

**MINTO VOLUNTEER & CULTURAL SYMPOSIUM**

# **Rising Up Volunteer Sustainability Project**

February 7, 2026



# ABOUT THE PROJECT: **BACKGROUND**

Spring 2023 Minto Arts Council received a grant through Canada's Community Services Recovery Fund to support a post-pandemic refresh of Minto's Volunteer sector and Volunteerism in Minto.

What was involved:

- Environmental scan & survey of Minto's volunteer sector & volunteers
- Diversity, Equity & Inclusion
- Recruitment & Retention practices
- Use of Social Media & Technology to support awareness of each Volunteer organization & engagement of volunteers & the public
- How to make the most of Volunteer Fairs & Community events to promote your cause
- Videos





# ABOUT THE PROJECT

## WHO WAS INVOLVED

- Palmerston Lions Club
- Clifford Rotary
- Grey Wellington Theatre Guild
- Harriston Historical Society
- Clifford Horticultural Society
- Harriston Horticultural Society
- Minto Arts Council – sponsoring organization

Supported by the the Town of Minto



# ABOUT MINTO'S VOLUNTEERS



- Aging group of volunteers
- More women than men are volunteering
- Majority of volunteers identify as white/caucasian/European descent
- Most are long-time volunteers
- Most people learned about their organization through Word of Mouth
- Top reasons for joining their organization:
  - to contribute to their community – people want to volunteer for a purpose – do meaningful work
  - be connected to those around them
- In general Volunteers found their organizations were easy to join and have had positive experiences
- More than half indicated that when they joined, they received information that they need to perform their role





# ABOUT MINTO VOLUNTEERS

- They like to receive communication regularly
- What do volunteers like about their volunteering/memberships
  - social opportunities
  - giving back to the community
  - the activities of the organizations
- What would improve their experience?
  - Clear information
  - More opportunities to engage in their roles & organization's projects
  - Trust to do their work
  - More equal division of work/responsibilities
  - Recognition for their own work and the overall work of the organization

# RECOMMENDATIONS & OPPORTUNITIES



## TARGET YOUNGER & MORE DIVERSE GROUPS

- Need to appeal to a younger membership & emerging diversity of the population of Minto
- Adopt new approaches to communications, events and activities, that will reach and resonate with a broader sector of the population
- Adjust traditional events to incorporate new/different activities
- Identify and eliminate Barriers to membership & participation



## MARKETING AND ADVERTISING

- Adopt modern approaches to messaging – using technology which includes internet tools such as Social Media and Email
- Social Media is the new “Word of Mouth”. Younger people use these platforms to be informed about happenings in their world
- Maintain traditional marketing & advertising methods to sustain communications with existing membership (eg paid newspaper advertising & publicity)



## COMMUNITY ACTIVITIES

- Continue to do what they are good at, while gearing events towards families, younger and more diverse people
- Events are excellent opportunities to promote membership and volunteerism
- Provide easy- access information (eg with electronic links etc)
- Talk to people about the opportunities that come with membership
- Share specific opportunities and benefits
- Role descriptions
- Share your Cause
- Support one another's events across Minto



## RECRUITMENT-FOCUSED ACTIVITIES

- Consider event-based volunteers &/or virtual volunteers
- New Members events; invite a friend
- Volunteer Fairs etc.
  - local schools
  - Minto groups - jointly host a Community Volunteer fair
- Use Technology
  - communicate with younger populations,
  - online membership forms, e-transfer
  - digital links to organizational or event information
  - maximize websites & social media potential
- Engage existing members to be more active



## REMOVE ORGANIZATIONAL BARRIERS

- Organizational “self-reflection” to identify any barriers to new, younger and more diverse membership & involvement
- Examine your organizational structure and culture to identify any barriers
- Leadership is key. Organizational culture comes from its leadership. The leaders' job is to set the tone for an enjoyable and attractive experience for everyone





# RECOMMENDATIONS & OPPORTUNITIES



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# RECOMMENDATIONS & OPPORTUNITIES



## COMMUNITY ACTIVITIES

- Continue to do what they are good at, while gearing events towards families, younger and more diverse people
- Events are excellent opportunities to promote membership and volunteerism
- Provide easy-access information (eg with electronic links etc) on your websites, social media & print materials
- Talk to people about the opportunities that come with membership or volunteering
- Share specific opportunities and benefits
- Role descriptions - have them & share them
- Share your Cause
- Support one another's events across Minto & collaborate to raise awareness for all groups



