

Volunteer guide 2026 for district executives



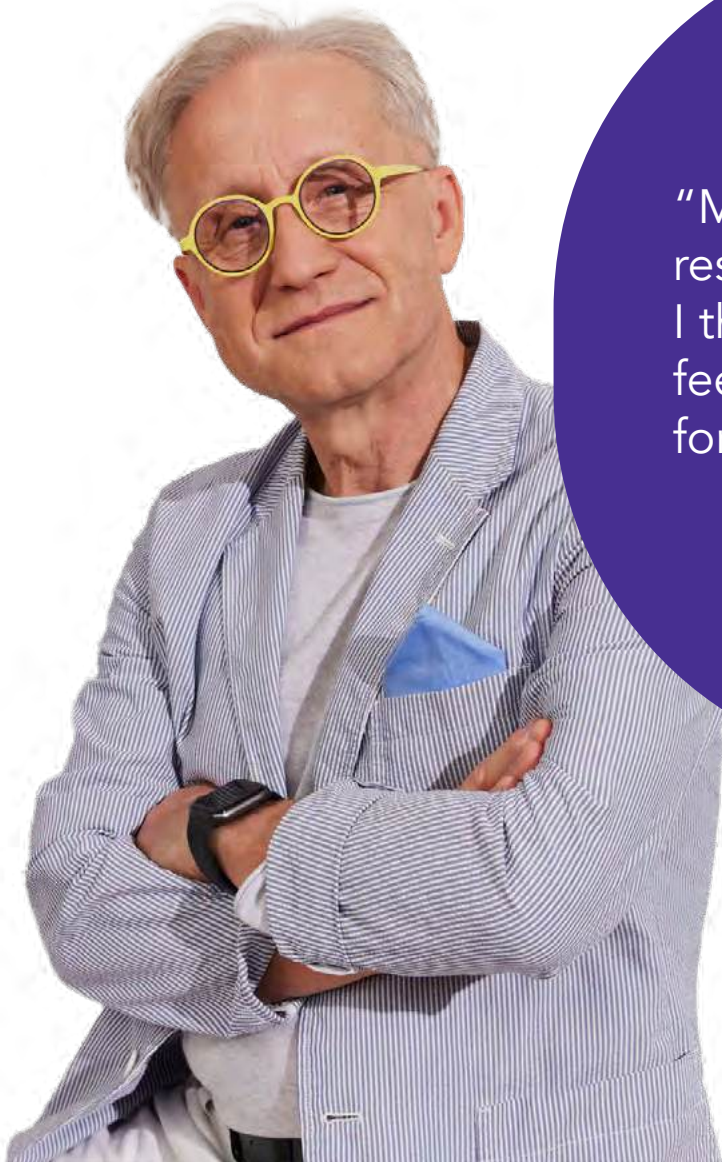
"Being a member of the district executive has allowed me to continue to learn, to meet new people, to serve our community and the communities beyond our borders and to engage in relevant discussions for the improvement of life in general."



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“My district volunteer responsibilities keep me busy. I think volunteerism increases the feeling of self-worth and is good for the brain.”

Introduction

Entente Education Canada members are known for their generous volunteer efforts with their families, friends, work and community. Many lend that support to our organization as well, and we can't do what we do without them.

But surveys have shown that not all of our members are aware that we want and need their help. Also, some don't think they can volunteer because they don't have a car or don't live in a big city. Some don't know what needs to be done and how they can help.

This guide aims to provide support, tips and strategies to help districts attract members to become volunteers in the district and executive members – and to keep them engaged and feeling appreciated.

Benefits of volunteering

Beyond the personal satisfaction of helping, volunteers often want to know "What's in it for me?" Plenty! Our volunteers say they benefit from:

- Keeping their existing skills sharp
- Sharing their skills and interests with others
- Developing new skills
- Getting to know new people
- Enjoying friendly, social interactions with fellow members
- Giving back and being part of something bigger than themselves

Learn what drives your volunteers and share their successes. Ask existing and new volunteers what they have gained or hope to gain by volunteering, and make sure they reach their goals and share their successes with other volunteers and prospects. Ask those ending their volunteer term how they benefited (or not), or how you could have improved their experience.

Pinpoint the volunteers your district needs

Step 1 – Who do you need on your team?

Step 2 – Describe the role in detail

Step 3 – Brainstorm who might be able to help

Step 4 – Recruit your volunteers!

1

Who do you need on your district team?

Core roles in each district are:

- President / past president
- Vice-president
- Treasurer
- Secretary
- Corporate (voting) members (two per district) and alternates (two per district)

Beyond that, most districts have the following district executive roles:

- Community grants coordinator
- Events coordinator
- Environmental coordinator
- Foundation advocate
- Goodwill coordinator
- Health coordinator
- Marketing and outreach coordinator
- Member at large
- Membership coordinator
- Newsletter editor
- Political advocacy coordinator
- Social media coordinator
- Travel coordinator
- Website coordinator

Some districts implement role sharing as a way to train new volunteers or spread the responsibilities of key roles across two volunteers. A great example of this is our newly created co-president role.

Districts may also have volunteers who lead specific clubs (for example, book clubs, walking clubs) and activities (day trips, excursions, etc.).

