

Volunteer Leduc

5 YEAR STRATEGY

2021-2025



BACKGROUND

Leduc has always been a place where people work together and support each other. Throughout our history, our foundation has been people helping people. Farmers worked together to harvest crops. Neighbours built each other's barns. Parents raised funds for children's sports. Working cooperatively, our citizens have always taken the initiative to support the community.

Volunteer Leduc (VL) was formed in 2009 to continue fostering the significant level of volunteerism shown for the 2008 Alberta Winter Games. The community's commitment and initiative during the Games proved that Leduc has untapped potential. Volunteer Leduc seeks to spotlight the true value of volunteering, in all its forms.

Volunteerism is a crucial part of our social fabric: it's about helping others, supporting the community, connecting people, and shaping our society as a whole. Mayor Bob Young states, "Over the years our volunteers have seen various needs in our community, and through conviction and motivation have helped ensure those needs are met."

There are countless examples of this, from the Alexandra Outdoor Pool, ball diamonds and skate park to the Maclab Centre for the Performing Arts. Our work at Volunteer Leduc aims to create connections, support and recognize volunteers, and develop collaborative relationships in the community.

Our five-year strategy, called Build Strong, is founded on four key principles:

Tell Our Story

Volunteer Leduc aims to become the face of volunteerism in the community, engaging with our citizens and increasing awareness of volunteer opportunities. Social media campaigns and community engagement are key to getting our message out: Every person counts.

Create the Connection

Fostering volunteerism is about connecting people to what matters to them. We act as the liaison, matching people with the right resources and organizations, and informing them about ways that they can be involved.

Build the Capacity

Once the connection is established, nurturing the relationship is paramount. Capitalizing on our key values of teamwork, service and respect, we aim to build a relationship of trust between volunteers and organizations. We use workshops and regular engagement to equip our volunteers with new skills and build capacity.

Activate and Empower

We believe that empowering people is about giving them the tools to realize their own potential. Through relationship-building, educational initiatives and volunteer recognition programs, we support our volunteers and organizations as they work towards mutual goals.



BUILDING STRONG

Our mission is to ensure that connections are in place for us to build community, respond to social isolation and invest in our future.

How can we support our volunteers and our charities?
 How can we create opportunities for our citizens to connect?
 How can we ensure a supportive and inclusive community?

Volunteering is about more than helping others – it’s about shaping our society.
 When people connect, the possibilities are endless.

BUILDING RELATIONSHIPS

Networking with organizations

Connecting people with what matters to them

Recruiting new volunteers

People in Our Community

Charities and NFPs in Our Community

Businesses in Our Community

People in Our Community		Charities and NFPs in Our Community		Businesses in Our Community	
What They Need	What They Offer	What They Need	What They Offer	What They Need	What They Offer
Sense of belonging	Variety of skills and insights	Manpower	Sustainable Development	Connections	Stewardship
Combat isolation and loneliness	Manpower	Insights	Recognition	Sense of belonging	Mentorship
Support good mental health	Sustainable development	Relationship building	Relationship Building	Relationship Building	Relationship building
Education	Hidden potential	Connection	Connection	Community support and engagement	Employer supported volunteering
Recognize their potential	Endless possibilities	Learning opportunities	Sense of belonging	Recognition	Skills
		Education	Mentorship		Contacts

