



INTERNATIONAL VOLUNTEER DAY

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DID YOU KNOW that International Volunteer Day, as declared by the United Nations, is December 5 of each year? The 2001 event is also the official close of the International Year of Volunteers (<http://www.iyv2001.org>).

On December 5, 2001, Volunteer Canada, in partnership with the Government of Canada, will launch the I WILL Volunteer 2002 campaign. December 5 is International Volunteer Day and marks the beginning of a month-long initiative asking Canadians to make a commitment to be involved in their community in 2002.

How can we get involved?

The campaign offers charities and not-for-profits an opportunity to reach out to their existing volunteers and to potential volunteers. You will be able to order posters, postcards, and PSAs free of charge (for the cost of shipping and handling only), to incorporate into your own recruitment plans.

Volunteer Canada would also like you to help them to raise the profile of this initiative. You are encouraged not only to use these materials but also to build upon them. Consider holding an I WILL Volunteer 2002 event – at your organization, in a mall, or on the street – to diversify and strengthen the message to Canadians.

A key tool in this campaign is the I WILL Volunteer 2002 postcard (please see the Volunteer Canada website, www.volunteer.ca) containing a short and convincing message urging Canadians to volunteer. They have left space on the card for you to apply customized labels to insert your own message.

Here are a few suggestions on how you can use the I WILL Volunteer 2002 concept:

1. Distribute cards at your own December events.
2. Place the postcards and posters in various venues around your area – for example, in libraries, restaurants, theatres and community centres.
3. Ask local media if they are interested in picking up on the campaign. For example, the postcard can be inserted in a local paper as is or as a graphic cut-out. The radio PSAs are being distributed to radio stations across Canada.
4. Distribute posters and postcards through other networks and community events.

For more information on how to order materials from Volunteer Canada contact Perin Ruttonsha at pruttonsha@volunteer.ca. If you are planning anything for this special day, please let National Headquarters know about it by contacting Don Lapierre at dlapierre@nhq.sja.ca.

DID YOU KNOW?

AN INFORMATION SHEET FOR ST. JOHN AMBULANCE MEMBERS

Celebrate volunteers! <http://www.iyvcanada.org>

A publication of St. John Ambulance National Headquarters