



New Horizons for Seniors Program

Engaging Seniors, Strengthening Communities



Recruiting Volunteers

Skills-based volunteerism is an approach that organizations may use to improve their sustainability and efficiency. This approach enables organizations to recruit volunteers for specific jobs based on their personal talents, professional skills, experiences, education or personal interests.

Recruiting seniors

As baby boomers are retiring, there are opportunities to capitalize on a highly-skilled cohort of seniors looking for new, meaningful and innovative ways to contribute to their communities.

Getting started

1. Identify volunteer positions you want to fill for your project.
2. Determine the skills and responsibilities required to perform the projects tasks/ activities.
3. Develop a strategy to target those who already have the necessary skills or experiences. Do not forget about those who have shown a personal interest in learning something new.

Examples

- A project in a remote community needs an editor to proof-read promotional materials for their upcoming workshop. They may be able to find a retired writer who could edit their materials.
- A local initiative is short on volunteers to help promote a community event. They could find a senior who is interested in marketing. This individual could research free publicity opportunities and cultivate media contacts for the event.
- An organization is developing a traveling speakers bureau to educate communities on a particular social challenge affecting the region. They could network with a professor/researcher who has studied the issue.

Resources

[Volunteer Canada](#) offers tools and resources for organizations involved in the voluntary sector.



More information

For information on the New Horizons for Seniors Program, visit Canada.ca/funding-new-horizons-seniors-community or call **1-800-277-9914** and select “0”.

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