BUILDING STRONG

COMMUNITY DEVELOPMENT

PRIORITY 1: TELL OUR STORY

1. Volunteer Leduc Online Presence
2. Social Media Campaign
3. Recognition & Awards
4. Measuring Impact

PRIORITY 2: CREATE THE CONNECTIONS

1. Authentic Dialogue
2. Volunteer Fair
3. Town Halls (Listening Café)
4. **Random Acts of Volunteer Excellence (RAVE)**

BUILDING STRONG

PRIORITY 3: BUILD THE CAPACITY

1. Volunteer Database
2. Skill-building Workshops
3. Capacity Building Grant Program
4. Regional Forum. Conference

PRIORITY 4: ACTIVATE AND EMPOWER

1. Youth Engagement
2. Community Engagement
3. Corporate Volunteer
4. Emerging Leaders

KEY INITIATIVES & PROGRAMS - ONGOING

ADMINISTRATION

- Volunteer Leduc is the liaison between the potential volunteer and organization seeking volunteers.
- Online confidential registry assists potential volunteers and aligns their interests/skills to the right opportunity.
- Establish ongoing database for Leduc volunteers.
- Variety of volunteer opportunities from Social Services to Special Events.
- In partnership with other City departments to assist in a volunteer capacity (e.g. emergency management, emergency social services, volunteer management, applications, etc.)
- Webpage provides program information on general information and resources (e.g. FAQ's quick links, award and funding opportunities, etc.)
- Volunteer application and volunteer opportunity form posted on webpage.
- Promote and update (when required) volunteer management handbook. A resource for volunteer managers that includes templates for recruitment, application process, interview, risk management, volunteer dismissal/registration/leaving, etc.

MARKETING & PROMOTIONS

- Information is shared through the following sources:
 - Social media (e.g. Facebook, Twitter, etc.) Leduc Rep, community group contact list, bold boards, Ver-Mac traffic signs, LED electronic signs, media releases, community connection newsletter, City Community Report, City Activity Guide, Citywebpage.
 - promotional material/merchandise (e.g. pamphlets) distributed at various events like Community Information Registration Day.
- Continue to strengthen collaborative working relationships with community organizations and not for profit groups.
- Continue to strengthen collaborative working relationships with community businesses.

RECOGNITION & AWARDS

- Citizen Recognition Program
 - Leduc Achievement Awards:
 - 5 to 7 award recipients per year, presented at Council, receive certificate and medallion
 - Citizens of Distinction:
 - 6 award recipients per year, presented at Volunteer Appreciation Banquet, receive framed certificate and biography, award recipient recognized on the Citizen of Distinction interactive display kiosk.
- Provincial and National Nominations:
 - Past awards submitted include Stars of Alberta, Prime Minister's Volunteer Awards, and Recreation Volunteer Recognition Award. Nominations submitted every 2-3years.
- Volunteer Appreciation Banquet:
 - During National Volunteer Week to increase awareness and recognition.
 - Annual attendance of approximately 600 volunteers – sold out annually.
 - Provides opportunity for tribute to individuals, who graciously donate their time and energy. An evening to celebrate the crucial work they do in the community.
 - Highly subsidized by the City of Leduc to assist non-profit organizations in recognizing their

KEY INITIATIVES & PROGRAMS

COMMUNITY DEVELOPMENT

volunteers with little financial burden.

- National Volunteer Week:
 - Bring awareness to national volunteer week through marketing: Leduc Rep advertisement, bold boards, LED signs, news release.
- Random Acts of Volunteer Excellence (R.A.V.E.): recognizes, celebrates, and promotes volunteerism by celebrating volunteers and their contributions to an organization through tokens of appreciation through Volunteer Leduc or donation/sponsors from a community business.
- Board Development:
 - Workshops, learning session, and advisory support for community groups for topics such as grant writing, board responsibilities, and virtual opportunities.

2021

TELL THE STORY

- Online Presence:
 - Work with CMS to update the current Volunteer Leduc webpage that will invite and encourage volunteer recruitment and engagement.
- Volunteer Database & Management System:
 - Work with CMS to Work to integrate the Volunteer Database/Management System.
- Citizens of Distinction (COD):
 - Present 2019 Citizens of Distinction Awards Presentation – Virtually.
 - Kindness Counts Campaign implemented as a virtual celebration of 2020 Citizens of Distinction, that includes a Thank You Video to Volunteers in our community, to be played during National Volunteer week.

CREATE THE CONNECTIONS

- Volunteer Fair- Virtual:
 - Livestreamed from Maclab Performing Arts Centre.
 - Opportunity to promote public awareness of community groups and associations.
- Town Hall (Listening Café):
 - Opportunity to connect, network and work with organizations throughout the year.
 - Working with other departments (Arts, Culture and Heritage, Bookings and Events, Community Development) to provide pertinent and relevant information.
 - Opportunity for open discussion and questions and answers (Q&A) for organizations.
- Random Acts of Volunteer Excellence:
 - Look at new opportunities to enhance the existing program.
 - Increase marketing opportunities and expansion of advertising.

