

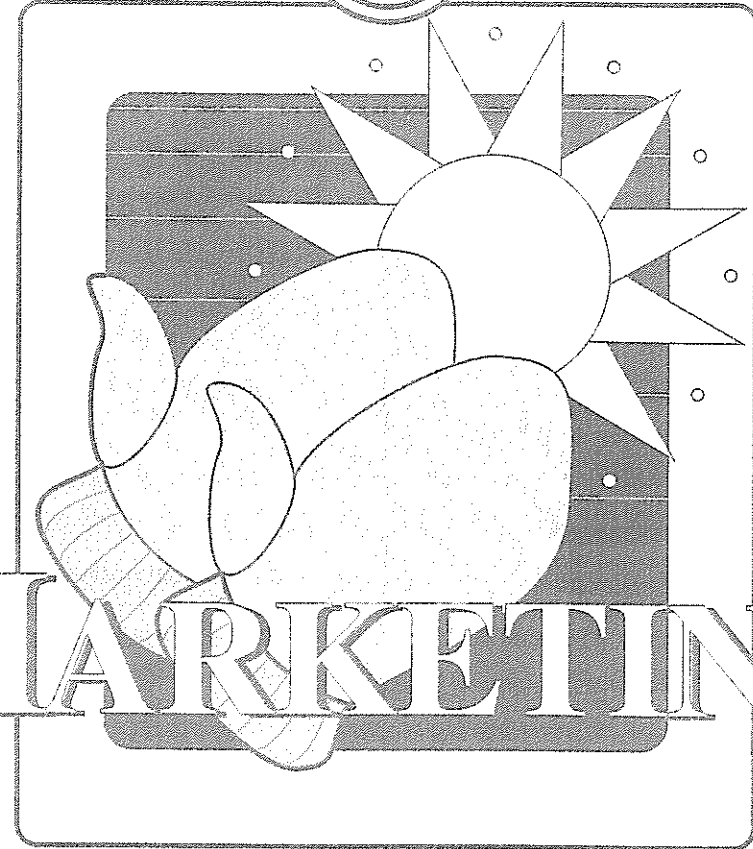
THE JOURNAL OF VOLUNTEER RESOURCES MANAGEMENT

VRM

WINTER ... 1994



VOLUME ... 3.1



MARKETING

OAVA

TABLE OF CONTENTS

⇒ EDITORIAL	
Denise Miall	
⇒ MARKETING ... NOT A A FOUR LETTER WORD	
Marilyn Box	2
⇒ MARKETING THE VOLUNTEER SECTOR	
Karen Bays Woods	4
⇒ LOOKING AHEAD	6
⇒ BOOK REVIEW Maitrisez L'Entretien de Recrutement	
Muriam Jamault	10
⇒ WHIT AND WHIMSEY	
Lynne J. Savage	11
⇒ BOOK REVIEW Volunteers: How to Find Them, How to Keep Them	
Tannia Nanni	13
⇒ TIPS & TOOLS Attracting the Volunteers You Need	
Lesley Miller	14
⇒ ITEMS OF INTEREST	15
⇒ SUBMISSION GUIDELINES	

Editorial Team

Dianne Dunfield
Christina Jarvis
Shirley Jenkins
Ginette Johnstone
Suzanne Latimer
Denise Miall

Humour

Lynne Savage

Graphics

Aarkade Design & Offset Printing Inc.

Marketing

Ginette Johnstone

Sponsored By

Ontario Association for
Volunteer Administration

ISSN 1192-1676

We invite submissions.

Guidelines, themes and deadlines are located
on the back page.

Published Quarterly

Subscriptions can be sent to:

The Journal of Volunteer Resources
Management

1310 Upper Dwyer Hill Road
RR #2, Carp, Ont., Canada K0A 1L0

Send all correspondence to the above address.

*Typeset and Printed in Ottawa at
Aarkade Design & Offset Printing Inc.*

No part of this publication may be reproduced, in whole or in part, without written permission from the Editorial Team. All articles are the express opinion of the author(s) and do not necessarily reflect the views of the publisher or the Editorial Team. The Publisher and the Editorial Team assume no responsibility for unsolicited manuscripts. Letters commenting on articles are welcome, but may be edited for brevity and clarity.

EDITORIAL

And Yet Another Hat To Wear ...

