

# Recruitment, Retention & Promotion Plan (RRPP) for KAAAV

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Planning tool to cultivate membership and increase general awareness of  
KAAAV in the broader community.

Approved June 2011

## **Committee Members**

Diane Anthony  
Eleonor Egidio  
Anne Hall  
Lynda Laird  
Jennifer Sawyer  
Karla Weber

Strategy	Action	Example of Statement	Person(s) Responsible	Target Date
Increase membership for KAAAV in order to sustain growth and pool of potential executive and committee members				
<b>a) Ensure that program brochure and introduction letter about KAAAV is sent to potential new members.</b>	Review community resources yearly and target places to send membership package.	Letter Appendix 1 Brochure	Vice President	September & January
<b>b) Ensure that community stakeholders are aware of KAAAV (City Councilors, Mayor, other Association Presidents)</b>	Letter will be drafted and sent annually	Letter Appendix 1	Media and Public Relations Coordinator	January After the new brochure is ready
Increase membership and general awareness of KAAAV in the broader community.				
<b>a) Promote KAAAV in the Kingston and The Islands Calendar.</b>	<i>Submit KAAAV Website information to: John Gerretsen MPP Kingston and The Islands Calendar &amp; Community Services Directory. Under the Useful Website and Neighbors Helping Neighbours Sections.</i>	<i>Sample: Kingston Area Association of Administrators of Volunteers (KAAAV) is a non-profit, multi-disciplinary membership association of volunteer managers, who meet regularly to network and to access professional development. For membership and meeting information visit our web-site at <a href="http://www.kaaav.org">www.kaaav.org</a></i>	Media and Public Relations Coordinator	Early August
<b>b) Utilize free local Public Service Announcements (PSAs) to promote our monthly meetings and increase awareness of KAAAV, and its mission.</b>	<i>Submit monthly PSAs about KAAAV to local media</i>	<i>Sample PSA: Kingston Area Association of Administrators of Volunteers (KAAAV) is a non-profit, multi-disciplinary membership association of volunteer managers, who meet regularly to network and to access</i>	Media and Public Relations Coordinator	Monthly (not including summer months)

<p><b>d) Utilize free local Public Service Announcements (PSA's) to increase awareness of KAAAV and highlight the AGM.</b></p> <p><b>e) Encourage KAAAV to have representation the AVA level and submit articles as requested</b></p>	<p><i>Submit PSA's about KAAAV to local media about our Annual General Meeting</i></p> <p><i>Submit PSA's about KAAAV AGM to media and local dignitaries.</i></p> <p>Send article to AVA Chair 3 times per year.</p>	<p><i>professional development.. For membership and meeting information visit our web-site at <a href="http://www.kaaav.org">www.kaaav.org</a></i></p> <p><i>Kingston Area Association of Administrators of Volunteers (KAAAV) is a non-profit, multi-disciplinary membership association of volunteer managers, who meet regularly to network and to access professional development. The next meeting will take place on_____. Anyone interested in attending should contact _____</i></p> <p><i>Sample PSA: The 2011 Annual General Meeting of Kingston Area Association of Administrators of Volunteers will take place on Thursday June 16<sup>th</sup> from 12:30 p.m.-4:30 p.m. at the Seniors Association. Anyone interested in attending should contact._____</i></p> <p>Visit the PAVRO website for past articles <a href="http://www.pavro.on.ca">http://www.pavro.on.ca</a></p>	<p><b>President to the write letter and Media and Public Relations Coordinator to circulate</b></p> <p><i>Treasurer to be RSVP contact</i></p> <p><b>AVA Rep</b></p>	<p>April May</p> <p>As defined by PAVRO</p>
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**Increase awareness of KAAAV during National Volunteer Week**

<p><b>a) Take advantage of paid and free opportunities to promote KAAAV during National Volunteer Week.</b></p>	<p><i>Develop and submit article and photo to area publications and to community news outlets</i></p> <p><i>Submit PSA's about KAAAV to local media</i></p>	<p><b>Appendix 3</b></p> <p><b>Sample PSA</b> <i>Join KAAAV (Kingston Area</i></p>	<p><b>President to the write letter and Media and Public Relations Coordinator to circulate</b></p>	<p><b>NVW</b></p> <p><b>NVW</b></p>
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<p><b>b) Promote who we are, what we do, how to join KAAAV and profile our long history in area publications during National Volunteer Week and International Volunteer Manager’s Day.</b></p>	<p>Submit article about KAAAV to area publications.</p>	<p><i>Association of Administrators of Volunteers) in saying thank you to the thousands of volunteers in our community during National Volunteer Week. To learn more about KAAAV visit <a href="http://www.kaaav.org">www.kaaav.org</a></i></p> <p><i>All of us at KAAAV would like to salute our volunteers and Volunteer Resource Managers during National Volunteer Week for their efforts in our community. Well Done!</i></p> <p>Appendix 2 To be modified each year for NVW or IVMD accordingly.</p>	<p><b>President to approve and</b> Media and Public Relations Coordinator <b>to circulate</b></p>	<p>April or November IVMD</p>
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**Increase membership for KAAAV in order to sustain growth and pool of potential executive and committee members.**