BUILD THE CAPACITY

- Volunteer Database/ Management System (similar to Volunteer Connector or Better Impact):
 - Capacity to allow for promotion of community organizations and recruitment for organizations.
 - Ability to track volunteer hours and data for ongoing reporting and information.
 - Ongoing Capacity workshops- Strategic planning, OH&S, Scenario Planning etc.

ACTIVATE & EMPOWER

- Youth Engagement:
 - Work closely with FCSS, Leduc Family Resource Centres, schools and teachers to provide programs that would activate and empower youth to volunteers.
 - Collaborate with Youth Council on programs that matter to them.

2022

TELL THE STORY

- Volunteer Leduc Online presence:
 - Review and implement opportunities to enhance social media presence with platforms such as Facebook, Instagram, etc.
- Citizens of Distinction:
 - Citizens of Distinction & Volunteer Appreciation Banquet will be In-person event.
- Evaluations:
 - Review impacts of COVID-19 on volunteerism & our community groups.

CREATE THE CONNECTIONS

- Volunteer Fair-In Person:
 - Opportunity to promote public awareness of community groups and associations.
 - Enhance promotion of the corporate volunteer program and promotion.
 - High profile opportunity for non-profit organizations and groups to promote their services.
- Town Hall (Listening Café):
 - Opportunities for Volunteer Leduc and community groups to connect, network, and work with volunteers to better understand what they are drawn to and what helps them grow, etc.

BUILD THE CAPACITY

- Volunteer Database Management System:
 - Allow organizations streamline skilled volunteers, build strong board members.
 - New capabilities, stored availability, skills, and preferences for both organizations and volunteers to make appropriate decisions.
- Capacity Building Grant:
 - Create a program and criteria to provide training funding for organizations to attend workshops not provided by the City of Leduc that will enhance their volunteer organizational capacity.

ACTIVATE & EMPOWER

- Youth Engagement:
 - Preschool/Elementary program: Work with schools and teachers to provide programs that would introduce volunteering to children.
- Corporate Volunteer Program:
 - Network with corporate businesses to encourage the implementation of Corporate Volunteer policies and understand the needs, constraints, and opportunities of the business.
- Emerging Leaders Program:
 - Board to Youth Mentorship: Work with FCSS, a City of Leduc Board, as well as other community group boards to establish a mentorship program to bring youth to the table. Give them an authentic, safe space to share ideas and contribute on an ongoing basis, as well as offering learning opportunities that enhance their future whether it be post secondary educations, future employment or contributing back to the community by way of being on a board.

2023

TELL THE STORY

- Volunteer Leduc Online Presence:
 - Present newest promotional video on webpage.
 - Store tools and templates on our webpage for capacity building.
- Measure Impact:
 - Review Leduc Achievement Recognition program process, promotion, council, and community engagement of this program.

CREATE THE CONNECTIONS

- Volunteer Leduc Video Series:
 - Establish a series of Volunteer Leduc videos that follow the targeted activate and empower strategies - Youth Engagement: Elementary, Junior & High school.
 - Presentations local organizations with regards to new members to the community to promote volunteerism.
- Town Hall (Listening Café)
 - Re-evaluate the Town Hall to best practices.
- Volunteer Fair:
 - Encourage Newcomers to Leduc to participate.

BUILD THE CAPACITY

- Volunteer Management System/database:
 - Provide access for community groups to utilize promotion, scheduling, and reporting capability for themselves.
 - Provide volunteers ability to participate with online learning.
- Ongoing Capacity building workshops:
 - Investment Ready- Corporate Volunteer programs allows community groups to have quick, easily put in place volunteer opportunities for Corporations, should they inquire.
- Facilitate the Capacity Building Grant program.
- Regional Forum- Conference:
 - Initiate a partnership with regional partners (Leduc County, Devon, Beaumont) to create a Regional Forum Guest Speakers with trending topics such as funding, social media, etc.

