketers, we possess the power to purchase (good for the economy) and to give to good causes and our children. When we look into each other’s eyes, what do we see? Trusted friends? A storyteller sharing our wisdom? People trying out new things to make the world better? When we look into our own eyes, what do we see? A consumer? A lifelong seeker? A person acting on our inner wisdom?

Lumunos, the non-profit that we are, promises not to lead with the right and punch with the left. The power that you represent to Lumunos comes as you follow God’s call in everyday life. As our Executive Director, Doug Wysockey-Johnson says,

The world gets better because part of the definition of call has to do with a greater good than we can imagine. The Caller invites us into action that is not just for our benefit, not just so we are happier and can do meaningful work longer, with greater integrity. The Caller invites us into action that will make the world more into what God envisions. The more we listen for and follow God’s call, the more the world will begin to look the way God created it.