

Make Recruitment an Event!



Alicks Girowski

Volunteer Manager

Hot Docs Canadian International Documentary Festival

Volunteer In Culture



Timeline



**VOLUNTEER
IN CULTURE**

**Join Toronto's cultural organizations
and learn about volunteer opportunities.**

Saturday, October 17, 2015 11:00 AM–12:30 PM
Bloor Hot Docs Cinema Doors open: 10:30 AM
506 Bloor St. W.

Come for the event. Stay for a FREE film!

hotdocs | THE TORONTO FRINGE | Work in Culture | Funding provided by Ontario | VISIT WWW.HOTDOCS.CA FOR MORE INFO AND TO RSVP

MONTH ONE

- Research possible organizations and contact information. Identify 8 presenters you would like to invite and ALWAYS have some backup organizations
- First round of invites to presenters
- Book location of event
- Find a way to incentivize the event for attendees

MONTH TWO

- Develop promotional material
- Confirm presenters and begin second round invites with other organizations (if needed)
- Circulate social media promotion guide to presenters
- Email outreach to organizations to invite their members to event

MONTH THREE

- Promotion via social media and continue email outreach
- Circulate final agenda to presenters and communicate details of event to all

Promote Event on Social Media



Hot Docs Volunteers @hd_volunteers · Oct 19
Thanks @VIBEArtsTO @cityoftoronto @JayuCanada @nationalballet
@reelasian @RegentParkFilm @WoodGreenDotOrg @TO_carnival!
#VolunteerInCulture

← ↻ 1 ★ 4 || ...



Reel Asian Volunteer @reelasian_vol · Oct 17
Great #VolunteerInCulture event @TheBloorCinema this morning. Thanks to
@hd_volunteers for inviting us.

← ↻ ★ ...

Jayu favorited



CommunityConnectWG @CCWoodGreen · Oct 17
@JayuCanada was awesome to meet you guys today @hd_volunteers
#VolunteerInCulture! Keep in touch VS & AP

← ↻ ★ 1 ...



CommunityConnectWG @CCWoodGreen · Oct 17
@hd_volunteers ready to present!! #VolunteerInCulture



← ↻ ★ ...

HRW Canada and 5 others follow



Gilad Cohen @kingcohenG · Oct 17
@LaurelRCarter & I repped @JayuCanada at @TheBloorCinema for
#VolunteerInCulture. Had a blast. Love meeting new volunteers - you sustain
us!

← ↻ 1 ★ 1 ...



- Create event page
- Publicize it on organization's group
- Tag presenting organizations



- Create a hashtag -> #VolunteerInCulture
- Tag presenting organizations
- Tweet photos and news relevant to participating organizations

Promote Event on Social Media



Happy [#WorldBalletDay](#), [@nationalballet](#)!
We're looking forward to seeing you present
at our next [#VolunteerInCulture](#) on October
17th!

1:37 PM - 1 Oct 2015



Reply to [@nationalballet](#)



Break a leg tomorrow, [@sbnuitblancheTO](#) &
Special Events Office! We can't wait to have
your staff on stage at our next
[#VolunteerInCulture](#)

1:18 PM - 2 Oct 2015



Reply to [@sbnuitblancheTO](#)

The Aftermath

Event Recap

VOLUNTEER
IN CULTURE

hotdocs
INTERNATIONAL DOCUMENTARY FESTIVAL

THE TORONTO
FRINGE
FESTIVAL

WorkInCulture

Funding provided by
Ontario

OCTOBER 2015

- Follow up with a recap two weeks after the event
- Invite previous attendees to future editions
- What's the impact of this event?

Thank you for your interest in the third edition of [Volunteer in Culture](#) held on Saturday, October 17th at the Bloor Hot Docs Cinema! This recap is meant to serve as a refresher for the 140 people who attended and a jumping off point for those who weren't able to swing by.

We hope all of you are able to make new volunteer connections based on the information below about each organization.



Hot Docs

The festival volunteer application for the 2016 festival is [now open!](#) Fill one out online to ensure that you receive communication from the volunteer office, which usually begins at the end of January once orientation session dates are confirmed. Year-round marketing opportunities are currently available as well!

Jayu

The human rights film festival is much more than an event in December – they also host several events, speaker series and special projects throughout the year. If you have a passion for justice and helping to educate audiences about social issues in this big world, sign up for their [e-newsletter](#) to keep in the loop.

The National Ballet of Canada

The Volunteer Committee for the National Ballet of Canada is looking for a few good administrators for their Ballet Boutique! To get in touch with them and also learn the remarkable (and long!) history of the organization, head over to their [dedicated website](#).

List of Presenters

1. Hot Docs
2. Jayu
3. The National Ballet of Canada
4. Reel Asian
5. Regent Park Film Festival
6. Toronto Caribbean Carnival
7. Toronto City Cultural Events
8. VIBE Arts
9. Woodgreen