ACTIVATE & EMPOWER

- Community Engagement:
 - Newcomers – partner with local churches, and other organizations to connect, activate and empower new members of the community to volunteer.
- Foster connections between business and organizations to encourage stewardship.
- Emerging Leaders:
 - Board to Volunteer Mentorship - work with City of Leduc Boards, as well as other community group boards to establish a mentorship program to bring Youth to the table; give them an authentic, safe space to share ideas and contribute on an ongoing basis, as well as offering learning opportunities that enhance their future whether it be post secondary education, future employment or contributing back to the community by way of being on a board.

2024

TELL THE STORY

- Volunteer Leduc Online presence:
 - Present newest promotional video on webpage.
 - Marketing and Promotion of all new Volunteer Opportunities.
- Volunteer Database & Management System:
 - Build and encourage community engagement through system.
- Social Media Campaigns:
 - National Volunteer Week, Citizens of Distinction Nominations and capacity building workshop
- Recognitions and awards:
 - Implement new Citizens of Distinction Award Category: Corporate Volunteerism.
- Measuring Impact:
 - Evaluate Volunteer Appreciation Banquet: its boundaries, expansion possibilities and other ways to show appreciation and promotion of volunteerism during National Volunteer Week.

CREATE THE CONNECTIONS

- Volunteer Leduc Video Series:
 - Newcomer- video that shows the story of how becoming a volunteer can help you become part of the community.
 - Presentations local organizations with regards to family volunteering.
- Town Hall (Listening Café)
 - Volunteers and families.
- Volunteer Fair:
 - Encourage families in the community to participate.

BUILD THE CAPACITY

- Board Essentials:
 - Capacity building workshop that partners lead board members in our community with other new volunteers or board members to learn board governance, finance and other needed training.
- Host Leduc Regional Forum – Conference:
 - A partnership with Leduc County, Town of Beaumont, and City of Leduc. Host location rotates through municipalities yearly. Approximately 50 -75 attendees. General topics include: funding, social media, and grant writing.

ACTIVATE & EMPOWER

- Family Engagement:
 - Families – develop communications strategies and make connections with organizations that activate and empower families to volunteer.
- Youth to Youth Mentorship;
 - Work with FCSS and other organizations to establish a mentorship program that connects young active volunteers to assist with the promotion of youth volunteering and provide an authentic, safe space to share ideas and mentor new young volunteer in the community.

2025

TELL THE STORY

- Volunteer Leduc Online presence:
 - Present newest promotional video on webpage (Families).
 - Marketing and promotion of all new Volunteer Opportunities.
- Volunteer Database & Management System:
 - Build and encourage community engagement through system.
- Social Media Campaigns:
 - National Volunteer Week, Citizens of Distinction Nominations and capacity building workshop.
- Measuring Impact:
 - Evaluate Youth Engagement: inputs, outputs, and short-term outcomes of the 2024 project.

CREATE THE CONNECTIONS

- Volunteer Fair- A Celebration of growth, bringing youth, families, businesses & newcomers together to support local organizations.
- Town Hall (Listening Café):
 - Groups and volunteers together.
 - Opportunity for open discussion and Q&A for organizations.

BUILD THE CAPACITY

- Establish a Volunteer Screening program:
 - Utilizing the database to assess skills and capacities of volunteers to assist with volunteer assignments.
 - Establish a tool that can be used in the database as well as for other organization.
- Host Leduc Regional Forum: - Conference host partner TBA.

ACTIVATE & EMPOWER

- Community Group Managers:
 - Community Groups & Volunteer Managers: encourage and promote already existing Volunteer Management Handbook.

