April 1, 2023 – March 31, 2024

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Mon. to Thurs., 9 am to 4 pm

Last Updated: January 2023
Membership
Why You Want to Join

VOLUNTEER WATERLOO REGION

Since 1984, Volunteer Waterloo Region (VWR) has worked to increase awareness of and participation in volunteerism. As a community leader we leverage our expertise to promote, engage, connect and coach others about volunteerism and community engagement in our region.

VWR provides leadership to the nonprofit sector in such areas as organization development, volunteer recognition and recruitment. Our services are designed to support the success of our member organizations, with thanks to the support of all our major funders.

MEMBERSHIP OVERVIEW

What We Offer

- Recruitment / Referral — Member Portal
- Training / Consultations — on demand
- Recognition — events and media liaisons

What is Expected of You

Canadian Code for Volunteering – Members agree to follow best practices of volunteer management as outlined in this code and among peers.

Annual Full Membership — $200 Membership year is April 1, 2023, until March 31, 2024.

Returning members will be contacted and provided invoices

VOLUNTEERWR.CA
Volunteer Database/Member Portal

Members are responsible for editing their own positions on volunteerWR.ca. Highlight your needs, contact info, and links to applications using the online platform. Statistics are available for each posted position. Support and orientation to the Member Portal is available during office hours.

Targeted promotional materials for display and presentations are available in print, virtually and in person at community outreach events. VWR reaches a wide range of audiences including youth, newcomers, business professionals, employment agencies and groups through ongoing outreach.

Promotion Opportunities

Weekly marketing for priority volunteer positions are shared with various media. Social media including Facebook, Twitter, Instagram, and two bi-weekly e-newsletters. Live interviews are available on CKWR 98.5 at 9:15 a.m. each week.

National Volunteer Week, International Volunteer Day and other special features will be highlighted in local papers. (Waterloo Chronicle, Cambridge Times, New Hamburg, The Record etc.)

Any questions about promotion, recruitment and referral can be directed to dianne@volunteerwr.ca

Additional Promotion

All of the following is available with your membership by request. Let us know and we will help promote you and your organization’s volunteer needs!

Social Media

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter Followers</td>
<td>5895</td>
</tr>
<tr>
<td>Facebook Followers</td>
<td>2606</td>
</tr>
<tr>
<td>Instagram Followers</td>
<td>850</td>
</tr>
</tbody>
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Social media sharing of volunteer opportunities and other materials from your organization to our followers across different platforms.

Media Connections

Special radio promotion of volunteering opportunities through CKWR 98.5
Opportunities to promote in local newspapers during the year thanks to partnerships we have cultivated. Look for us during National Volunteer Week!

Bi-Weekly Newsletters

Direct emails to potential volunteers in our Bi-Weekly Youth and Regular Newsletters. Send us promotional opportunities and we will work to connect you to this audience of 1000+ recipients.

VOLUNTEERWR.CA
Community Partnership
Opportunities are open for members to participate in ad hoc focus groups and forums related to new services, studies, and trends in volunteer involvement and community engagement. VWR represents volunteerism on behalf of our members at the municipal, regional, provincial, and national planning table. Collaboration on grants and funding can be discussed.

Corporate Support
Funder/partner, United Way Waterloo Region Communities, works with Volunteer Waterloo Region to connect businesses and corporations with organizations. Employee volunteer provide opportunities to build partnerships and broaden the awareness of the work done in the nonprofit sector.

Storytelling
We offer the ability to share stories of volunteerism, volunteer impact and positive community change facilitated by volunteers in the region. We like to highlight these stories from volunteers, and organizations, throughout the year, with a major focus around National Volunteer Week. We have seen how this kind of recognition helps build community around organizations and the services that they provide. We also include these messages in our social media and our electronically circulated newsletters.

National Volunteer Week – April 16 – 24, 2023
Recognition resources including posters, certificates, cards, bookmarks, and other volunteer recognition materials, are available to support volunteer managers in their celebration activities. Media attention is also at a peek at this time. Members can choose to participate.

Keep in Touch with Target Audiences

Youth Engagement
Connecting both post-secondary and high school students to youth-friendly volunteer positions is an unending learning journey. New cohorts come in yearly in a wide variety of programs in local high schools and three post-secondary institutions. VWR hosts youth engagement programming as funding permits. Engaging future social entrepreneurs and philanthropists who create programs that make a difference is always invigorating.

LINK to Application for Membership. Contact Dianne Boston-Nyp at 519-742-8610.
Canadian Code for Volunteer Involvement
It is our joint responsibility as charitable nonprofit organizations to adhere to the best practices of volunteer management, set out in the Canadian Code for Volunteer Involvement. Volunteer Canada provides a network to assist volunteer centers to connect and learn from local and provincial volunteer professional associations.

Consultation
Staff expertise and Advise is available upon request. Volunteer management coaching up to 3 hours is included with membership. Tailored training is available on topics including: Volunteer management, Board development, and Various nonprofit sector topics. Additional fees may be applied based on subject matter and time commitment.

Good Practices Bank
A searchable database of volunteer management and engagement resources populated with submissions from our local and provincial Volunteer Managers. You are welcome to share tools, expertise, and resources with your peers by submitting resources that you have developed. You can search for guides designed by Volunteer Waterloo Region including:
- Volunteer Management Handbook
- Volunteer Readiness for Newcomers.
- Make Team Volunteering Your Business

Networking
Volunteer Waterloo Region facilitates two monthly networks, on scheduled times, up to 10 months each year — invitations are sent by email to members.
- Executive Directors Network — contact Jane Hennig for details
- Volunteer Managers Network — afternoon meetings are arranged annually

Waterloo Region Association for Volunteer Administration (WRAVA)
VWR Members are invited to attend monthly WRAVA meetings to network with their peers. Participation is a benefit as you will learn from peers from other local nonprofits. Invitations are sent prior to each meeting, and dates are announced throughout the year.