

# VOLUNTEERS AND THE SCHOOL COMMUNITY

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Volunteers are an integral part of the breakfast club's operation and the heart and soul of our Club. Volunteers with Breakfast Club of Canada know they are doing much more than serving breakfast each morning - they are part of a dynamic national organization fostering social change and improving the quality of life for children across Canada.

People volunteer for many reasons: to give back to the community, to enhance job skills, to meet new people, to build relationships and ultimately, to have fun. The number of parent, staff, community and/or student volunteers a breakfast club requires varies from school to school.



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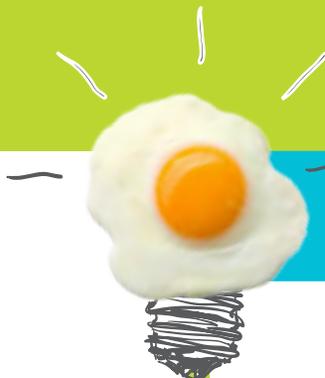
# RECRUITING VOLUNTEERS



A wide variety of people from all walks of life are currently volunteering because they care about the children and youth in their community and want to make a difference in their lives. Thankfully, there are always more people willing to give their time, effort and skills in order to support the breakfast club. Here are some ideas that have proven successful for recruiting new volunteers:

- Set up an information booth with a volunteer sign-up sheet at a variety of community locations and events. For example, farmers' markets, fairs, shopping centres or libraries might be good places to start;
- Post Help Wanted signs at local universities and community colleges. Teachers in training will appreciate the opportunity to build relationships and network at a school;
- Advertise the breakfast club in your community newspaper. Invite a local reporter to do an article on the breakfast club;\*
- Approach local businesses to support the breakfast club as a team building activity;
- Ask service clubs to support the breakfast club;
- Connect with seniors' organizations by advertising in retirement communities and on church bulletins;
- Advertise with local radio and television stations in the community events announcements;
- Contact local employment centers to promote volunteering as a great resume-builder;
- Use social media to get in touch with potential volunteers. Spread the word through a personalized Facebook page, or use Twitter to inform followers of the menu for the day or the number of breakfasts that were served;
- Create a YouTube video infomercial promoting the breakfast club;\*
- Encourage community leaders, local politicians and celebrities to volunteer. Often they are seeking opportunities to connect with their communities on a grassroots level;\*
- Recruit students as volunteers. Promote the breakfast club through a student activity fair or homeroom presentations at the start of the school year;
- Connect with local high schools where students require volunteer hours for graduation. The younger students will benefit from interactions with youth role models;
- Involve different classes (i.e. food and nutrition, health, hospitality, etc.) that could incorporate breakfast club activities such as menu planning or cooking as part of their curriculum. Connect with an art or design class to create volunteer recruitment materials;
- Collect testimonials from current volunteers that can be used when approaching potential new volunteers.

\* if your club is supported by an organization, make sure you consult with them for all media communications.

A creative illustration of a lightbulb where the glass part is replaced by a perfectly cooked sunny-side-up fried egg. The egg has a bright orange yolk and a white, slightly crisped edge. The metal base of the lightbulb is visible at the bottom. The entire graphic is set against a white background with a few simple black lines suggesting light rays.

## BRIGHT IDEAS

Gear the recruitment strategy to the intended audience. If retirees are the targeted audience, the recruitment strategy would look very different than if students were the intended audience. For example, social media would be useful to attract student volunteers but that might not be the best strategy for a retired community member. An announcement in the community bulletin may work better to attract retired community members.