DELIVERABLES

COMMUNITY DEVELOPMENT

PRIORITY 1.0: TELL OUR STORY: LIFE IS ALL ABOUT STORIES, WE CONNECT THROUGH THEM.						
1.1	STRATEGY: VOLUNTEER LEDUC ONLINE PRESENCE					
	Recommended Actions	2021	2022	2023	2024	2025
1.1.1	Work with CMS to update the current Volunteer Leduc webpage that will invite and encourage volunteer recruitment and engagement.					
1.1.2	Work with CMS to integrate the Volunteer Database.					
1.1.3	Review and implement opportunities to enhance social media presence with platforms such as Facebook, Instagram, etc.					
1.1.4	Store & present videos, tools, and templates for capacity building.					
1.2	STRATEGY: SOCIAL MEDIA CAMPAIGNS					
1.2.1	Promotion of new Volunteer Leduc Database (registration & activation).					
1.2.2	Promotion of Capacity building workshops and presentation.					
1.2.3	Ongoing community engagement programs (COD, VAB, Volunteer Fair, Kindness Counts, Love Your Leduc).					
1.3	STRATEGY: RECOGNITION & AWARDS					
1.3.1	Citizens of Distinction Awards/Volunteer Appreciation Banquet.					
1.3.2	Leduc Achievement Awards.					
1.3.3	New Corporate Volunteer COD Award Category.					
1.4	MEASURING IMPACT					
1.4.1	Create Data Champions – educate our community groups on the power of data (2022).					
1.4.2	Annual Evaluations.					
1.4.2.1	Evaluate impact and success of Volunteer Leduc Program.					
1.4.2.2	Review impacts of COVID-19 on volunteerism & our community groups.					
1.4.2.3	Review Leduc Achievement Recognition program process, promotion, council, and community engagement of this program.					
1.4.2.4	Evaluate Volunteer Appreciation Banquet: its boundaries, expansion possibilities and other ways to show appreciation and promotion of volunteerism during National Volunteer Week.					
1.4.2.5	Evaluate Youth Engagement: inputs, outputs, and short-term outcomes of the 2024 project.					
1.4.3	Analyze the data from the new database.					
1.4.3.1	Track # of volunteers, hours of volunteering and volunteer opportunities for ongoing reporting and information sharing (sharing the story of the value of volunteering in community).					
1.4.3.2	Provide access to volunteers themselves to track and document their own volunteer hours and the community to tell their stories (resume, scholarships, etc.).					

DELIVERABLES

COMMUNITY DEVELOPMENT

PRIORITY 2.0: CREATE THE CONNECTION: WE CONNECT PEOPLE TO WHAT MATTERS TO THEM						
2.1	STRATEGY: AUTHENTIC DIALOGUE					
	Recommended Actions	2021	2022	2023	2024	2025
2.1.1	Welcome Volunteer Love Letters, continue to build relationships.					
2.1.2	Person to person phone calls & continue to build relationships – Community Cheerleader.					
2.1.3	Person to person connections to community group board meetings.					
2.1.4	Establish a series of Volunteer Leduc videos that follow the targeted activate and empower strategies.					
2.1.5	Presentations to parents and teachers to share the value of volunteering to assist with engagement.					
2.2	STRATEGY: VOLUNTEER FAIR					
2.2.1	Virtual Live Streamed Volunteer Fair – opportunities to promote public awareness of community groups and associations.					
2.2.2	In-person Volunteer Fair high profile opportunity for profile opportunity for non-profit organizations and groups to connect on a more personal level to members of the community that are interested in volunteering.					
2.2.3	In person Volunteer Fair Tours.					
2.3	TOWN HALLS (LISTENING CAFÉ)					
2.3.1	Opportunities for VL to connect, network, and work with organizations.					
2.3.2	Opportunities for VL to connect, network, and work with volunteers to better understand what they are drawn to and what helps them grow, etc.					
2.4	RANDOM ACTS OF VOLUNTEER EXCELLENCE (RAVE)					
2.4.1	Create the sense of belonging (team building) visualize your contribution: increase marketing opportunities and expansion of advertising and connection.					
2.4.2	Create a sense of appreciation: look at new ways to enhance existing program (different types of gift cards, etc.).					

