

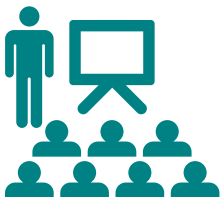
# STRATEGIES FOR RETENTION OF OLDER ADULT VOLUNTEERS



Ontario  
Age-Friendly  
Communities  
Outreach Program

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

## Strategies to Retain Older Adult Volunteers



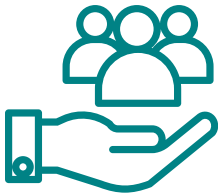
### **Training, Orientation and Education**

- Provide orientation and ongoing training to improve older adult volunteers confidence
- Clearly define the roles and responsibilities for both older volunteers and agency staff
- Provide education and information sharing for staff to improve communication strategies with volunteers



### **Communication and Engagement**

- Emphasize the vision and mission of the organization
- Provide updates on organizational safety measures
- Encourage close interaction and coordination among older volunteers and staff members
- Establish and maintain regular communication between older adult volunteers and volunteer-based programs, for suggestions, reflections, and support



## Support and Inclusivity

- Build a safe positive and supportive environment
- Embrace virtual and hybrid volunteering
- Recognize and reimburse older volunteers
- Provide opportunities that contributes to volunteers' sense of self-satisfaction and pleasure
- Bring awareness of the impact of program on others
- Establish an infrastructure to reimburse and retain older adult volunteers (free parking, meals)



## Flexibility and Adaptability

- Provide technological training and support
- Modify programs for flexibility: to allow continued operation and maintain community services
- Provide less physically demanding volunteering positions for older adults living with



## Work Environment and Satisfaction

- Encourage participation in volunteering activities as part of social engagement
- Address concerns on role-related difficulties, conflicts, feelings of burden, and improve conditions
- Appoint volunteer for addressing concerns and reasons for quitting, notifying the organization and closely monitoring situations for effective response