



# Volunteer Resource Centre

## “Helping YOU Help Others”



ISSUE 1 September & October 2011

### What's New at the VRC!

Welcome to Fall 2011 – the VRC has a whole bunch of programming and resources we are hoping will help with your fall harvest of information and planning. A lot has been happening and we are looking forward to serving the Voluntary Sector needs of our communities.

As a result of the Voluntary Sector Symposium and an internal review of programs, priorities and services offered at the he Volunteer Resource Centre have been undergoing some changes and “tweaking” (is that a word?). Changes include a redesign of the VRC web site, introduction of a Family Volunteer Program, increased outreach to the Corporate Sector, priority recruitment of youth, a full Training Schedule and the First Edition of this Newsletter! These areas and priorities will be further discussed as you read through the newsletter – sit back and enjoy!

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### Topic of the day... Corporate Outreach???

Why would a Volunteer Resource Centre get involved with Corporate Outreach? Corporate volunteerism has two sides: allowing *employees* to volunteer during work time and allowing *outside volunteers* into the place of work. Why would employers bother with all this? In addition to the obvious – helping the community - employers know it makes good business sense. Volunteerism in the workplace improves corporate image and provides a good return on investment – positively affecting their bottom line.

When business support *employee* volunteering, they are actually providing an opportunity for employee team building, improve moral and develop leadership skills in employees. Happy employees have a direct impact on the *attraction* of new employees (people want to work there) and employee volunteerism can directly impact *retention* of employees (employees want to stay there) . Less recruitment and more retention saves employers money. Further, employees volunteering in the community projects a positive corporate image and provides creative opportunities to market/promote the business. Finally, a positive corporate image has the potential to increase customer base – improving the bottom line.

Community members may also want to volunteer *in* a business as a means to use skills and learn skills. Letting volunteers into a business offers many benefits including access to specialize skills they may not have within their team, there is a cost savings for the work that is done and the employers has the opportunity to preview the skills of a volunteer as a potential employee. Everyone wins!

So....volunteerism in the workplace has benefits for the employer, employee, community member and ultimately the community as a whole. With the VRC's mandate to promote volunteerism, working with the business community makes good sense. If you have any questions or comments on the business case for corporate volunteerism, drop us an email or give us a call!

### Check this Out!

- \* VRC website has changed!!
- \* Grasslands Regional FCSS and the VRC ran another successful Super
- \* Hero's Summer Camp!
- \* Local youth produced a video clip promoting volunteerism to other youth! Check it out at.....  
[www.vrcbrooks.com](http://www.vrcbrooks.com)
- Ashton's Place is doing AWESOME volunteer work in the community. Be sure to check out their web site  
[www.ashtonsplace.org](http://www.ashtonsplace.org)

## Volunteer of the Month

Who will it be?  
Your Agency ?  
Your Volunteer?

The VRC Volunteer of the Month program selects one volunteer each month of the year to recognize publically. The Volunteer of the Month program is a great addition to your agencies overall volunteer recognition plan/strategy. It costs you nothing, recognizes your volunteers and gives both the individual and your agency public recognition!

Voluntary Sector organizations can complete Nomination Forms and submit to the VRC. Those selected as the Volunteer of the Month will receive a gift certificate for a meal at the Brooks Legion to purchase and are formally recognized through the "Country Kickers" radio promotion. All Volunteer of the Month winners are invited to be acknowledged at the FCSS Annual Citizen and Junior Citizen of the Year Awards Dinner. Nomination forms can be picked up at the VRC office or printed from the website.

## Training & Event Schedule 2011/12

The Grasslands Regional FCSS, Volunteer Resource Centre is pleased to be providing the Voluntary Sector of our communities a series of Volunteer Management training opportunities. These workshops are half day sessions targeting components of the Volunteer Management Cycle. Workshops are designed to increase knowledge and skills required for individuals developing and managing volunteer driven programs and services.

