



**CORPORATION OF THE TOWNSHIP OF ESQUIMALT**

**COUNCIL POLICY**

<b>TITLE: Community Volunteer Attraction and Recognition</b>	<b>NO. PER - 07</b>
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**POLICY:**

The Township is committed to recognizing its volunteers while continuing to actively attract new ones. Recognizing volunteers helps foster community spirit, aids in retaining current volunteers and encourages the recruitment of new participants. Volunteers who feel appreciated are more likely to stay involved with the community organization over the long term, and they may potentially encourage others to join based on their positive experiences.

**PURPOSE:**

This policy establishes consistent attraction and recognition practices.

**A. Attraction**

In order to attract new volunteers, the Township will:

- (1) Include volunteer recruitment information in new resident's Welcome Packages. Volunteer groups can submit relevant information to Township staff who prepare the packages.
- (2) Have a dedicated page on the Township's website that includes information provided by volunteer groups about community volunteering.
- (3) Hold an annual volunteer recruitment fair at a Township facility where community groups can gather and advertise their group activities to potential volunteers and have volunteer sign-up sheets.
- (4) Use social media and other existing Township communication channels to help share recruitment information as needed.

**B. Recognition**

The Township is committed to recognizing its volunteers by:

- (1) Acknowledging volunteers and volunteer groups at an annual recruitment fair. Mayor and Council will speak at the event promoting volunteer work, expressing gratitude to the volunteers and volunteer groups, with door prizes and other gifts being presented, as well as snacks and soft drinks being offered.
- (2) Continuing to acknowledge the volunteers within Emergency Management by holding an informal team-building social event in the summer, and a more formal

<b>EFFECTIVE DATE:</b> July 23, 2024	<b>APPROVED BY:</b> Council	<b>REFERENCE:</b> ADM-24-041	<b>AMENDS:</b> ADMIN-81 – Jan 30/24 (renamed and amended)	<b>PAGE 1 of 1</b>
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event in the winter. Staff will invite Mayor and Council to these events to acknowledge and thank the volunteers. These events are financed through the Emergency Management budget.

- (3) Council will formally recognize those volunteer groups with Council liaison.
- (4) Recognizing volunteers within Archives and those volunteers on Council Committees by inviting them, along with a guest, to an annual recognition event. Staff will organize the event, with attendance by Mayor and Council who will acknowledge and thank volunteers. These events are financed through the HR and Community Relations budget.
- (5) Providing volunteers and volunteer groups with Esquimalt-branded gifts such as tote bags, toques or caps from the Township's inventory.
- (6) Providing recognition to the Township's volunteers through spotlights and short stories on the Township's website, digital channels, and the community newsletter (the Current).

**C. Volunteer Spirit Award**

Policy:

The Volunteer Spirit Award recognizes an individual or group who voluntarily performs above and beyond normal volunteer expectations and is motivated simply by the accomplishments of the task. The acts worthy of recognition must directly benefit the Esquimalt community.

Procedure:

Community groups, residents, Committees, Council members and staff will advise the Township's Administration, in writing, of a community member's acts of volunteer spirit and describe the significant contribution to our community.

Council will consider the identifiable individual who is being considered for a municipal award or honour at an In Camera meeting [*Community Charter 90(1)(b)*].

If approved by Council, the volunteer will be formally recognized at an open Council meeting, and recipients will receive a bronze plated medallion, together with a certificate signed by the Mayor and the Chief Administrative Officer.

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