

VOLUNTEER MANAGEMENT TRAINING PROGRAM

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PART 1:

IMPORTANCE OF VOLUNTEERS

LEARNING OBJECTIVES:

You will work on developing the skills necessary to:



Understand the emotional and physical benefits of serving a nutritious breakfast to students



Engage volunteers in the Breakfast Program



Build partnerships with local businesses



Create a connection with the community and residents



ENSURING NO STUDENT GOES HUNGRY



KEY TERMS

Poverty: The state or condition of having little or no money, goods, or means of support; condition of being poor.

Social-Economic Indicators: Social indicators are numerical measures that describe the well-being of individuals or communities. Indicators are comprised of one variable or several components combined into an index. They are used to describe and evaluate community well-being in terms of social, economic, and psychological welfare.

Academic Performance: The extent to which a student, teacher or institution has achieved their short or long-term educational goals.

Breakfast is known as the most important meal of the day, however in many families, children are used to starting the day without a morning meal.

The Student Nutrition Ontario Program is committed to offering students healthy and nutritious food across Ontario, which they may otherwise not get. There are many reasons why young people start their day hungry. These include:



- 1 Long commutes to school;
- 2 Busy family routines in the morning;
- 3 Not feeling hungry when they wake up;
- 4 Early morning sports practice; and
- 5 Poverty.





REFLECT ON IT ...

Do you miss breakfast in the mornings?

What is the reasoning?

How often do you eat a nutritious breakfast in the morning?

Providing nutritious meals in schools assists with engaging students in their learning, establishes a sense of belonging and creates an ability to develop long-lasting healthy eating habits.



DID YOU KNOW:

Canadian evidence has linked eating breakfast and high-quality diet to academic performance.

Research has found that school food programs can reduce differences in fruit and vegetable consumption between children across households based on social-economic indicators.



Other benefits include:

- 1 Good nutrition is important for healthy growth and development in childhood.
- 2 Good nutrition can reduce health problems in later years.
- 3 Healthy children are better learners.
- 4 Good nutrition can reduce behavioural problems.
- 5 Schools can directly influence students' health.



REMEMBER!

The program is available to all students and no student should be turned away because they are perceived to not be 'in need' of the program.

A VITAL RESOURCE



KEY TERMS

Stereotype: A widely held but fixed and oversimplified image or idea of a particular type of person or thing.

Constructive Criticism: The process of offering valid and well-reasoned opinions about the work of others, usually involving both positive and negative comments, in a friendly manner rather than an oppositional one.

Brand Champions: Encourage your volunteers to embody the personality and values of the brand itself.



STUDENT NUTRITION ONTARIO IN PARTNERSHIP WITH LOCAL SCHOOLS COULD NOT OPERATE THE PROGRAMS AVAILABLE TO STUDENTS, WITHOUT VOLUNTEERS LIKE YOU!

Volunteers are a vital component at both the school and organization level, in which the programs would not be able to succeed without you.



DID YOU KNOW:

Volunteers are the most important resource we can have.



REMEMBER!

The typical image of a volunteer has evolved over the years. The stereotype of a middle-aged housewife is no longer relevant.

Volunteers come from all walks of life, ranging from a teenager learning new skills, an organization offering staff for professional and personal development to the retiree who enjoys building new relationships and giving back to their community. Volunteers usually find that the donation of their time is a meaningful experience for themselves, students and the community.

NOTES: _____





REFLECT ON IT ...

As a volunteer what value do you bring to the organization?

Have you volunteered with other organizations?

What did you do within other organizations?

Volunteers are vital to delivering a successful program, but they also bring a lot of additional value and resources to each school.

Some of these benefits include:

- ✓ Refreshed energy;
- ✓ Skills and knowledge;
- ✓ Public opinion on issues;
- ✓ New ideas to enrich the program;
- ✓ Constructive criticism and feedback;
- ✓ Fresh perspectives;
- ✓ Lessening the workload on staff; and
- ✓ Capacity to offer more services and food types to students.

WE  **VOLUNTEERS**

Volunteers are also an important avenue in marketing the Student Nutrition Ontario programs to friends, family members, community stakeholders and other organizations. Volunteers enjoy talking about their experiences with giving back and the organizations they support.





REMEMBER!

You are brand champions of Student Nutrition Ontario and may not even know it!

ABILITY TO EXPAND RESOURCES



KEY TERMS

Operating costs: The expenses which are related to the operation of a business, or to the operation of a device, component, piece of equipment or facility. They are the cost of resources used by an organization just to maintain its existence.

Solicitation: The act of asking for or trying to obtain something from someone.

In-kind Donations: Charitable giving in which, instead of giving money to buy needed goods and services, the goods and services themselves are given. Gifts in kind are distinguished from gifts of cash or stock.

Volunteers assist in reducing operating costs of programs in a variety of different ways.

Some of these costs could include:



Development of funding applications to assist the school in accessing funds to improve the Program and infrastructure.



Building mutually-beneficial relationships with potential programs sponsors which could lead to more volunteers, monetary donations or in-kind support.



Solicitation of corporate connections who are unaware of the program and would welcome the opportunity to learn more.





REMEMBER!

The more this Program is marketed, the better the chance of it receiving more financial resources to help children across Ontario.



DID YOU KNOW:

By being involved in Student Nutrition Ontario, you are able to use your skill sets to assist with program sustainability and growth.

Not only do volunteers create access to monetary and in-kind supports to expands services, but also increase the overall quality of service that the students receive when entering school in the morning.

Volunteers can provide a fresh new perspective on menu planning that gets students excited to eat healthy meals. The more volunteers available to assist with the program delivery, the more services, models and food types are available to the students.

Volunteers are encouraged to contribute their time to something they enjoy doing. You can donate your time within the local school through food preparation and service, food procurement, or overall program management.

Other initiatives could include:



- Assisting with special events;
- Serving as a board member;
- Assisting with program development; and
- Facilitating or delivering training.





REFLECT ON IT ...