DELIVERABLES

COMMUNITY DEVELOPMENT

PRIORITY 3.0: BUILD THE CAPACITY: BUILD IT STRONG						
3.1	STRATEGY: VOLUNTEER DATABASE					
	Recommended Actions	2021	2022	2023	2024	2025
3.1.1	Engagement & Promotion tool for volunteer organizations to share their profile and needs with community to acquire volunteers.					
3.1.2	Streamline skilled volunteers, build strong board members.					
3.1.3	Stored availability, skills, and preferences for both organizations and volunteers to make appropriate decisions.					
3.1.4	Allows volunteers opportunities to learn.					
3.1.5	Provide access for community groups to utilize promotion, scheduling, and reporting capability.					
3.2	STRATEGY: SKILL-BUILDING WORKSHOPS					
3.2.1	Volunteer safety – OH&S.					
3.2.2	Leadership Training: governance, strategic planning, financial & fundraising, grant writing.					
3.2.3	Community group investment ready – corporate volunteers.					
3.2.4	Board essentials – organizations and general volunteers.					
3.2.5	Volunteer screening.					
3.3	STRATEGY: CAPACITY BUILDING GRANT PROGRAM					
3.3.1	Create a program and criteria to provide training funding for organizations to attend workshops not provided by the City of Leduc that will enhance their volunteer organizational capacity.					
3.3.2	Facilitate this program.					
3.4	STRATEGY: REGIONAL FORUM. CONFERENCE					
3.4.1	Partner with regional partners (Leduc County, Devon, Beaumont) to create a Regional Forum Guest Speakers with trending topics such as funding, social media, etc.					
3.4.2	Facilitate Regional Forum Conference – Host location rotates through municipalities annually.					

DELIVERABLES

COMMUNITY DEVELOPMENT

PRIORITY 4.0: ACTIVATE AND EMPOWER: PEOPLE.BUILDING.COMMUNITY							
4.1 STRATEGY: YOUTH ENGAGEMENT							
		Recommended Actions	2021	2022	2023	2024	2025
	4.1.1	Preschool/Elementary program: Work with schools and teachers to provide programs that would introduce volunteering to children.					
	4.1.2	Junior & High school program: Work with schools and teachers to provide programs that would activate and empower youth to volunteers.					
	4.1.3	Social & Emotional Volunteer Program (Youth & Seniors): Work with local seniors homes and FCSS to encourage youth and senior connections to build empathy and share skills.					
4.2 STRATEGY: COMMUNITY ENGAGEMENT							
	4.2.1	Newcomers: partner with local churches, and other organizations to connect, activate and empower new members of the community to volunteer.					
	4.2.2	Families: develop communications strategies and make connections with organizations that activate and empower families to volunteer.					
	4.2.3	Community Groups & Volunteer Managers: encourage and promote already existing Volunteer Management Handbook.					
4.3 STRATEGY: CORPORATE VOLUNTEER							
	4.3.1	Network with corporate businesses to encourage the implementation of Corporate Volunteer policies and understand the needs, constraints, and opportunities of the business.					
	4.3.2	Partnership with Leduc Chamber of Commerce.					
	4.3.3	Foster connections between business and organizations to encourage stewardship.					
4.4 STRATEGY: EMERGING LEADERS							
	4.4.1	Board to Youth Mentorship- Work with FCSS, a City of Leduc Board, as well as other community group boards to establish a mentorship program to bring youth to the table. Give them an authentic, safe space to share ideas and contribute on an ongoing basis, as well as offering learning opportunities that enhance their future whether it be post secondary education, future employment or contributing back to the community by way of being on a board					
	4.4.2	Board to Volunteer Mentorship: work with City of Leduc Boards as well, as other community group boards to establish a mentorship program to bring Youth to the table; give them an authentic, safe space to share ideas and contribute on an ongoing basis, as well as offering learning opportunities that enhance their future whether it be post secondary education, future employment or contributing back to the community by way of being on a board.					
	4.4.3	Youth to Youth Mentorship: work with FCSS and other organizations to establish a mentorship program that connects young active volunteers to assist with the promotion of youth volunteering and provide an authentic, safe space to share ideas and mentor new young volunteer in the community					