Just recently, I watched a short programme on television that talked about how advertisers were changing their techniques in the province of Quebec. No longer will they dub english speaking commercials and pawn them off as originals. Advertisers have realized that French speaking Canadians usually have different lifestyles than English speaking Canadians and have begun to cater specifically to those needs. Pepsi became the number one soft drink in Quebec because of this new marketing approach. Maybe we should stop and listen.

We can learn a lot about how we market our volunteer programmes by this example. Karen Woods says in her article, "Marketing the Volunteer Sector" that organizations must "sell" ideas and concepts that impact on our physical, mental, spiritual, and social selves.

If we are to compete against other organizations, we are going to have to learn how to sell our services and programmes in more attractive packages. Some managers of volunteers still feel it is "crass" to advertise in a big way, that we somehow lessen that intrinsic need to volunteer by asking for them. Comments such as "you'll just get the rifferaff by advertising" are still being stated. Many agencies feel that volunteers will miraculously appear without any promotion at all. Organizations are losing potential volunteers from various walks of life because we are not catering to their needs and we need help to learn how.

We hope that this edition of the Journal of Volunteer Resources Management will help give everyone a fresh outlook and some good ideas in the new year as we begin planning and implementing our services. And please remember, in the words of Marilyn Box, "Marketing is not a four-letter word!" It can actually be a lot of fun!



Denise Miall is Coordinator of Community Resources
at Rideau Regional Centre in Smiths Falls and
a member of the Editorial Committee.

MARKETING ... NOT A FOUR LETTER WORD

by Marilyn Box

You have just sent out public service announcements to every possible media contact that exists in your area. You expect to reach everyone who listens, watches or reads. And yet, as so often happens, very few people respond. Only those who work for "sexy" causes can expect a positive response to such untargeted marketing.

The truth is that we as managers of volunteers are shy and sometimes naive when it comes to marketing. We think it is rather pushy to "sell" our programmes. Really, it's okay to promote our organizations, our services and our need for volunteers. I like the definition that says marketing is "a process that helps you exchange something of value for something you need".¹ This approach helps me to realize that marketing has nine letters and is not a four letter word.

Just as I tell managers again and again about the importance of knowing their organization inside out, about really knowing the mission statement, goals and objectives, and about having quality position descriptions, I believe that this must be added to an understanding of marketing in order to benefit our programmes and clientele.

When I hear about some of the appeals made to "get" volunteers, I have the feeling

that people are being asked to get on the Titanic. A sort of "we'll take anyone to prevent going under" approach. The fact is that prospective volunteers are interviewing organizations to evaluate the potential volunteer experience. They will not choose to join an organization that sounds desperate. In our need for volunteers, we must not forget that volunteering is a two way street. How we tell the world about our cause often does not do it justice. The trouble is we either tell the public all there is to know in five minutes and totally overwhelm them or we assume that they know everything about our organization and we tell them nothing. It is worth the time to sift through the mess (whoops) mass of information to find the one or two bits that will attract and entice a person to choose our organization, programme or clientele.

Knowing where to take the message is important as well. Targeted public service announcements are useful but there is more we can do. We can ask ourselves, "Is there a business down the street that might let us speak about the needs of our seniors?" "Is there a school that will organize a fundraiser for our services or collate our major mailing?" Knowing our neighbours in the community and getting them involved can be "the start of a beautiful friendship."

For optimum results at volunteer marketplaces, we might look at how businesses present themselves in similar venues and learn about presentation, customer service, choosing the right locale, and sending the best trained people for the job.

Our own volunteers can be "living examples" to the public about the value of our services. With training and support, they can be more effective marketers because their voice carries more weight than that of staff who are paid to promote. There are many good resources from which to study out there and many managers who will share their experiences. Learning about the importance of marketing and what it can do for us, may be all we need to know. If

marketing is not our skill, perhaps let us personally recruit that talented and as yet unasked person to take charge of marketing for us.

As managers of volunteer services, do not be shy. The resources are out there, waiting for you.

1. Gary J, Stern, "Marketing Workbook for Nonprofit Organizations, 1990, p.4

Marilyn Box is the Assistant Director of the Volunteer Centre of Ottawa-Carleton. She is a member of the Ontario Association of Volunteer Administrators. Her volunteer work includes being the Vice-president of the Nepean Community Resource Centre.



Nous regrettons le manque d'un article français. Nous avons perdu les services de notre traductrice et puisque nos efforts sont bénévoles, nous cherchons encore un remplaçant. Vos suggestions sont bienvenues.