What is your position within Student Nutrition Ontario?

What else would you like to get involved with?



REMEMBER!

All volunteers contribute to the success of running the Student Nutrition Ontario programs, there is a fit for everyone!

NOTES: _____



INVEST IN VOLUNTEERS



KEY TERMS

Appreciation: The recognition and enjoyment of the good qualities of someone or something.

Motivation: The act or process of giving someone a reason for doing something.

Reputation: Estimation in which a person or thing is commonly held, whether favorable or not; character in the view of the public, the community, etc.

Volunteer Management: Also known as volunteer engagement, volunteer coordination, volunteer administration and refers to “the systematic and logical process of working with and through volunteers to achieve an organization’s objectives”.

Supervisors that invest in their volunteers show that they care and respect their team. They recognize the time that their volunteers have dedicated to ensure a successful Breakfast Program is delivered.



REFLECT ON IT ...

How has your Supervisor invested in you?

What have your experiences been with previous volunteer opportunities?



Not only does volunteering benefit the volunteers, but it also benefits the organization.

Benefits include the following:

- 1** Enables you to publicly demonstrate your appreciation of volunteers;
- 2** Highlights your dedication to providing a welcoming environment for all volunteers;
- 3** Enhances your volunteers overall experience;
- 4** Increases volunteer motivation;
- 5** Encourages more people to volunteer within the organization;
- 6** Enhances your reputation within the community and with potential funders; and
- 7** Ensures the knowledge of volunteer management is maintained.



REMEMBER!

Building trust and a strong relationship with all supervisors will enhance your overall volunteer experience.

BENEFITS OF VOLUNTEERISM



KEY TERMS

Volunteerism: Volunteering time or talents for charitable, educational, or other worthwhile activities, especially in our community.

Citizen Engagement: Meaningful involvement of individual citizens in policy or program development. To put it simply, citizens are “engaged” when they play an active role in defining issues, considering solutions, and identifying resources or priorities for action.





KEY TERMS

Youth Engagement: When young people are involved in responsible, challenging actions to create positive social change. This means involving youth in planning and in making decisions that affect themselves and others.

Credibility: The quality of being trusted and believed in.

Objectivity: Maintaining a lack of bias, judgment, or prejudice.

Letter of Reference: A document in which the writer assesses the qualities, characteristics, and capabilities of the person being recommended in terms of that individual's ability to perform a particular task.

Volunteerism benefits many people, including the community, organization, local businesses and volunteer. Below highlights some of the benefits each party may receive:

BENEFITS TO THE COMMUNITY

- 1 Opportunity for citizen engagement;
- 2 Provides residents with the opportunity to utilize skills, knowledge and expertise to better the community;
- 3 Encourages youth engagement and leadership development;
- 4 Encourages long-term volunteerism and provides a deeper connection to the community;
- 5 Opportunity to engage seniors who want to give back to their community and stay active; and
- 6 Potential engagement with local businesses to foster a stronger community.

BENEFITS TO THE ORGANIZATION

- 1 Credibility;
- 2 Objectivity;
- 3 Refreshed energy;
- 4 Specialized skills and knowledge;
- 5 Public opinion on issues;
- 6 New ideas to enrich the Program;
- 7 Constructive criticism or feedback;
- 8 Fresh perspective;
- 9 Lessen the workload on staff; and
- 10 Capacity to expand services.





REFLECT ON IT ...

What traits do you bring to Student Nutrition Ontario?

BENEFITS TO LOCAL BUSINESSES

- 1 Generates community exposure as a socially responsible business;
- 2 Increases awareness and public image of the business within the community;
- 3 Increases the skill base for employees that chose to volunteer;
- 4 Increases employee morale when volunteering or if their employer is active within the community;
- 5 Increases customer base and potential sales; and
- 6 Strengthens relationships and builds partnerships.



DID YOU KNOW:

Employers who send their employees to volunteer at organizations that they believe in, will increase overall employee morale and productivity.



BENEFITS TO VOLUNTEERS

- 1 Explore career options;
- 2 Gain valuable work experience within Canada;
- 3 Apply existing skills, abilities or education;
- 4 Develop additional skills;
- 5 Improve communication skills;
- 6 Obtain letter of reference;
- 7 Become a part of the local community; and
- 8 Gain confidence.



ACTIVITY: What are some of the benefits you receive for volunteering your time to the Program?

1	_____	6	_____
2	_____	7	_____
3	_____	8	_____
4	_____	9	_____
5	_____	10	_____

NOTES: _____

PART 2:

VOLUNTEER RECRUITMENT

LEARNING OBJECTIVES:

You will work on developing the skills necessary to:



Know the five steps of volunteer recruitment



Utilize tools to engage potential volunteers



Develop a comprehensive volunteer recruitment package



Effectively ask people to volunteer



Create strong community partnerships



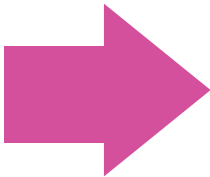
STEP 1 - KNOW WHO YOUR VOLUNTEERS ARE



KEY TERMS

- Recruitment:** The action of finding new people to join an organization or support a cause.
- Targeted Campaign:** A campaign that focuses on a specific audience who is likely to buy your product or service. You promote and customize your messaging to that audience.
- School Alumni:** A graduate or former student.

Great organizations
DON'T recruit skilled
people and motivate them.



Great organizations
recruit motivated people
and INSPIRE them.

NOTES: _____



ACTIVITY: **How can you inspire people to join the Student Nutrition Ontario Program?**

1	_____	7	_____
2	_____	8	_____
3	_____	9	_____
4	_____	10	_____
5	_____	11	_____
6	_____	12	_____

People volunteer for many different reasons, and you have to ensure that the people you recruit believe in the cause, your organization and want to assist students to achieve healthy lifestyles now and for years to come.