To maximize learning, delivery of workshops are planned to build on the skills and knowledge acquired from previous sessions (following the Volunteer Management Cycle from start to finish). Therefore, although not required, it is recommended participants attend each session in the order of delivery. Sessions are half day (3-4 hours) and will be delivered during a daytime and evening timeframe. Participants will receive a Certificate of Completion for each training component and those who complete all components will be awarded a full certificate of completion during National Volunteer Week (April 2012). Registration Forms and the full training schedule for September 2011 until June 2012 is available on the VRC website [www.vrcbrooks.com](http://www.vrcbrooks.com). For more information please call the office @ 403-362-4432. Preview of the Fall Sessions.....

### **September: Understanding the Volunteer Management Cycle**

This workshop serves as an introduction and review of the Volunteer Management Cycle as it relates to the vision and mission of organizations within the voluntary sector. Participants will examine the internal as well as legal roles and responsibilities of both the Volunteer Manager and the volunteer(s) engaged within the organization. These roles and responsibilities will act as the foundation to examine the theory behind the eight steps of the Volunteer Management cycle. To conclude this module, participants will discuss their role in relation to risk management and record keeping.

### **October: Organizational Assessment and Volunteer Job Design**

Are you ready to use volunteers? Are you able to retain the ones you have engaged? The first step in designing volunteer positions within your organization is to understand where you are currently positioned – do you have the "infrastructure" to recruit, train, monitor and retain volunteers? This workshop will help participants gain an understanding of the key ingredients required to make a solid foundation for their volunteer program. Once the foundation is in place, organizations can begin to design positions. To minimize risks and increase success for both the individual and the organization, job design needs to be more than writing a job description. Participants will investigate how to plan through the identification of short and long term goals, evaluation of conditions, articulating the responsibilities of the position, identifying personality and skills required of a position and will look at behavioral standards required for the design of volunteer positions.

To check out full details on these sessions and preview the eight month line up, visit [www.vrcbrooks.com](http://www.vrcbrooks.com)

## Helping You Recruit Volunteers

The VRC provides support, consultation, training and resources that helps the voluntary sector (health, education, social, recreation, leisure and public service sectors) develop, manage and grow effective volunteer programs within their agency or organization. Our service area encompasses the City of Brooks, County of Newell No. 4, Village of Duchess, Village of Rosemary and the Village of Tilly. Having said this, it is impossible for the VRC to find volunteers for each and every organization within each sector within each community. The VRC however has the capacity to provide the sector information, resources, training and consultation that “Helps You Help Others”.

In addition to training, consultation and resource that help you recruit volunteers, the VRC can promote your organization to community through what we call the “V-List”. As community members visit the VRC web site or drop in to find volunteer opportunities in the community, the VRC provides them access to the V-List. The V-List is a resource (hard copy and search engine) which allows potential volunteers to learn about your organization and the types of positions you may have available. The V-List is a great way to promote your organization to future candidates and is one strategy you may want to include in your overall recruitment plan.

*To become a V-List member organization or update your current information, you can download the “Organization Information Form” from our web site, fill it in and fax it over – it’s that easy!*

What else does the VRC do to support recruitment? When community members come the VRC, we provide three main services: help individuals determine what kind of volunteer experience they are looking for, connect them to organizations through the V-List and offer to attach them to an internal databank. Those in the databank receive information on volunteerism and family volunteer / special event opportunities to volunteer. Once in the system, V-List updates will be emailed to the volunteer.

## Volunteer Manager’s Corner

Interesting facts from Volunteer Canada..... The following excerpt from a recent research put out by Volunteer Canada. I encourage you to read the full report posted on [http://volunteer.ca/files/English\\_Research\\_Fact\\_Sheet\\_Bridging\\_the\\_Gap.pdf](http://volunteer.ca/files/English_Research_Fact_Sheet_Bridging_the_Gap.pdf)

### Identifying the Gaps.....

The research found there are gaps between the opportunities organizations are providing and the meaningful volunteer experience Canadians are seeking, such as:

- Many people are looking for group activities BUT few organizations have the capacity to offer them;
- Many people come with professional skills BUT many professionals are looking for volunteer tasks that involve something different from their work life;
- Organizations are expected to clearly define the roles and boundaries of volunteers BUT many volunteers want the flexibility to initiate what they have to offer (i.e., create their own volunteer opportunity);
- Many organizations want long-term commitment BUT more volunteers want shorter-term opportunities; and
- Many organizations focus on what they need BUT many volunteers come with personal goals to be met.