.....

We regret that we do not have a French article in this issue of our Journal. We have, unfortunately, lost the volunteer services of our translator and are presently looking for someone to take her place. Your suggestions are very welcome.

.....

We'd love to hear your ideas for future themes for this newsletter. Send them in!

MARKETING THE VOLUNTEER SECTOR

by Karen Bays Woods

Marketing is on everyone's mind these days. The market place is no longer a limited venue for buying and selling goods but an arena where ideas, concepts, and life styles are "sold" to our physical, mental, spiritual, and social selves. Advertising, selling, and packaging is a product of our age in everything we think and do. The power of marketing is something often overlooked as we design, implement, and evaluate volunteer services.

Why do we need to market?

Building a marketing strategy is an important component for the success and survival of what we do and the volunteers and organizations we serve. The general public, our own organizations, volunteers, and even some managers of volunteer services do not see the "big picture" of the volunteer sector. Many only see volunteers as a source of free labour, a pool into which to dump the jobs that no one else wants to do, or other ways to use people. Educating others about the benefits of voluntarism is essential to both the existence of volunteer services and the quality of these services.

We live in an age full of ironies. In tough times, the first area to be cut or diluted is

often the volunteer programmes. In good times, it is often the volunteer programmes which lose support because financial resources are available to pay for services. Those who allocate resources with the limited view of voluntarism make decisions from an uninformed base. Marketing is essential because the existence of our programmes, the resources available for running programmes, and the type of work to be done lies in the hands of others who do not have a full understanding of the benefits, the value, and the potential of this dynamic force. Managers of volunteer services know in their hearts and minds that voluntarism is valuable and essential. This awareness can not be limited to those in the field and a few other believers. Marketing is the way of the nineties — it has to be our way too.

What is it we need to market?

Being successful at marketing necessitates an understanding of what it is we are trying to market. In the general environment, we have to take every opportunity to educate others (the general public, our peers, potential volunteers, etc.) of the social, health, economic, and creative contributions made in the field.

From our collective organizations to the individual manager of volunteer services, the message needs to be loud and clear. **Volunteering is an important part of our societal framework and an important part in the life of those who choose to volunteer.**

We have done a fairly good job of selling the value of voluntarism from the financial gain standpoint to most of the public. Most would agree that volunteers are often a cost effective means of getting things done. In fact, in some areas the success of marketing this concept has been to the detriment of the field. It is going to take a lot of collective energy to incorporate the other beneficial aspects into our strategies. In the social area, volunteers help individuals (both those providing the service and those being served) meet the social needs of connectiveness. People who feel a part of something are less alienated, contribute to a sense of community, and help improve the quality of life. This sense of well being permeates throughout society giving us all more to live with and for. Because this benefit is qualitative rather than quantitative in nature, it is often one we overlook in research, programme design, and most of all in marketing.

Another benefit we need to market is the health benefit. When was the last time

you heard of a physician or psychiatrist prescribing volunteering as a remedy for physical and mental illness? James House and colleagues at the University of Michigan Survey Research Centre studied 2,700 people in Tecumseh, Michigan. Their findings showed that doing regular volunteer work (more than any other activity) dramatically increased life expectancy. The study ran for more than a decade and found that men who did no volunteer work were two and a half times as likely to die during the study as those men who volunteered. We need more research and we need to market the findings. If the health system was convinced of the health value of volunteering, perhaps it could be convinced to support the volunteer field. With medical dollars to support volunteer programmes which result in prevention of disease, disability, and death, it would be wiser use of public dollars. Therefore, all those non-volunteers would not end up in a hospital bed.

As we all know, the economic benefits of volunteer programmes in the area of dollars saved on labour expenses have been well sold to others. However, some other economic benefits are less obvious but vital. Volunteers, whether they use their own funds or the funds from the organization for which they work,

continued on page 7

LOOKING AHEAD

FEBRUARY 22-24, 1994 LEADING THE WAY

A Training Institute — Westin Hotel, Ottawa, Ontario

For more information contact:

Marilyn Box, Institute Coordinator
 Volunteer Centre Ottawa-Carleton
 307-256 King Edward Avenue, Ottawa, Ont. K1N 7M1
 Telephone: (613) 789-4876 Fax: (613) 789-3691