Below highlights some of the reasons why people choose to volunteer:

- ✓ Help others and contribute to the community;
- ✓ Use skills in a new setting;
- ✓ Find new friends and build new relationships;
- ✓ Develop a sense of accomplishment and self-worth;
- ✓ Learn new skills;
- ✓ Meet requirements of a course or program;
- ✓ Challenge themselves;
- ✓ Work for a cause;
- ✓ Gain recognition for their abilities; and
- ✓ Help improve the quality of community life.

ANOTHER MAIN REASON WHY PEOPLE CHOOSE TO VOLUNTEER AT STUDENT NUTRITION ONTARIO IS BECAUSE THEY HAVE BEEN PERSONALLY AFFECTED.



People are personally affected in a number of ways. These may include a connection to the school, community, and students, or an experience with the impact of not eating healthy meals themselves when they were younger.



REFLECT ON IT ...

Why did you chose to volunteer at Student Nutrition Ontario?

Please tell us of any personal connections you have to the Program.

WHEN YOU KNOW WHY PEOPLE ARE VOLUNTEERING FOR YOUR ORGANIZATION, IT MAKES IT EASIER TO TAILOR THE RECRUITMENT MESSAGE TO THEM.

What do you need your volunteers for? Try to target volunteers with specific skills sets that meet the unique needs of the Program. To do this, a targeted campaign can be beneficial and the best use of resources. Before you start the targeted campaign, answer the following questions:

**What do we
need?**

**Who could
provide this?**

**How can we
communicate
with them?**

**What would
motivate
them?**





DID YOU KNOW:

Potential volunteers could be right under your nose and you may not know it yet.

These people are already familiar with the organization and may or may not have direct contact with the organization currently.

These groups could include:



- Students family;
- School alumni;
- Friends of your current volunteers and staff; and
- People within the community.



REMEMBER!

You are more likely to succeed in recruiting them to volunteer compared to strangers to the Program!

NOTES: _____



STEP 2 - COMMUNICATION



KEY TERMS

Touch Points: A touchpoint is any time someone comes in contact with your brand—before, during, or after they engage with it.

Path of Engagement: **NEED DEFINITION**

Marketing tactics: A set of strategic methods intended to promote the goods and services of a business with the goal of increasing engagement and maintaining a competitive product. Good marketing tactics typically result in substantial customer satisfaction while facilitating the business in focusing its limited financial resources in the most efficient manner to maximize the effective promotion of its products.



DID YOU KNOW:

On average it takes between 5 and 7 touch points before the average person goes from thinking about volunteering to actually doing it.

NOTES: _____

There are many ways to communicate that you are looking for volunteers. This includes a mix of traditional marketing tactics and online tactics.

You need to create a path of engagement to ensure people have heard about Student Nutrition Ontario and the need for various volunteers through multiple avenues.

This can be done through various mediums including:

- ✓ Seeing a post on Facebook;
- ✓ Reading about the organization in the paper;
- ✓ Hearing someone talking about it through a presentation;
- ✓ Reading a monthly newsletter;
- ✓ Participating in an event;
- ✓ Watching a video on YouTube; and
- ✓ Seeing information posted at a local grocery store.



REFLECT ON IT ...

How did you hear about Student Nutrition Ontario?

How did you know they needed volunteers?

Be sure to explain why your agency is worthy of people's time.

Make your message short, simple, and direct. Communicate the need for the volunteer's service and the good he/she can do.





REMEMBER!

No matter which recruitment method you use, you must have a compelling message.

YOU MUST COMMUNICATE THE NEED FOR THE VOLUNTEER'S SERVICE AND THE IMPACT THEY CAN HAVE ON CHILDREN'S LIVES BY VOLUNTEERING IN THE PROGRAM.

Emphasize the need for service but also address the benefits they can receive. It is also good to highlight that they may develop new skills, fresh perspectives and valuable experiences.



ACTIVITY: List a few ways of how you can help recruit volunteers to the Program.

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	



STEP 3 - MAKE IT ABOUT THEM



KEY TERMS

Benefits: An advantage or profit gained from something.

Roles: The function assumed or part played by a person or thing in a particular situation.

Responsibilities: Having duties to deal with something or of being in charge of someone.

WHEN RECRUITING VOLUNTEERS, THE FIRST THING THAT THE VOLUNTEER IS LIKELY TO THINK ABOUT IS “WHAT’S IN IT FOR ME?”

When communicating the need for volunteers, make sure you focus on the benefits of volunteering for Student Nutrition Ontario. This will help you understand how and what to communicate to them.



REFLECT ON IT ...

What benefits did you want to receive when you volunteered for Student Nutrition Ontario?



Always explain the role, responsibilities and duration of the volunteer position to ensure they are fully aware of the requirements.

Share past success stories that encourages them to make the decision to volunteer their time to the Program. By showing them results volunteers have achieved made in the past, as it entices them to become involved as well.

CELEBRATING THE DIFFERENCES MADE TO THE STUDENTS' LIFE ON A DAILY BASIS EMPOWERS VOLUNTEERS TO MAKE A DIFFERENCE IN THEIR COMMUNITY.



REMEMBER!

Always showcase the reasons why a volunteer can benefit as well as the greater impact they can make. Don't just focus on what tasks they will be performing.

STEP 4 - CREATE TOOLS



KEY TERMS

Online Strategy: A long-term strategic business plan indicating how to create and develop a company's online presence adhering to the business development strategy.

Marketing Collateral: The collection of media used to support the promotion of a product, service or program.

In order to recruit volunteers effectively, you must have the right tools to use within the recruitment process. Ensure you create tools that highlight meaningful and engaging content to capture potential volunteer's attention.

Work with local volunteer organizations and participate in community events and volunteer fairs.

The more people that know about Student Nutrition Ontario, the larger pool of potential volunteers you could connect with.



REMEMBER!

Talk to local businesses who could be interested in assisting with volunteer, monetary or in-kind support.

Your toolbox could include:

VISUAL PRESENTATIONS

Can be presented during parent/teacher nights and other school events.

ONLINE STRATEGY

How and where you are going to communicate the messaging?