### Common Trends Among Today’s Volunteers.....

Some findings were unique to youth, baby boomers, families, and employer-supported volunteers, other trends apply more broadly to volunteers today, including:

- Volunteering changes throughout our lifecycle, along with evolving priorities, circumstances and interests;
- Today’s volunteers are more goal-oriented, autonomous, tech-savvy and mobile;
- Volunteering is a two-way relationship that needs to meet the goals of the volunteer and the organization;
- Volunteering is personal and stems from individual preferences and motivations;
- Volunteering is a way to transfer and develop skills by gaining or sharing experiences;
- Volunteering in groups appeals to all ages for social and business networking;
- Finding satisfying volunteering is not easy for everyone.

The results also suggest the most promising opportunity to expand the volunteer base is among ‘past’ volunteers -- those who have volunteered before, but don’t at the moment.



## Fundraising: What Canadian Donors Like

Since the meteoric rise of networks like MySpace, Facebook, YouTube and Twitter, Canadian fundraisers have been scrambling to make the most of social media. But while donor interest and engagement have risen, there have been few breakthrough fundraising results. Moreover, many fundraisers know their files are on the older side - and the assumption has been that it's mostly younger folks who are active on social media networks.

In November 2010, **Stratcom**, **hjc** and **Convio** released a groundbreaking study exploring the multi-channel preferences and charitable habits of four generations of Canadian donors. This study just scratched the surface of data we collected from over 1,500 Canadian donors. Recently we went back into that data and asked a few new questions. Or more accurately, we asked *the* burning question. Just how do I use social media to engage my donors?

### Social media luring every age group

Our data shows that some of our assumptions about who is using what social media channels, and how much, are not really accurate. Here are four social media generational profiles:

**Gen Y (b. 1981-1991)** Majority use the Internet 10-19 hours a week. 87% use Facebook. 30% use Twitter. 24% use LinkedIn. 93% use YouTube.

**Gen X (b. 1965-1980)** Majority use the Internet 10-19 hours a week. 81% use Facebook, 25% use Twitter. 23% use LinkedIn. 90% use YouTube.

**Boomers (b. 1946-1964)** Majority use the Internet 10-19 hours a week. 66% use Facebook. 13% use Twitter. 19% use LinkedIn. 72% use YouTube.

**Civics (b. 1945 or earlier)** Majority use the Internet 10-19 hours a week. 52% use Facebook. 6% use Twitter. 8% use LinkedIn. 45% use YouTube.

What really struck us in this data was just how prevalent social media usage is across generations. Yes, it's true that the Gen Y audience is the most active and engaged. But all groups are using social media and the majority of your donors of any age are on Facebook and YouTube.

<http://www.charityinfo.ca/articles/what-Canadian-donors-really-like-about-social-media>

## Resource Library

The VRC office houses a resource library voluntary sector organizations can access for professional development. Take a break, bring your coffee and do a little reading! Resource of the month.....

### Special Events: Proven Strategies for Nonprofit Fundraising

*"In this updated edition, Wendroff guides the reader onto the Internet with its cost-effective, timely, and considerable means for planning and conducting special events. The web-based strategies discussed in the Second Edition include volunteer enlistment, marketing to an expanded audience, and moment-by-moment stewardship. The newly presented strategies can further your event's success and attract greater returns for addressing organizational mission objectives."*

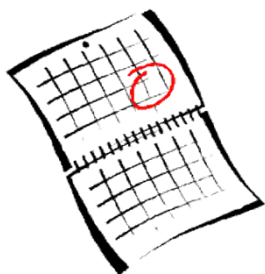
## Quote of the Month

*"You are not here merely to make a living. You are here in order to enable the world to live more amply, with greater vision, with a finer spirit of hope and achievement. You are here to enrich the world, and to impoverish yourself if you forget the errand."*

Woodrow Wilson



## Need to Know About Events and Activities



Volunteer Canada National Volunteer Centre meeting (October 17 & 18, 2011) in Toronto

SCiP Internship Program: You get a great University students and the Government pays to internship <http://joinscip.ca/>

Canada's Homelessness Forum (youth homelessness) will be held at the College September 26 – community partners welcome