

## Volunteer Edmonton News – July 13, 2007

### Nonprofit sector to get more exposure

As was announced last month, Volunteer Edmonton will have a weekly column in the Edmonton Examiner starting in August. We invite you to help us fill this space. Send us the name and phone number of a great volunteer you have; let us know about your agency's interesting work; e-mail us in point form about any issues you'd like to see examined; give us information about workshops or conferences you are hosting or attending. Volunteer Edmonton will use your comments as the basis for the columns that will appear in Edmonton Examiner. We will do the research and writing – we just need you to provide us with contact information and ideas! Let's let the general public and the rest of the nonprofit sector know about the wonderful work that is being done and the challenges that we are facing. Provide us with your input by e-mailing [voled@volunteeredmonton.com](mailto:voled@volunteeredmonton.com)

### Boomers are ready for nonprofits, but are nonprofits ready for them?

While this 47-page report draws on statistics for the United States, the information and strategies presented will aid Alberta nonprofits. The report, in part, focuses on the challenges and opportunities faced by nonprofit organizations in managing an aging workforce. There is a baby boomer population out there that is growing and increasingly interested in taking new career paths that will allow them both flexibility and the ability to contribute to improving their communities. In return, the nonprofit sector can gain a new work force that is both experienced and committed. For the summary of this report check out <http://www.volunteeredmonton.com> and click on "Summaries of Reports".

### Feedback required for Community Spirit Program

One final reminder that the provincial government is seeking input from both the nonprofit sector and the general public until July 31 regarding setting parameters for the newly announced Community Spirit Program. The survey can be filled out on line. It can be accessed at <http://tprc.alberta.ca/communityspirit/questions.aspx>.

### Great opportunity for students interested in global learning

If you know any students who are interested in summer camp fun but with a global twist tell them about SUNIA. The Seminar on the United Nations and International Affairs is inviting high school students to attend one of two sessions: Aug. 12-17 and Aug. 19-24. The camp takes place at the Goldeye Centre, just west of Rocky Mountain House. Along with fun activities like hiking, students will learn from special guests from the UN, Foreign Affairs, and National Defence, as well as take part in interactive activities that SUNIA staff runs, such as an international development simulation and a model UN Security Council debate. Have fun while learning! If you know anyone interested, contact [anna.hopkins13@gmail.com](mailto:anna.hopkins13@gmail.com)

### Early registration nets great savings, great opportunity

ASSIST Community Services Centre and the City of Edmonton are hosting Volunteer Fair 2007 on the afternoon of Sept. 15 in City Hall. This fair is held annually to promote volunteerism, recruit volunteers and provide information on volunteer opportunities for the Edmonton Chinese Community and the general public. All interested non-profit social service providers and community members are invited to come together to help support this special community event. Nonprofits will get their space for information display/booth free with early bird registration before July 31. Registration between Aug. 1-15 will cost \$20. Remember: tables are limited so register early! E-mail Edwina Leung, Volunteer Co-coordinator at [edwina.leung@assistcsc.org](mailto:edwina.leung@assistcsc.org) or phone 429-3111 for more information.

### **Latest technology attracts young volunteers**

YouTube has become the latest means for nonprofits to get the word out there. Not only is it an innovative alternative to traditional media, but it's a way that young savvy consumers – a group that some nonprofits wish to target - can seek out the content they want. More and more organizations are turning to social web sites like Facebook, MySpace and LinkedIn, and to technological innovations like wikis, podcasts and blogging in order to reach outward and gain a marketable footing. Is it working? Undoubtedly. Hits are in the tens of thousands. So how do nonprofits determine which technology works for them and their needs? Read more about it in Elisa Birnbaum's article, "Marketing's next wave: How technology can bring change," <http://www.charityvillage.com/cv/archive/acov/acov07/acov0719.html> (Charity Village's June 18, 2007 Cover Story)

### **Lobbyist Act introduced by Stelmach government**

Bill 1 Lobbyist Act was the first bill introduced by the new Stelmach government and calls for, among other things, a registry for those who lobby the government. This registry will be available to the public. Also available to the public will be an index of accounts paid by the government so Albertans can see who is doing business with the government. Read more about this bill at <http://www.volunteeredmonton.com/news.htm>

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### ***Volunteer Edmonton***

*Building healthy communities through volunteerism ... one volunteer at a time.*

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