Eg. Kijiji, websites, social networks, Facebook, YouTube, Instagram, etc.

MARKETING COLLATERAL AND PROMOTIONAL MATERIALS

Shared throughout the community.

Eg. Posters, brochures, business cards, etc.

NOTES: _____





REFLECT ON IT ...

What tactics have you seen used to market volunteer opportunities available within Student Nutrition Ontario?

STEP 5 - MAKE IT EASY



KEY TERMS

Enrollment Process: The process of signing up or registering to attend or join a group/class/organization.

Mission: A statement that defines the company's business, its objectives and its approach to reach those objectives.

Vision: A statement to accompany the mission statement that describes the desired future position of the company.

Values: A declaration that informs the customers and operators about an organization's top priorities and core beliefs. A value statement is often used to help the organization identify with and connect to targeted consumers, as well as to remind employees about its priorities and goals.





REMEMBER!

Try to make the enrollment process as easy as possible.

You do not want to scare off potential volunteers before they even get started with the organization. Make sure to have all the information available and easily accessible to speed up the volunteer enrollment process.

Information should be clearly displayed on the website and social media platforms so potential volunteers can review at their leisure and within their own time frame. Application forms should be easy to fill out and accessible on all platforms.



DID YOU KNOW:

You can make PDF fillable forms for people to complete the Volunteer Application online.

MAKING ORGANIZATIONAL INFORMATION, MISSION, VISION AND VALUES WELL KNOWN TO POTENTIAL VOLUNTEERS IS CRUCIAL IN FINDING COMPATIBLE CANDIDATES FOR THE PROGRAM.

Make sure to put emphasis on the purpose of the organization as well as what will be required of the volunteer.

NOTES: _____



**ACTIVITY:**

Highlight some of the positives about your enrollment process with Student Nutrition Ontario. Note what things could be done differently to make the process easier for you?

STUDENT NUTRITION ONTARIO ENROLLMENT PROCESS		
STAGE	BENEFIT	POSSIBLE IMPROVEMENTS?

NOTES: _____



RECRUITMENT PACKAGE



KEY TERMS

Recruitment Package: A complete package of information that is passed along to prospective volunteers. Everything the volunteer needs to know about Student Nutrition Ontario should be in this package, along with the actual enrollment document.

Volunteer Handbook: A guide book given to volunteers that serves three major purposes: relaying crucial organizational information, establishing clear expectations, and emphasizing the importance of volunteers to your organization.

Testimonials: A formal statement from someone affirming the performance, quality, and/or value of a product, service or program.

Upon expressing interest, potential volunteers should be handed a recruitment package that outlines a number of items.

This recruitment package should include:

- 1 Volunteer benefits;
- 2 Organization overview;
 - Student Nutrition Ontario, local school and school board information
- 3 Volunteer handbook;
- 4 Testimonials;
 - From volunteers, students, teachers and principals
- 5 Pictures and/or videos; and
- 6 Marketing material;





REMEMBER!

Brand all materials to ensure the volunteer is aware of the organization and to assist with overall brand awareness!



REFLECT ON IT ...

What type of Recruitment Package was given to you?

Is there anything you would change or add to improve the package?

NOTES: _____



ASKING



KEY TERMS

Acquaintances: A person that you know slightly, but is not a close friend.

Referrals: When a person recommends someone for something.

Body Language: Non-verbal, usually unconscious, communication through the use of postures, gestures, and facial expressions.



REMEMBER!

The first step is to ASK people to volunteer.

THE MOST EFFECTIVE WAY TO GET VOLUNTEERS IS TO REQUEST THAT CURRENT VOLUNTEERS AND STAFF ASK THEIR FRIENDS AND ACQUAINTANCES TO VOLUNTEER AS WELL.

Make sure you provide them with the right tools and information they would need to ask effectively.





DID YOU KNOW:

Referrals are one of the best ways to recruit new volunteers!

Try to ask the person in a face-to-face setting where you can explain in detail the benefits, role, responsibilities and requirements.

This also shows that you are serious about having them involved with the organization, which could be taken as a compliment and assist you with the recruitment process.

Due to body language and cues, it can also give you a better idea of how someone really feels about the opportunity so you don't waste your time recruiting someone who could likely say no, doesn't appear to be a good fit or could back out soon after agreeing.



REFLECT ON IT ...

How were you asked to become a volunteer?

Was it in a face-to-face meeting?

NOTES: _____



PARTNERSHIPS



KEY TERMS

Partnerships: The state or condition of being a partner. Partners actively participate, associate, and hold joint interests.

Employability: Gaging someone's fitness to being employed.

DEVELOP PARTNERSHIPS WITH UNIVERSITIES, COLLEGES AND OTHER ORGANIZATIONS TO ENCOURAGE REGULAR VOLUNTEERING.

Volunteer work helps students improve their future employ-ability, and companies are increasingly developing corporate volunteering strategies that encourage employees to take paid time off to volunteer.



REFLECT ON IT ...

Do you know of any organizations that offer paid volunteering opportunities to their staff?



YOUR VOLUNTEERS CAN BECOME YOUR BEST AMBASSADORS, TALKING HIGHLY OF THEIR EXPERIENCES AND PROMOTING YOUR ORGANIZATION WITHIN THEIR LOCAL COMMUNITIES.

NOTES: _____



REMEMBER!

Taking time to secure the right people in volunteer roles can help your organization thrive.



PART 3:

VOLUNTEER RECOGNITION

LEARNING OBJECTIVES:

You will work on developing the skills necessary to:



Understand the importance of volunteer recognition



Foster a welcoming and supportive environment for volunteers to thrive



Recognize volunteers through a variety of effective methods



Host a successful recognition ceremony



IMPORTANCE OF RECOGNITION



KEY TERMS

Recognition: The act of praising or rewarding someone for something they have done.

Retain: When you continue to be in possession of something.

Self Worth: The sense of one's own value or worth as a person.