APRIL 10-12, 1994 CANADIAN ASSOCIATION FOR GIFT PLANNERS

For more information contact:

John Hochstadt, University of Toronto
 21 King's College Circle, Toronto, Ontario M5S 1A1
 Telephone: (416) 978-3846 Fax: (416) 978-3958

MAY 24-27, 1994 OAVA/OADHVS CONFERENCE

Connections '94 — YMCA Geneva Park, Orillia, Ontario

For more information contact:

Barb Mealing, Telephone: (705) 737-5443

October 5, 1994 International Conference of Volunteer Administrators (ICVA)

(preconference)

October 6-8, 1994

(conference)

Theme: Kaleidoscope: Changing Patterns in Volunteerism
 Disneyland Grand Hotel, Anaheim, California

Seminars for Not For Profit Organizations:**The Fundamentals of Marketing and Advanced Marketing Techniques,**

will be held in: Toronto on October 21, 22, 1994

Vancouver on October 28, 29, 1994

Halifax on January 20, 21, 1994

Calgary on October 25, 26, 1994

Ottawa on November 8, 9, 1994

Winnipeg on January 24, 25, 1994

*For more information: call 1-800-263-0267***A seminar entitled, Corporate Sponsorship for Non Profit Organizations, Level 1, 11**

will be held in: Halifax, November 8, 1994

Calgary, December 1, 1994

Toronto, December 10, 1994.

Toronto, December 9, 1994

Vancouver, December 3, 1994

*For more information: call 1- 800-263-0267***A seminar entitled, The Essentials Of Planned Giving**

will be held in: London, October 15, 1994

Regina, October 21, 1994

Vancouver, November 12, 1994

Halifax, December 3, 1994

Winnipeg, October 19, 1994

Edmonton, November 10, 1994

Ottawa, December 1, 1994

Toronto, January 28, 1994

For more information: call 1- 800- 263- 0267

consume gas, clothing, food, materials, etc. in order to do their jobs. This dollar power has an economic impact and is not one we know much about or attempt to market when sharing information about the volunteer sector.

In these hard times, marketing the benefits of being a volunteer is certainly something we need to use as a recruitment tool. The skiing public needs to be told that one of the benefits of volunteering for the Canadian Ski Patrol is free skiing. The target population for recruiting volunteers for the St. John Ambulance Brigade needs to be told that Brigade members often attend rock shows and sporting events free, as part of their work. It is all right to appeal to one's pocket book as well as one's heart when recruiting. Marketing all aspects of the perks can help you get some very skilled and talented people who just need an extra nudge to draw them in.

Most of us know volunteers make creative and enriching contributions. The ingenuity, time saving suggestions, warmth, flare, excitement, and other human contributions are often overlooked when it comes to informing others of what volunteers do. Volunteers are often what makes a good human programme a great humane programme. They help us get the work done as well as make the work much

more meaningful and potent. This area must be part of what we sell and market to others.

Beyond the global marketplace, we also must consider what we need to market in our own organizations. All the aspects mentioned above need to be shared not only in the community at large but in our direct environments as well with specific examples which exist right at our door steps. Too often we find ourselves so busy doing our programme, we forget how important it is to keep volunteers and their activities in the minds of peers and colleagues. Identify the specific benefits (using a broad perspective) to your organization incurred by the volunteer programme and then "sell" these in any way possible. Market the obvious and the not so obvious. What you market may include the number of hours worked or the type of work performed but also information on the diffusion of awareness of your organization in the community, as a result of the volunteer involvement.

How do we market voluntarism?

There are many strategies and opportunities to "sell" our product. The first place to start is with ourselves. It is difficult to market something we do not know about. Decide that this is important to you and make time to read, attend

workshops, and observe your own programme with a wider vision. Share ideas with your peers. Encourage, support and conduct research in the volunteer sector. Build these into your programme objectives and your workplan.

You need to develop strategies which will help you with a marketing approach within your own agency. You may have already incorporated some of the measures listed below but you need to think of them as part of a marketing strategy, as well as part of your recognition programme or whatever area in which they may fall.

1. Create a presence of your volunteers. Make sure your volunteers are seen and known in as many ways as possible. Include volunteer news in your agency staff newsletters, the organization's annual report, the staff bulletin boards, etc. Post photos in staff areas; introduce new volunteers to staff and new staff to volunteers. If volunteers answer phones, have them state their names with a friendly greeting. If you send birthday or seasonal cards to your volunteers, have other staff sign them as well. Some of these steps not only make the volunteer feel more valued but they help others maintain the connection you are trying to build.

