

# STRATEGIES FOR RECRUITMENT OF OLDER ADULT VOLUNTEERS



Ontario  
Age-Friendly  
Communities  
Outreach Program

**During and post the COVID-19 pandemic** 65% organizations reported a shortage of volunteers and loss of 30% - 50% of older adult volunteers.

## Recruitment Strategies

It is important for volunteer organizations to use inclusive and supportive recruitment strategies, clear communication, and a supportive environment to ensure the continued engagement and satisfaction of older volunteers.



### **Promote Partnership and Collaboration**

- Collaborate with diverse organizations to strategically match organizational needs with the specific skills, interests, and emotional needs of older adults
- Avoid competition for limited reservoir and leverage mutual opportunities for volunteer recruitment
- Seek alternative funding sources and leverage mutual opportunities
- Promote volunteer opportunities within the community to attract additional support



## Optimize Promotion and Awareness Strategies

- Utilize multiple information channels
- Educate the public on safe and accessible volunteer opportunities for older adults within hospitals and other organizations
- Utilize existing social networks for recruiting family and friends
- Share information on the personal benefit and impact of volunteering



## Provide Opportunities for Personal Growth and Motivation

- Education and Training
- Expanding personal social networks
- Strategy for person successful aging



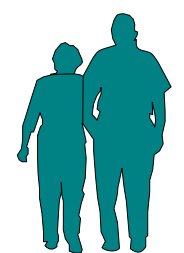
## Create an Age-friendly, Inclusive and Diverse Recruitment Program

- Foster social support and connections between older adult volunteers and service receivers, to stimulate community development and improve recruitment and retention
- Develop inclusive strategies to engage minority groups and ethnic communities



## Ensure Flexible, Affordable and Accessible Opportunities

- Mix of in person and virtual opportunities
- Minimize financial barriers (free parking, meals)
- Assist with immunization, vulnerable sector checks
- Transportation options



## Target Messaging and Opportunities for Specific Groups

- Working baby boomers transitioning from work to retirement
- Older adults who at risk of social isolation, loneliness or depression
- Widows/widowers
- Older adults living with cognitive and physical impairments

[www.agefriendlyontario.ca](http://www.agefriendlyontario.ca)



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