It is important to take the time to recognize volunteers as this will help retain current volunteers as well as recruit new ones. In order to successfully recognize your volunteers, you need to know and understand the way they want to be recognized. To do this, you need to get to know your volunteers and provide them with the type of recognition that is important to them.



REMEMBER!

Always say THANK YOU!

RECOGNIZING VOLUNTEERS INVOLVED IN YOUR ORGANIZATION WILL MAKE THEM FEEL NEEDED, IMPORTANT AND THAT THEY ARE A VITAL PART OF THE ORGANIZATION.

Recognizing these individuals will not only keep them involved but also committed and enthusiastic about volunteering. Volunteer recognition is extremely important for promoting volunteers' feelings of self-worth.



It is important to give recognition consistently, all year round to show volunteers that the entire organization cares about them and the work that they do.



REFLECT ON IT ...

How often do you hear thank you during your volunteering experience?

How does it make you feel when you have been thanked for your hard work?

REASONS FOR RECOGNITION



KEY TERMS

Reward: A gift of something to someone, in recognition of their services, efforts, or achievements.

Organizational Mandate: A document that outlines expectations related to the programs and services offered by an organization.

Positive Attitude: Having a good effect or mental position of optimism toward something.



ALL VOLUNTEERS SHOULD BE RECOGNIZED AND REWARDED FOR THEIR CONTRIBUTION OF TIME, EFFORT AND DEDICATION TO ASSISTING THE ORGANIZATION REACH ITS MANDATE AND GOALS.



REMEMBER!

Always align volunteer tasks with the organizational mandate and goals.

Below identifies some additional reasons why you may want to recognize volunteers:



- A successful program.
- Always volunteering for the jobs that no one else wants.
- Being open to new ideas.
- Demonstrating a positive, supportive attitude during a heated discussion.
- Suggesting ideas for improvement in the organization.
- Taking on a tough challenge.
- Being a volunteer.
- Attending every meeting.
- Arriving on time to all meetings and events.
- Being a positive, enthusiastic volunteer.



NOTES: _____





REFLECT ON IT ...

When have you been recognized for your efforts?

How did they thank you?

SHOW THEM THE BIGGER PICTURE



KEY TERMS

Mundane tasks: These tasks are typically repetitive, uninteresting and lacking in excitement.

Appreciation: The recognition and enjoyment of the good qualities of someone or something.

Most volunteers want to know and understand the impact of their time and efforts within the organization and community.

Sometimes volunteers are given mundane tasks and are not sure how they apply to the organization's mission. No matter what they're doing, let your volunteer know the larger context — not just what they are doing, but why they are doing it.





DID YOU KNOW:

By showing volunteers the bigger picture, you'll show that you respect them and appreciate their work.



REFLECT ON IT ...

Do you know how your position fits within the big picture?

NOTES:



REGULAR CHECK-INS



KEY TERMS

Fatigue: Extreme tiredness, typically resulting from mental or physical exertion or illness.

Disengaged: When someone is emotionally detached from something.

Motivation: The act or process of giving someone a reason for doing something.

IT IS A GOOD IDEA TO REGULARLY CHECK IN WITH YOUR VOLUNTEERS, ESPECIALLY IF THEY ARE WORKING IN AREAS WITH LESS PEOPLE AROUND.

Respond to the message their body language is showing. If they look fatigued, provide them with a break, snack or drink and let them rest for a few moments before getting back to the assigned task. If the volunteer looks bored or disengaged, then it is a good idea to talk to them and if possible, offer a new task to keep them motivated during their volunteer experience.



REMEMBER!

It is crucial to make sure your volunteers are motivated at all times!

NOTES: _____



EFFECTIVE RECOGNITION



KEY TERMS

Recognition Strategies: Volunteer recognition programs are an effective way to promote wellness and safety programs, and reward volunteers for their contributions.

Motivation: The act or process of giving someone a reason for doing something.

RECOGNITION IS THE ART OF CATCHING PEOPLE BEING GOOD AND TELLING THEM SO!



DID YOU KNOW:

Volunteers prefer a personal expression of thanks throughout the year, rather than one annual volunteer appreciation reception.

Volunteer recognition is a process and not a one-time event once a year.

Through small recognition strategies you can build strong relationships with the volunteers to ensure they feel valued and important to the organization and community.





REMEMBER!

You need to understand the motivation and needs of the individuals volunteering their time.

Understanding what motivates volunteers doesn't only allow you to tailor recognition initiatives to them but it will also help you recruit future volunteers.

Recognition is a way of saying that they are valued as volunteers and that you care about them, their feelings and motivations. It can come in a variety of forms such as smiles, calling people by their name, sending out birthday cards and giving away treats. Be thoughtful!



REFLECT ON IT ...

Have you seen some of these tactics used during your experiences with Student Nutrition Ontario?

If so, which ones?

NOTES: _____



We recognize people when we say:

I wrote to your boss to tell them about the great job you're doing for us!

WOW!

Can you teach others?

NEAT!

You have a reserved parking space.

WONDERFUL!

You really help them.

Can you tell me how to do that?



ACTIVITY: How can you effectively recognize your volunteers?

IDEA

BENEFIT TO VOLUNTEER

FEATURE VOLUNTEER STORIES



KEY TERMS

Featured Volunteers: Recognizing volunteers on a regular basis for going above and beyond. This is similar to an “Employee of the Month” program.

Success Stories: Short stories detailing personal enrichment after coming into contact with the program or organization.

TAKE TIME TO INTERACT WITH YOUR VOLUNTEERS, NOT JUST TO THANK THEM FOR THEIR WORK, BUT ALSO TO GET TO KNOW THEM PERSONALLY.

One way to do this would be to feature a volunteer on a regular basis via your blog, website or through social media



DID YOU KNOW:

It only takes fifteen minutes to interview them personally.

You and the volunteer are winners here — the volunteer gets to tell their story, and you get feedback as well as some great material that you can use for volunteer recruitment.

In addition, you could highlight all volunteers through articles in the local newspaper, school newsletter and through the organization.