2. Invite the CAO, board chair, and senior managers of your organization to all your volunteer events, meetings, and other activities. They may not be able to attend but the invitation keeps the programme in their minds. You may find that the "top brass" of your organization will enjoy the company of the volunteers and will look forward to being included.
3. Keep good records and share this information in ways which may awe others. For many organizations, there are more volunteers than staff. How often is this marketed within your organization? Sometimes the total number of hours contributed by volunteers is staggering and helpful for others to know. The many roles the volunteers play in planning, implementing, and evaluating programmes needs sharing.
4. Help your volunteers understand their role in marketing the programme both inside and outside your organization. Make sure they are well oriented to the goals and programmes of the agency as well as their individual jobs. They are messengers and ambassadors and need to be prepared for this role.

Another marketing strategy lies with marketing yourself, the Manager of Volunteer Services. Your role and

value in your organization will be weak unless you devote some time to this important part of your work. This is not meant to be a strategy for job security (although this may be one result) but for maintaining the volunteer programme profile. You wear so many hats that you need a trunk to keep them in. How many of your peers and even your own manager understand the demands of your job and the skills required to perform your duties?

Marketing yourself is not easy or even pleasant to do but there are some ways to start.

1. Make sure your workplans include all aspects of your job. Include all the "hats" you wear and word it in jargon that is compatible with the corporate language.
2. Educate your boss. Make sure he/she understands your job. He/she needs this knowledge to defend and support the volunteer programmes in times of budget preparation, space allocation, etc. Your supervisor needs to know the demands placed on you to allocate funds for further training, resources and other help.
3. Do not isolate yourself. Your job can chain you to your desk and your volunteers — do not let it. Be a team member with your peers in other parts

of your organization; participate in staff activities.

4. Provide in-service training to fellow staff in those areas in which you have special expertise and utilize the skills of other staff to enrich your volunteer programmes.

If you made it to the end of this article, you are probably saying, "I have no time for this, my plate is too full." A marketing strategy does not have to mean more work but different work. It pays to take time to make time. By educating and marketing the "big picture" of voluntarism, your programme, and yourself, you contribute to building a community which supports and respects your field and your programmes. Marketing is an activity which is directed to increase gains. If you can incorporate some of these principles into what you do, in the long run, this strategy should yield returns which benefit all.

Karen Bays Woods is the Community Involvement Coordinator at the Ottawa-Carleton Health Department and works with the Ottawa-Carleton Heart Beat program. A graduate of the University of Illinois, Karen has worked in the volunteer sector in a number of settings including the recreation and health field and has been a volunteer with a variety of organizations.



BOOK REVIEW

by Muriam Jamault

"MAITRISEZ L'ENTRETIEN DE RECRUTEMENT"

by Robert Maddux

Pour la plupart de nous, l'entretien de sélection n'est pas une tâche quotidienne. Dans la gestion de bénévoles, nous avons tout de même intérêt à sélectionner le meilleur candidat disponible pour le poste.

En premier lieu, ce livre nous présente les étapes fondamentales à la planification de l'entretien en examinant divers styles d'entretien couramment utilisés et en déterminant les spécifications du poste à remplir. Nous procédons ensuite à l'entrevue professionnelle. L'auteur nous offre plusieurs techniques à suivre et divers exemples de questions essentielles pour déterminer les compétences d'un candidat. Ceci est suivi par le processus d'évaluation objectif et la sélection du meilleur candidat.

Ce livre est vraiment un guide pratique qui explique simplement et clairement les principes essentiels de l'entretien d'embauche. En se servant d'un format "à la carte", l'auteur nous présente les concepts de base et nous encourage à mettre en pratique ces principes par de nombreux exercices écrits. Le guide nous

permet d'évaluer nos compétences professionnelles en identifiant nos forces et nos faiblesses et nous encourage à développer un plan d'action qui nous aidera à cheminer vers une maîtrise de bonnes techniques d'entretien.

*Muriam Jamault, Infirmière hygiéniste
Service de la Santé d'Ottawa Carleton
Program des Aînés*



CALL FOR TESTIMONIALS

The theme of our spring issue is Youth. Who better than youth volunteers themselves to tell us why they became volunteers and what keeps them committed. So, we are looking for testimonials from youth who have something to share with us.