# RECOMMENDATIONS & OPPORTUNITIES



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# ENGAGING VOLUNTEERS & MEMBERS FOR RECRUITMENT & RETENTION

## Why do People Volunteer?

Top motivations for Volunteering

- Believe in the cause
- Use skills & experience
- Affected by the cause
- Explore one's own strengths
- Improve job skills



# ENGAGING VOLUNTEERS & MEMBERS FOR RECRUITMENT & RETENTION

## Different Approaches for Different Generations

- Older Adults are concerned about health & safety, & want to volunteer in person
- Sandwich generation has less time than ever, inflation is impacting all forms of giving
- Newcomers & under-employed are looking for resume building & references opportunities
  - Newcomers are also looking for connection to their community
- Younger generations want to know that they are making a difference





# ENGAGING VOLUNTEERS & MEMBERS FOR RECRUITMENT & RETENTION

## What do you want volunteers to do?

Important to have roles defined/outlined:

- What do you need them to do?
- What skills/attitudes/knowledge are required?
- What will be their motivations & potential barriers?
- What does this job contribute to the organization's mission?

***Tell them with a job description so they know what they are volunteering for and what they will do.***



# ENGAGING VOLUNTEERS & MEMBERS FOR RECRUITMENT & RETENTION

## What is the Impact of Their Contribution

- People understand and value volunteering but more than ever they want to know the difference that is being made
- Know & share the value of the volunteer's contribution
- If they are not valued, why would they stay

**If you want someone to  
do a good job,  
then give them a good  
job to do!**



# ENGAGING VOLUNTEERS & MEMBERS FOR RECRUITMENT & RETENTION

**The number one reason people become involved as volunteers  
is because they were personally asked!!!**

**SO ASK!!**





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**SO ASK!!**

**Know what motivates the types of volunteers who you want to join you – it's not one size fits all – Families, Youth, Seniors/Matures, Baby Boomers, New Canadians, Employer Supported Volunteering - each are motivated differently.**



# ENGAGING VOLUNTEERS & MEMBERS FOR RECRUITMENT & RETENTION

**The number one reason people become involved as volunteers is because they were personally asked!!!**

**SO ASK!!**

**Know what motivates the types of volunteers out there – it's not one size fits all – Families, Youth, Seniors/Matures, Baby Boomers, New Canadians, Employer Supported Volunteering..... and ask.**

What worked in the past may no longer bring the same results – create strategies tailored to the job that you need people to do & who you want to attract.



# ENGAGING VOLUNTEERS & MEMBERS FOR RECRUITMENT & RETENTION

## Your Recruitment Strategy:

- What do you need volunteers to do? What is their role?
- How many volunteers do you need?
- Who is the ideal volunteer/candidate for this work?
- Where & how can you reach them?
- What is the message & how will you communicate it?





# ENGAGING VOLUNTEERS & MEMBERS FOR RECRUITMENT & RETENTION

## Retention

- Important to make sure your volunteers & members know what is expected of them – might consider this to be like orientation &/or training
- Build relationships through connecting & communicating with your members – this is also not a one-size fits all – understand that everyone is different
- Take feedback from your members & volunteers - ask for their feedback and welcome their input & ideas to run your program/group
- Don't forget Volunteer recognition – authentic recognition & appreciation – When people feel their work is valued, they will meet, even exceed what you need from them



# ENGAGING VOLUNTEERS & MEMBERS FOR RECRUITMENT & RETENTION

## Summary Takeaways

- Build meaningful relationships
- Be flexible & accommodating
- Be sensitive to gender, culture, language & age
- Provide online engagement in recruitment using technology & Social Media
- Develop customized approach to engagement

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# ENGAGING VOLUNTEERS & MEMBERS FOR RECRUITMENT & RETENTION

## National Volunteer Appreciation Week

April 19-26, 2026

### “Ignite Volunteerism”

“This National Volunteer Week we will celebrate the ways in which people in Canada have ignited volunteerism in their communities, aligning NVW 2026 with Ignite Volunteerism, deepening our collective impact.”

Visit [\*\*www.volunteer.ca/national-volunteer-week/\*\*](http://www.volunteer.ca/national-volunteer-week/) for more information







## Town of Minto Volunteer Match Portal

### How does it work?

- Post your group or volunteer opportunity
  - People looking to join or volunteer see the opportunity on the portal & they can follow the contact information posted
- OR
- They register on the portal & are matched to the organization that suits their interest

### What can you post?

- Your group info & membership program
- Volunteer positions that you have open
- Event-specific volunteer needs-with dates

A GREAT WAY  
TO CONNECT  
WITH PEOPLE  
LOOKING TO  
VOLUNTEER.

**QUESTIONS?**