VOLUNTEER RECOGNITION IDEAS



KEY TERMS

Career Development: The lifelong process of managing learning, work, leisure, and transitions in order to move toward a personally determined and evolving preferred future.

Commendation: An award involving special praise.

Empowerment: The process of becoming stronger and more confident, especially in controlling one's life and claiming one's rights.

Assist volunteers with their career development by offering a variety of skill building duties that align with their needs. This will not only build their personal portfolio but will also build their engagement within the organization. Provide an opportunity for skills training such as computer training, resume building and public speaking opportunities. You can also send volunteers to workshops and conferences representing the organization in order to gain insight into new ideas as well as empowering the individual.

If a volunteer is given the opportunity to volunteer via their employer, make sure to personally and professionally recognize the individual and their employer. This can be done with a letter or phone call of commendation describing their efforts and impact on the organization.



REMEMBER!

Volunteers donate their time which usually gets taken away from available family time during the day.

It is always important to recognize and thank their families for supporting them throughout the volunteer experience. Send them a thank you letter or card once and awhile to state that you appreciate their support of the volunteers' efforts within the organization.



DID YOU KNOW:

Enclosing a picture of the volunteer in action helps to give your thank you a personal touch!

Other ideas could include:

- 1 Personalized gift baskets;
- 2 Donated tickets for community theatre, sports, events etc.;
- 3 Send a card on their anniversary date of becoming a volunteer;
- 4 Laminate a copy of an article about them in the paper;
- 5 Write a thank-you letter when they leave the organization;
- 6 Handwritten holiday cards to all volunteers;
- 7 Have a bulletin board dedicated to activities and news of the volunteers;
- 8 Have a personalized coffee mug for each volunteer; and
- 9 Host birthday celebrations on a regular basis to celebrate birthdays of volunteers within that time period.



REFLECT ON IT ...

Which ideas fit with your needs?

Have you seen or witnessed any of the above tactics?



ANNUAL RECOGNITION EVENTS



KEY TERMS

Appreciation Banquet: A special dinner provided to the volunteers to thank them for their contributions.

Corporate Sponsor: A business that has donated funds to the organization or event, either of monetary or in-kind value.

A more formal method is to host an annual volunteer recognition and appreciation banquet to honour all volunteers that have contributed to the organization. This is also a great way to highlight and thank corporate sponsors for their in-kind and monetary support to the organization.



REMEMBER!

It is important to provide on-going appreciation and not only an annual event.

During annual events, be aware of the following factors:

- 1** Try to have people give the awards who know the recipients and the work they have done, as they will usually mean more to the person receiving the award. This person could be an employee, supervisor, organization officer, advisor, or peer.
- 2** If you are planning to have a speaker at the ceremony, give more time to the actual recognition of the volunteer than to the speaker.



- 3 Consider giving several volunteers an opportunity to say a few words about their experiences in the organization or share their words of wisdom instead of bringing in an outside speaker.
- 4 Set the tone of the ceremony or banquet to the desires or needs of the organization and its members.



REFLECT ON IT ...

Have you been a part of annual appreciation event before?

What did you like and dislike about the event?

RECOGNITION AWARDS



KEY TERMS

Recognition Awards: A special award given to a volunteer to recognize them for their contribution to the organization.

Nomination: When someone recommends someone as a potential recipient of the award being given.



GIVING OUT VOLUNTEER RECOGNITION AWARDS COULD FURTHER ENHANCE THE SENSE OF RECOGNITION.

Volunteers that have gone above and beyond for your organization and can be recognized at the annual event or through a local publication. You could also nominate outstanding volunteers for community recognition through local award ceremonies. Awards could be presented in a variety of formats depending on the budget. This could include a certificate of recognition, a plaque or award with their name and or photo on it.

In-house award categories could include:

**Volunteer of
the Year
Award**

**Most
Enthusiastic
Volunteer
Award**

**Most
Inspirational
Volunteer
Award**

**Ambassador of
the Year
Award**

**Long-standing
Commitment
Award**

**Project
Leader(s) of
the Year
Award**

**New Volunteer
of the Year
Award**



REMEMBER!

Develop creative and humorous awards to be presented to lighten the atmosphere within annual events.



VOLUNTEER INVOLVEMENT



KEY TERMS

Suggestion Box: A collection box in a neutral area where people can write suggestions and submit them anonymously.

Empowerment: The process of becoming stronger and more confident.

Engagement: The state of being emotionally invested and actively participating in something.

Always encourage volunteers to provide ideas and suggestions on how to improve the program in order to engage your volunteers within the organization. This could be done by simply adding a suggestion box and encouraging volunteers to add their input.



REMEMBER!

You should always try and involve volunteers with the long-range planning process of the organization and program.

ENGAGING VOLUNTEERS WILL EMPOWER AND ENGAGE THEM AS WELL AS ASSIST WITH VOLUNTEER RETENTION .

If a volunteer feels like they are making a difference and their voice is being heard, they are more likely to stay around for a longer period of time.





REMEMBER!

As volunteers evolve within the organization make sure that their position evolves with them.

PROMOTING VOLUNTEERS WITHIN THE ORGANIZATION PROVIDES THEM WITH MORE RESPONSIBILITY, INCREASING THEIR INVOLVEMENT AND EAGERNESS TO SEE THE PROGRAM SUCCEED.



REFLECT ON IT ...

Where would you like to be within the Program in 1 year?

NOTES:



PART 4:

ROLES OF VOLUNTEERS

LEARNING OBJECTIVES:

You will work on developing the skills necessary to:



Understand the difference between roles and responsibilities



Develop clear volunteer descriptions



Communicate volunteer expectations



Understand all potential volunteer positions available within the Breakfast Program

ROLES & RESPONSIBILITIES



KEY TERMS

Roles: Generally, a position that volunteers assume or the parts that they play in an operation of process.

Responsibilities: Specific tasks or duties members are expected to complete as a function of their roles.

Evaluate: To judge or determine the significance, worth, or quality of something.