If you have youth volunteers, please let them know that we want to hear from them. They can send their submission in whatever format they wish, directly to JVRM.



WHIT AND WHIMSEY

by Lynne J. Savage

To market, to market to buy a fat pig ...

Why? Because we can transform it into meat, headcheese, lard, brushes and ball bearings. We can make pig skin gloves, footballs and create a new skin for burn victims. Additional medical contributions from this barnyard beauty include valves for heart transplant patients and insulin.

At one time even the pig's squeal was marketed! This is not a joke. The Poco Forte, a symphonic invention from the 1800s housed pigs in compartments according to their "musical" tone. The instrument was played by squeezing the pigs' tails, thus producing a melodic strain of squeals. (Hogwash! I'll bet it was more like a whine of swine!)

Back to the subject at hand ... marketing. For this writer, it's the humour in advertising that gains my attention. I really get a chuckle out of the following signs from my "funny file".

Shoe Store

You've got to be putting us on.

Dry Cleaners

Drop your pants here for prompt attention!

Thrift Shop

Too good to be threw!

Second Hand Dior Fashions

Worn again Christians!

Equipment Rental

Let the rest of the world go buy!

A local dentist stamps his outstanding account notices with:

Does your mother know you haven't paid your bill?

Moore Flooring boasts the following on the side of their van:

Merry Tiler Moore

Through creative advertising we influence others to buy, join, donate, use, sell, rent, watch, wear, taste, smell and feel ... etc.

On the other hand, doing business without advertising is like winking flirtatiously in the dark .. you know what you're doing but nobody else does.

Lynne J. Savage is a speaker, writer and trainer whose philosophy is Laugh and Learn. She works from her Fern Avenue home in Niagara Falls, Ontario.



Partners in Excellence

OAVA/ODVH
Conference

In "The Sunshine City"

May 24-27, 1994
Geneva Park
Orillia, Ontario



For more information, call:
Magda Rigo at (416) 472-7000

Be sure to mark this on your calendar
and watch for your registration package in January, 1994.

BOOK REPORT

By Tannia Nanni

"VOLUNTEERS: HOW TO FIND THEM, HOW TO KEEP THEM"

Edited by Volunteer Vancouver

Volunteers: How to Find Them, How to Keep Them (second edition) distributed by the Vancouver Volunteer Centre is definitely an "action" book. The set-up of this book is very "user friendly" and the workshop format is very effective, with an actual workshop plan included. The book is divided into three parts.

Part one covers the planning stage in preparation for recruitment. Part two explores the procedures for working with the volunteer within your agency. Part three discusses various recruitment tools. The breakdown of each part into four sections allows the reader to logically work through the steps towards an action plan.

Part one, the planning stage, is very thorough including information about volunteer roles and placement descriptions and a sample registration form. Part two clearly discusses the areas of interviewing, orientation and training; especially helpful are the sample problem situations and possible tactics for handling these. Part three offers a wide variety of recruitment tools with very clear steps for implementing these

successfully. Throughout the book there are shaded areas which highlight information that would be useful on overheads or flipcharts for the workshop setting.

Overall, this action book offers a clear and concise review of the fundamentals while being sensitive to the changing times.

Tannia Nanni
Coordinator Volunteer Services
Kawartha Haliburton Children's Aid
Society
President Elect - Association of
Managers of Volunteer Services



ATTRACTING THE VOLUNTEERS YOU NEED

by Lesley Miller

In these challenging times of escalating needs and shrinking resources, adopting a strategic marketing approach will assist you in attracting the volunteers you need.

1. MARKETING AS EXCHANGE...

Keep in mind that for an exchange to be successful, your organization must be offering something of value to your volunteers and receiving something that it needs in return.

- * Always remember that it is up to you to initiate, nurture and cultivate these exchange relationships.
- * Understand what it is that your volunteers value in the exchange with your organization and ensure that those aspects continue to maintain a high priority.

2. YOUR IMAGE...

If you are going to attract the volunteers you want, you need to understand how others view your organization.

- * Check out how your organization is seen in the community. (Be objective and look for opportunities to turn your image around.)
- * If your image needs work, then attend to it or it will create a barrier for you to constantly overcome.

3. TARGET MARKETS...

- * Identify groups you wish to reach.
- * Learn as much as possible about those

groups in order to understand what might motivate them to become involved in your exchange.

