

CSI: CAPTURING SEASONAL INTEREST

THE VOLUNTEER ANGLE

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Festival du Voyageur

- 10-day winter festival – celebrating French-Canadian culture and the voyageur spirit.
- Created in 1969, Festival du Voyageur will be celebrating 40 years of festivities in 2009.
- 3 key business sectors
 - ▣ Festival du Voyageur – 10-day winter festival
 - ▣ Assiniboine Credit Union River Trail
 - ▣ Fort Gibraltar

Festival du Voyageur

- 95 000 visitors in 2008
- 11 full-time employees, over 200 part-time employees
- 1,115 volunteers contributed over 10,164 hours

Recruiting Volunteers

- Word of mouth
- Ads in local newspapers
- Online registration form
- Volunteer groups
 - ▣ Third party recruiting
 - ▣ Established volunteer organizations such as Katimavik
- Kiosks and presentations in local colleges and universities

Recruiting Volunteers

- New recruitment initiative!
 - ▣ Corporate volunteers
 - Partnership with businesses that have social and community support mandates
 - Exchanging man-hours for on-site visibility
 - ▣ Partnership with other events
 - Offering volunteer opportunities throughout the year, keeping volunteers active!

Selecting Volunteers

- Keep the T.A.S.K.S in mind!
 - Talent
 - Attitude
 - Skills
 - Knowledge
 - Style

Training Volunteers

- Training session for all volunteers
 - ▣ Expressing clear expectations of role and responsibilities
- Identifying section leaders
- Specific training offered in partnership with the Manitoba Tourism Education Council
- Team atmosphere

Retaining Volunteers

- Recognition Program
 - ▣ Identifying volunteers in service categories and giving out “perks”
- Recognition Event
 - ▣ Held in the “off” season to increase attendance and keep the volunteers involved throughout the year
- Quarterly Newsletter
 - ▣ Offering volunteer opportunities throughout the year
 - ▣ Volunteer profiles
 - ▣ Organization news and upcoming events

Retaining Volunteers

Factors that are important for volunteers...

□ **Structure**

- Include volunteers in an organized structure

□ **Responsibility**

- Clarifying roles and expectations from the start

□ **Reward**

- Create a program that rewards positive contributions

□ **Warmth**

- The feeling of good fellowship is essential!

Retaining Volunteers

□ Support

- Mutual support : helpfulness of managers and team members.

□ Standards

- Emphasis on doing a good job.

□ Identity

- Volunteers should feel like they are part of a team.

□ Evaluation

- Volunteers should know where they stand so they can grow from the experience.

Challenges

- Setting ourselves apart from other opportunities
- Recruiting skilled volunteers
- Communicating the vision
- Offering sought after recognition

Creating the philosophy...

- Setting ourselves apart by creating a great atmosphere within our organization!
- Our success comes from creating a work environment that appeals to our team and volunteers!

FISH!

- **Choose your attitude!**

- Encourage our team and volunteers to be positive!

- **Have fun!**

- Our job is to create fun and we encourage our volunteers to take part in it!

- **Make sure others are having a great day!**

- Be there for others and offer them the best experience, the best day!

- **Be present!**

- Be in the moment, be attentive, live in the present!

Questions and Discussion

Sources and related links

- [Michelle C. Painchaud; www.ppghr.com](http://www.ppghr.com)
- www.casanet.org
- [*FISH! A remarkable way to boost morale and improve Results* – Stephen C. Lundin, Harry Paul, John Christensen, Ken Blanchard](#)
- www.festivalvoyageur.mb.ca
- www.mtec.mb.ca

CÉLÉBRONS 40 ANS | CELEBRATING 40 YEARS



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