Communicate: To share or exchange information, news, or ideas.

**In order to create effective roles and responsibilities you must
IDENTIFY, EVALUATE and COMMUNICATE.**

During the identification process, ask yourself the following questions:

- 1 What are your organizational objectives?
- 2 Why are you doing what you are doing?
- 3 What are the required roles?
- 4 What are the responsibilities pertaining to specific roles?

NOTES: _____





ACTIVITY: **Answer the following questions as they relate to your position within Student Nutrition Ontario.**

What are your organizational objectives?

Why are you doing what you are doing?

What are the required roles?

What are the responsibilities pertaining to specific roles?



Evaluate the identified roles and responsibilities.

All levels of management should discuss and evaluate whether the identified roles have the following:

- ✓ Included required responsibilities;
- ✓ The ability to fulfill the organization objectives. If not, eliminate those roles which do not serve the organizational objective; and
- ✓ Have the right number of people. Avoid situations where two people are working in the same role or two roles are served by one person, if not required.

AFTER EVERYONE HAS AGREED UPON THE VOLUNTEER ROLES AND RESPONSIBILITIES THEY SHOULD BE COMMUNICATED TO ALL INTERESTED PARTIES INCLUDING THE SCHOOL, STAFF, SCHOOL BOARD AND ALL VOLUNTEERS.



REMEMBER!

Communicate all positions effectively to all people involved in the process.

Communication plays a vital role:

- ✓ Allows queries and concerns to be voiced and solutions found.
- ✓ Acknowledges contributions in making the overall goal a reality.
- ✓ Increases motivation of volunteers.
- ✓ Increases productivity.
- ✓ Fosters team work amongst volunteers and staff.
- ✓ Allows for flexibility within roles when required.



REMEMBER!

Review roles and responsibilities every year!

DEVELOP VOLUNTEER DESCRIPTIONS



KEY TERMS

Volunteer Position: A role assigned to a specific person.

Volunteer Description: A document that details the specific activities a particular volunteer is involved in. It is rather like a job description, although using separate terminology is recommended to avoid implying an employment contract.

Having a detailed volunteer description will assist in formalizing the volunteer program and ensure everyone is aware of what is required from them. It is important to ensure all resources are put into place prior to a new volunteer arriving within the organization.

Developing a clear volunteer position description will:



- Empower staff to supervise volunteers;
- Assist in marketing efforts;
- Prioritize needs and related requirements;
- Develop clear expectations;
- Evaluate performance; and
- Provide volunteer recognition.



DEVELOPING THESE DESCRIPTIONS WILL MAKE IT EASIER FOR BOTH THE VOLUNTEER AND THE ORGANIZATION TO ENSURE THEY ARE AWARE OF THE SKILLS AND ABILITIES THAT IS REQUIRED TO COMPLETE THE TASK AT HAND.



DID YOU KNOW:

It will provide more insight into the types of volunteers and required skills needed to complete the role effectively.

Key elements of a volunteer role description include:

- 1 Title – not just volunteer;
- 2 Overall purpose;
- 3 Organization information;
- 4 Key results, suggested activities;
- 5 Qualifications/skills required to complete the role;
- 6 Benefits the volunteer would gain;
- 7 Type of commitment: and
- 8 Location.

NOTES: _____





REFLECT ON IT ...

Were you provided with a volunteer description? What did your volunteer description include?

What did your volunteer description include?



ACTIVITY: **Develop a volunteer description for your position using the description points provided on page 58.**



ELEMENTS OF VOLUNTEER ROLES



KEY TERMS

Skills: The ability to do something well.

Interests: Refers to activities or things that someone enjoys doing.

Abilities: Having a talent, skill or proficiency in a particular area.

Client-facing: A client-facing role is one where a volunteer interacts directly with a customer or client.

In order to cater to a wide range of volunteers, organizations should try to design a variety of roles which suit people with varying motivations, skills, interests and abilities.

Using a variety of characteristics below will help create a wide range of roles suitable for everyone:



- One-off, short-term and long-term projects;
- Individual, group/family and job share;
- Daytime, evening and weekend availability;
- Variable patterns of commitment. Eg. Weekly, monthly etc.;
- On-site or off-site;
- Specific skills or experience;
- Public or client-facing;
- Manual work;
- Higher or lower level of supervision; and
- Higher or lower level of training.





REMEMBER!

Providing a variety of options will open the doors to more potential volunteers!

WHILE VOLUNTEERS SHOULDN'T FEEL OVER-COMMITTED OR OVER-LOADED IN THEIR WORK, IT IS ALSO IMPORTANT THAT THEY ARE ENGAGED IN PRODUCTIVE TASKS AND GET A SENSE OF ACHIEVEMENT FROM THEIR WORK WITHIN THE ORGANIZATION.



REFLECT ON IT ...

What elements does your position offer?

NOTES:



VOLUNTEER EXPECTATIONS



KEY TERMS

Operational Procedures: A standard operating procedure, or SOP, is a set of step-by-step instructions compiled by an organization to help workers carry out complex routine operations. SOPs aim to achieve efficiency, quality output and uniformity of performance, while reducing miscommunication and failure to comply with industry regulations.

Administrative Procedures: Administrative procedures are a set or system of rules that govern the procedures for managing an organization. These procedures are meant to establish efficiency, consistency, responsibility, and accountability.

Volunteer Rights: Legal, social, or ethical principles of freedom or entitlement; that is, rights are the fundamental normative rules about what is allowed of people or owed to people, according to some legal system, social convention, or ethical theory.

Volunteer Responsibilities: Specific tasks or duties that volunteers are expected to complete as a function of their roles.

All volunteers must follow the schools' operational and administrative procedures and processes to ensure everyone is on the same page.



DID YOU KNOW:

In most instances, the school principal has the final say and overall responsibility for the school including all volunteers.