4. MEAN WHAT YOU SAY...

Your promotion campaign (whether it be modest or extravagant) must be integrated and thoughtful.

- * Create or reinforce a positive image through your promotional activities.
- * Convey a specific message designed to "speak" to your target markets and tell people what you want them to do.
- * Regularly survey your volunteers in order to hear their feedback and suggestions. (Then don't forget to act upon them.)

By undertaking a marketing approach you will ensure that your organization "walks the talk" — that it delivers on the claims and promises it makes to its present and future volunteers!

Lesley Miller teaches "Marketing in Nonprofit Organizations" at York and Ryerson in Toronto and consults with not-for-profit organizations across Ontario on marketing and planning projects.



ITEMS OF INTEREST

Le Recrutement, Service de consultation et de développement, Ottawa, Ontario: Fédération des Francophones Hors Québec, 1983.

Le recrutement, t'as pas le choix!, Ville Vanier, Québec: Centre d'action bénévole de Québec Inc., 1986.

Crowe, Roy, (ed.) *Volunteers, How to Find Them, How to Keep Them*, Vancouver, British Columbia: Vancouver Volunteer Centre, 1990.

Lovelock, C., and Weinberg, C. *Public and Nonprofit Marketing*, Redwood City, CA: The Scientific Press,

McCurley, Steve, *Recruiting Volunteers for Difficult or Long-Term Assignments*, Downers Grove, Illinois, VMSystems, 1991.

Vineyard, Sue, *Marketing Magic for Volunteer Programs*, Downers Grove, Illinois: Heritage Arts Publishing, 1984.

Wilson, Marlene, *How to Recruit Today's Volunteers*, audio or video, Boulder, Colorado: Volunteer Management Associates, 1991.

Where to get Resources

Anyone interested in acquiring these resources can call (613) 256-5516 for a list of distributors. Any distributor wishing to be included on the list is invited to send their resource and price list to the JVRM.

JOURNAL OF VOLUNTEER RESOURCES MANAGEMENT

Editorial Process and Guidelines for Authors

Objective

The Journal of Volunteer Resources Management is intended:

1. to serve as a credible source of information on the management of volunteers in Canada;
2. to provide a forum for the exchange of ideas and to encourage networking among managers of volunteers;
3. to provide a professional development tool for managers of volunteers;
4. to recognize and encourage Canadian talent in the field of Management of Volunteers;
5. to include in each issue at least two articles that will consider different views of a specific and predetermined theme.

Target Audience

The Journal's intended audience includes managers of volunteers, educators, media and funders of not-for-profit organizations across the country.

Submissions

All manuscripts will be accepted either on diskette or on typed, double spaced pages. Submissions should be written according to "The Canadian Style - A Guide to Writing and Editing" - Secretary of State, Dundurn Press.

External reviewers may be engaged to review content if deemed advisable by the committee.

The revised draft is edited for clarity and consistency by the Editorial Team.

The edited version is returned to the author for acceptance along with an approval form for signature.

The signed form is to be returned to the Editorial Team within a week along with any suggestions for final revisions.

Format and Style

Authors are asked to respect the following word counts:

	<u>Words</u>	<u>Pages</u>
Lead Article	2000	5-6
Secondary Article	700-800	2-3
Book Review	150	1

The lead article will look at the topic in some depth and will normally require the author to conduct research into current trends and perspectives on the subject.

The secondary article will adopt a more practical approach, including personal experiences and opinions.



DEADLINES FOR SUBMISSION AND THEMES

<u>Issue</u>	<u>Deadline</u>	<u>Theme</u>
<i>Spring '94</i>	articles due on the 24th of February	Youth Volunteer
<i>Summer '94</i>	articles due on the 24th of May	Corporate Volunteerism
<i>Fall '94</i>	articles due on the 24th of August	The Rural Volunteer
<i>Winter '95</i>	articles due on the 24th of October	Mentoring



Calling all Managers of Youth Volunteers ...

Are you involved with young people in your volunteer services?
We are looking for testimonials from youth volunteers for our Spring '94 Journal. If you have someone who would be willing to write up to 250 words describing their experience - the highs and the lows - we'd like to hear from both of you.

Send your story to:

JVRM

1310 Upper Dwyer Hill Road
RR#2, Carp, Ontario, Canada K0A 1L0