<p><b>a) Ensure at least one “bring a friend” date is offered to the yearly networking meeting schedule.</b></p> <p><b>b) Encourage members to contact one new person to invite as a guest</b></p>	<p>Education Committee to plan for “bring a friend” meeting on new brochure.</p> <p>Ongoing reminder at general meetings.</p>		<p>Media and Public Relations Coordinator</p>	<p><b>Pre-printing of brochure</b></p> <p><b>All general meetings</b></p>
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**Increase attendance at KAAAV meetings.**

<p><b>Encourage members to attend monthly meetings</b></p>	<p>Develop a request letter and send to area businesses for a free certificate to be drawn at each KAAAV meeting and maintain a list of those businesses contacted &amp; submit in AGM report.</p>		<p>Media and Public Relations Coordinator</p>	
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## Appendix 1

### Letter to Potential New Members

(Date)

(Name)

(Address)

(Address)

Dear, (Name)

Please find enclosed information about Kingston Area Association of Administrators of Volunteers (KAAAV).

As our society becomes more and more dependent on volunteers to sustain and grow community based projects, the role of the Manager of Volunteers becomes increasingly important. Over the past decade the field of volunteer management has gained recognition as a profession. For over twenty five years, KAAAV has been committed to promoting and supporting the profession for its members.

From September to June each year members are invited to attend monthly meetings where they have access to professional development opportunities, network with peers, mentor each other and take part in interactive educational sessions which focus on issues concerning the field of volunteer management. We are a very friendly and supportive group and whether you are new to volunteer management or have been around for a while, we strive to offer something for everyone.

If you are curious and would like to learn more then we invite you to attend a meeting as a guest, simply contact **Eleonor Egidio** at 613-546-6613 ext 284 or [eegidio@kdacl.on.ca](mailto:eegidio@kdacl.on.ca) on the Executive and let her know you wish to attend. Please visit our web-site for more details ([www.kaaav.org](http://www.kaaav.org)) or again contact an Executive member-we are happy to help.

Sincerely,

**SAMPLE**

## **Appendix 2**

### **Article IVMD**

*Profile Kingston*

*Kingston Whig Standard*

*Kingston This Week*

#### Kingston Area Association of Administrators of Volunteers November 5<sup>th</sup> International Volunteer Managers Day

November 5<sup>th</sup> is synonymous with International Volunteer Managers Day. It is important to let Managers of Volunteers know that the spirit of volunteerism is enhanced and enabled by them, and to thank them.

For over 25 years Kingston Area Association of Administrators of Volunteers (KAAAV) has had a long tradition of providing support and professional development for its members. KAAAV supports Managers of Volunteers seeking professional designation and certification as well as providing networking and continued learning opportunities. KAAAV has welcomed local and regional speakers who present on a wide range of topics that appeal to Manager of Volunteers working in a variety of not-for-profit settings. KAAAV also provides a bursary that supports education opportunities to paid or unpaid Managers of Volunteers who wish to attend workshops, conferences, courses and other training focused on volunteer management.

Providing support for members is a cornerstone of KAAAV's mission. This extends to having our very own Mentoring and Skill Building and Members Forum section on the web-site. KAAAV members have input into the education and events they feel are needed. This ensures that we deliver workshops and learning opportunities that are relevant. It is not one thing that supports KAAAV members but a complement of varied professional development and networking opportunities that makes KAAAV such a vibrant association. KAAAV welcomes new members and recent graduates who would like to be introduced to the world of volunteer management.

Mark your calendar and, whether you are an administrator, a volunteer, a community leader or someone who receives the benefit of volunteer help, to make sure the people who act as leaders and catalysts get the recognition they deserve!

KAAAV salutes Managers of Volunteers in our community .

**SAMPLE**

### **Appendix 3**

During National Volunteer Week, Kingston & Area Association of Administrators of Volunteers (KAAAV) would like to recognize area volunteers and volunteer resource managers for their efforts in our community.

KAAAV has been the professional association for local volunteer resource managers for over 25 years. Its members work together to offer support, share best practices and develop resources for the profession. Volunteer resource managers are responsible for engaging, recruiting, training and providing ongoing support to both volunteers and staff.

During these uncertain times, volunteer resource managers will face many challenges. People may feel they cannot give money to an organization they've been supporting, but can still give time. Companies, instead of giving money, may support causes by encouraging employees to volunteer. People will want to make a difference by getting involved directly to support services they themselves are using.

Although it is not yet clear what is in store for our community's volunteers, KAAAV members will be ready to provide the leadership and direction needed. Volunteer resource managers will enable volunteers to embody this year's National Volunteer Week theme "from compassion to action".