RIGHTS OF THE VOLUNTEER

Volunteers have the right to:

- 1 To be properly interviewed, selected, and provided with a description of the volunteer position;
- 2 Be offered a position that is worthwhile, challenging and promotes development;
- 3 Be given information about administrative procedures, structures, insurance and expectations;
- 4 Receive initial orientation and training as well as ongoing training and opportunities to grow within the organization;
- 5 Receive support from the school and Program Lead;
- 6 Be given appropriate recognition;
- 7 Kept informed through communication;
- 8 Be informed of the organizations mission, mandate and values;
- 9 Be informed of the schools’ mission, mandate and values;
- 10 Be trusted with confidential information; and
- 11 Be reimbursed for approved and appropriate expenses related to the organization.



REMEMBER!

As a volunteer you have rights to work within a welcoming and friendly environment.

NOTES: _____



RESPONSIBILITIES OF THE VOLUNTEER

Volunteers have the responsibility to:

- 1 Choose a role that they can respect, support and be sincere;
- 2 Accept only a volunteer position that they believe will meet their skills, interests and time requirements;
- 3 Ensure that they understand all policies and procedures;
- 4 Acknowledge the need for training and participate in training events;
- 5 Follow organizational guidelines and be aware of time sensitive matters;
- 6 Seek assistance and clarification from a Program Lead when unclear on policy or action to be taken;
- 7 Provide feedback to Program Lead;
- 8 Work as a team member, understanding the difference between paid staff and volunteer positions;
- 9 Respect confidentiality; and
- 10 Honour the commitment by being punctual and consistent with volunteer hours.



REFLECT ON IT ...

Were you made aware of your rights and responsibilities as a volunteer?

NOTES: _____



TYPES OF VOLUNTEER ROLES

Throughout Ontario, the Breakfast Program is operated through a variety of program models which requires different types of volunteers. We have outlined some of the most common volunteer roles and responsibilities that could apply to you.



DID YOU KNOW:

Some schools administer the Breakfast Program by only using volunteers!



PROGRAM LEAD

The role of the Student Nutrition Program Lead is crucial to the day-to-day operations of the programming. They are responsible for overseeing all aspects of the Program and act as a liaison between the schools, health unit and Student Nutrition Ontario Agency within the region.

Responsibilities within this position could include:

- ✓ Assist in preparing funding applications, sourcing donations and seeking parental contributions;
- ✓ Help with Program promotions;
- ✓ Plan and prepare meals inclusive and sensitive to cultures, allergies and food sensitivities;
- ✓ Ensure the highest sanitary food handling practices are maintained;
- ✓ Maintain confidentiality regarding students;
- ✓ Ensure volunteers have all clearances completed prior to starting ex. Police check;
- ✓ Provide training and advice to volunteer on an ongoing basis; and
- ✓ Ensure all data is being collected as required.





REFLECT ON IT ...

Do you know who your Student Nutrition Ontario lead agency is?

Do you have the contact for your local health unit?

FOOD PREPARATION VOLUNTEER

The volunteer will assist in the food preparation phase of the Breakfast Program being offered at the school.



Responsibilities within this position could include:

- ✓ Assist in set-up of the Breakfast Program facilities;
- ✓ Set up tables, chairs and buffet table or prepare food into packages for other delivery models;
- ✓ Work with the Program Lead to ensure that all spaces are setup in a safe and hygienic manner;
- ✓ Complete food preparation required for the morning breakfast; and
- ✓ Shop for food and serving supplies.





REMEMBER!

Always use safe food handling practices when completing food preparation.



PROGRAM GREETER

Works as a part of the team to help welcome the students as they enter for the Breakfast Program.

Responsibilities within this position could include:



- Provides a warm and friendly welcome as students arrive;
- Assists students in getting ready for breakfast including putting their coats and belongings in a safe place;
- Encouraging hygiene at all times ex. Handwashing; and
- Ensures all health and safety information is communicated to team members.



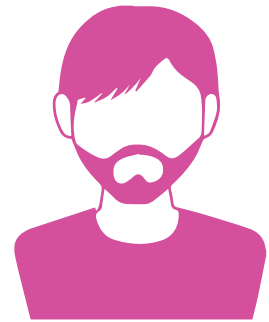
DID YOU KNOW:

It is critical to share all food allergy concerns with all members.



SERVER

Works as a part of the team to deliver breakfast to the students in the chosen delivery model.



Responsibilities within this position could include:



- Serve a nutritious breakfast to all students wanting to participate;
- Encourage children to try various food types and portions;
- Be respectful of dietary and food restrictions or concerns; and
- Always handle food using safe handling practices.



CLEAN UP CREW

Works as a part of the team to clean up the facilities after the Breakfast Program has been served.

Responsibilities within this position could include:



- Ensure the program area is left clean and tidy;
- Role model important life skills for the children;
- Complete cleaning tasks which could include washing dishes and bins, sweeping floors, wiping counters, and putting away food; and
- Use all safe food handling practices when cleaning surfaces, equipment and utensils.



REMEMBER!

It is important to encourage students to clean-up after themselves.

ADMINISTRATIVE VOLUNTEERS

Volunteers who assist with general office duties to ensure program sustainability and efficiency.



Responsibilities within this position could include:



- Tracking of program income and expenses;
- Tracking volunteer hours and number of students;
- Keeps track of program receipts and donations;
- Works closely with the Program Lead and school staff; and
- Completes monthly reports for the Breakfast Program.

NOTES: _____





PARTNERSHIP DEVELOPMENT VOLUNTEERS

Volunteers who help plan and facilitate fundraising initiatives and community outreach to ensure sustainability of the Breakfast Program.

Responsibilities within this position could include:

- ✓ Outreach to community members, organizations and local businesses about opportunities to get involved with or support the program;
- ✓ Develops, plans and facilitates special events and fundraising campaigns to raise funds for the program; and
- ✓ Market the Breakfast Program to the community.



REFLECT ON IT ...

What position do you have within the organization?

What responsibilities do you have?

Student NUTRITION

EAT. LEARN. SUCCEED. ONTARIO



EAT. LEARN. SUCCEED.

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