

# VOLUNTEERCONNECTOR STRATEGIC PLAN 2020-2023

## VISION

volunteers creating thriving communities

## MISSION

we are a charity providing digital volunteer engagement solutions in Canada

## VALUES

**Exploration**  
moving ambiguity into action

**Courage**  
having stamina over the long term

**Adaptability**  
resolving complex problems in a variety of contexts

**Resiliency**  
moving forward in the face of setbacks

**Empowerment**  
empowering others to be successful

## STRATEGIC PRIORITIES

### Volunteers Leading

Putting the volunteer at the center of the system of volunteerism by leveraging an online platform that supports the existing framework of Promote-Connect-Strengthen-Lead

### Strengthening Volunteerism

Strengthening the system of volunteerism to grow the subscriber base of the VolunteerConnector to create organizational sustainability

### Building Communities

Building community through volunteerism and partnership by nurturing a network of support for volunteers and volunteer organizations to enable volunteers, volunteer organizations and regional partners to better inform the future of volunteering through collecting, owning and sharing data

For more information, please visit [volunteerconnector.org](http://volunteerconnector.org)

**VolunteerConnector**

# OUR 4 YEAR STRATEGY

## STAKEHOLDER: Volunteers

VolunteerConnector equips volunteers to lead their own engagement

Volunteers have meaningful experiences which contribute to an organization's mission

Volunteers can move across communities according to their interests

## STAKEHOLDER: Volunteer Organizations

Create attractive space for volunteers that allows organizations to recruit efficiently

Provide effective volunteer engagement through simple management tools

Democratize the volunteer experience no matter the size or budget of an organization

## STAKEHOLDER: Regional Partners

Collaborate with regional partners to promote the value of volunteerism

Equip regional partners to speak on behalf of volunteers through timely data and research

Work together to actively shape the future of volunteerism in Canada

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## ORGANIZATIONAL DESIGN

Building from a digital system for volunteer recruitment with a 16-year track record, in 2020 we released a simple and affordable system for volunteer engagement for the 57% of organizations that are 100% volunteer run. This addresses a sector need for organizational continuity and access to effective volunteer management tools both of which are an incredible benefit to community.

In October of 2018, the board made the motion to “digitize the volunteer centre”. This was their response to the national interest to pursue development of a “simple, affordable system for volunteer engagement” by all three key stakeholders: Volunteers, Organizations, Regional Partners. We are committed to the volunteer framework of **Promote-Connect-Strengthen-Lead** and providing our services digitally.

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