In the Kingston area, the non-profit, charitable organizations on which our community relies are fortunate to receive countless volunteer hours each year. During National Volunteer Week, KAAAV invites the entire community to join others from around the world in support of volunteers and volunteer resource managers who work together in the common quest to create a just society and healthy community.

For more information about KAAAV, visit our website at [www.kaaav.org](http://www.kaaav.org)

**SAMPLE**

## Appendix 4

### REQUEST FOR DONATION LETTER

The *Kingston & Area Association of Administrators of Volunteers (KAAAV)* is a multidisciplinary association of volunteer managers who meet regularly to network and access professional development. Our members represent over 40 local organizations. Our vision is to ensure that leaders of volunteers are recognized and valued as professionals in our community.

Our KAAAV Executive facilitates 10 educational and networking sessions for our members from September to June where local experts and advisors speak about current issues that have an impact on our work. KAAAV has limited means to recognize the efforts of our members throughout the year. We would like to acknowledge the contributions our members make within their organizations as well to the success of KAAAV.

We would greatly appreciate your support by considering a donation of a gift certificate from \_\_\_\_\_ (\$10 value or greater). At each meeting, we plan to hold a draw for those in attendance and your certificate would be given to a KAAAV member. The gift certificate would be a token of recognition to our members who are vital in promoting volunteerism within our community. Recognition of your donation would be:

- Announced at the monthly meeting in which it was drawn
- Published on our website
- Published in our June Annual Report

Collectively we are all making an effort to enhance the volunteer programs within our community. We thank you very much for considering this request. If you have any questions, or need further information do not hesitate to call me at (613)\_\_\_\_\_ or by email at \_\_\_\_\_.

### SAMPLE

## Appendix 5

## List of local media contacts and dignitaries:

<b><u>PRINT MEDIA</u></b>	
<b>Profile Kingston</b>	<a href="mailto:citizenschoice@profilekingston.ca">citizenschoice@profilekingston.ca</a> <a href="http://www.profilekingston.com">www.profilekingston.com</a>
Kingston Whig-Standard	<a href="mailto:whiged@thewhig.com">whiged@thewhig.com</a>
Kingston This Week	<a href="mailto:news@kingstonthisweek.com">news@kingstonthisweek.com</a>
EMC	<a href="mailto:rvirgin@theemc.ca">rvirgin@theemc.ca</a>
The Frontenac News	<a href="mailto:nfnews@frontenac.net">nfnews@frontenac.net</a>
Kingston Heritage	<a href="mailto:info@theheritageemc.ca">info@theheritageemc.ca</a>
Napanee Beaver	<a href="mailto:beaver@bellnet.ca">beaver@bellnet.ca</a>
Napanee Guide	<a href="mailto:news@napaneeguide.com">news@napaneeguide.com</a>
Snap Kingston	<a href="http://www.snapkingston.com">www.snapkingston.com</a>
<b><u>Forums/Websites</u></b>	
Charity Village	<a href="http://www.charityvillage.com/cvnet/events.aspx">http://www.charityvillage.com/cvnet/events.aspx</a>
Cogeco Billboard	<a href="http://www.tvcogeco.com/kingston/psa">http://www.tvcogeco.com/kingston/psa</a>
Kijiji Kingston	<a href="http://kingston.kijiji.ca/">http://kingston.kijiji.ca/</a>
What's On Kingston	<a href="http://www.whatsonkingston.com/">http://www.whatsonkingston.com/</a>
<b><u>RADIO/TV</u></b>	
88.7 myFM	<a href="mailto:news@887@myfmradioc.ca">news@887@myfmradioc.ca</a>
CBC-Ottawa	<a href="mailto:ontariomorning@cbc.ca">ontariomorning@cbc.ca</a>
CHUM Radio	<a href="mailto:carlrichards@flyfmrkingston.com">carlrichards@flyfmrkingston.com</a>
Corus Entertainment	<a href="mailto:communitywatch@corusent.com">communitywatch@corusent.com</a>
98.3	<a href="mailto:Shauna.Cunningham@chumradio.com">Shauna.Cunningham@chumradio.com</a>
Bob Fm	<a href="mailto:comments@bob.fm">comments@bob.fm</a>
CKWS	<a href="mailto:newswatch@corusent.com">newswatch@corusent.com</a>
102.7fm	<a href="mailto:info@theborder1027.com">info@theborder1027.com</a>
CRC Radio-Queens	<a href="mailto:crcops@ams.queensu.ca">crcops@ams.queensu.ca</a>
<b><u>Local Dignitaries</u></b>	
John Gerretsen (MPP)	<a href="mailto:Jgerretsen.mpp.co@liberal.ola.org">Jgerretsen.mpp.co@liberal.ola.org</a>
Ted Shu (MP)	<a href="mailto:ted@tedhsu.ca">ted@tedhsu.ca</a>
Mark Gerretsen (Mayor)	<a href="mailto:mgerretsen@cityofkingston.ca">mgerretsen@cityofkingston.ca</a>