Who do you already have in place who is willing to stay on? Who do you need?

2

Describe the volunteer role

Clearly identify the tasks you require from each of your volunteers. The volunteer role description should include:

- Responsibilities
- Any specific expectations you have of the volunteer (such as attending in-person meetings)
- Skills and/or previous experience helpful for the position (e.g. technology skills)
- Resources provided (e.g. training, templates)
- Benefits of the role
- Expected time commitment (be realistic about the time required, but don't scare off potential volunteers!)

See sample role descriptions starting on [page 27](#).

3

Brainstorm who might be able to help

Think about your existing volunteers. Who's staying? Who's leaving? Who else do they know who might be interested in volunteering? Who would be the best person to invite these prospects to volunteer?

Who has helped occasionally and might be encouraged to make a longer commitment? Who would be the best person to ask them?

Think about your personal network. Who has the skills you need? Who might be interested in volunteering? Are you willing to ask them?

Keep succession planning in mind. Who could start in smaller roles and progress to a core role? Who's ready to move to a new role?

Always be recruiting!

4

Recruit your volunteers

12 tips for recruiting volunteers

1. Ask. Many times, the only reason someone hasn't volunteered is that nobody asked.
2. Ask soon after someone retires, before they channel any spare time into other volunteer activities.
3. When inviting someone to volunteer, explain the role you have in mind and its value to the district.
4. Ask your volunteers what they get from volunteering with your district and share these benefits with prospects.
5. Advertise. Share the tasks and positions available in your newsletter, on your Facebook page, on your website, in district presentations and events. Potential volunteers may not know where they might fit in. See sample volunteer "ads" starting on [page 24](#).
6. Ask current volunteers or contacts to spread the word. Respond promptly to any leads.
7. Start with the core roles. New people in these roles may have others they would recommend.
8. Break down volunteer jobs into smaller tasks and short-term (as little as an occasional hour), as well as defined longer-term commitments. Include tasks that can be done from home or by snowbirds, that don't require a car or that don't require in-person meetings.
9. Start new volunteers with smaller jobs.
10. Encourage a "buddy system" – get two people to share a position and the work. This may also help with succession planning, making it easier to identify potential successors for each volunteer role.
11. Welcome all help. If someone volunteers for a position you have already filled, propose an alternate.
12. Offer a trial period – an opportunity to "shadow" a current district executive member or to try out a volunteer role.
13. Make sure your volunteers know you appreciate their help. Check in often to see if they have any issues or need assistance.



Best practices for volunteer recruitment

- Ask directly – through personal face-to-face or telephone conversations.
- Ask new volunteers what they hope to gain by volunteering, and make sure you help them reach their goals.
- Ask existing volunteers how they personally benefit from volunteering and share their successes with prospective volunteers.
- Ask those ending their volunteer term how they benefited or how their volunteer experience could have been improved.
- Provide a detailed role description.
- Get to know members – it's easier to ask them to volunteer when you have a personal connection.
- Start with members who are keen supporters of our organization, but who are not volunteers yet.
- Make sure to reach out to members with diverse backgrounds, perspectives and life experiences.
- Host a fun “meet and greet” for members who are thinking about volunteering.
- Offer options of involvement – make sure there are ways for members to start with a small volunteer commitment, as a way of trying out the experience, before making a major commitment.



Volunteer onboarding

Welcome new district volunteers with a great onboarding experience

When a member joins your district executive – or moves into a new role – make sure they get off to a strong start with a clear and consistent onboarding and orientation that includes the following elements.

What new district volunteers need to know about Entente Education Canada

Entente Education Canada is a bilingual, trusted advocate for healthy, active aging, rooted in Canada's education sector.

Our roots go back to 1968. Today, we proudly serve more than 87,000 members through 51 local districts. Membership is open to anyone who works in or is retired from any role in education in Canada, along with their immediate family members.

We manage Entente Plus, a non-profit group health insurance program that covers more than 100,000 people nationwide.

Guided by a belief in building a better future together, the organization harnesses the power of community to support individual well-being and advance societal progress.



Governance

- Board of directors and committees provide oversight and strategic direction.
- Districts – organize programs, events, social activities and outreach aligned with organizational strategic priorities.
- Staff provide support to districts and work on behalf of members, based on the strategic direction established by the board.

By-law, policies and guidelines

To ensure consistency and good governance across our organization, we follow a clear framework of:

- By-law – governing principles and structure
- Policies – framework for decision-making, ethical conduct and accountability in all aspects of the organization's operation
- District guidelines – practical resources to assist districts in all aspects of their operations, including financial management, communications, event planning, advocacy, environmental stewardship and reporting

Strategic plan

[*Our Strategic Plan 2030*](#) guides all programs, services and activities of our organization and includes three broad strategic goals that will guide our work from 2026 to 2030:

- Be the trusted voice on healthy, active living as we age
- Improve the lives of members and insurance plan participants
- Broaden membership and insurance participation

Support for districts

We offer a wide range of tools and support, including:

- Toolkits and guides
- Templates (agendas, reports, emails, newsletters)
- Brand guidelines and resources
- Event planning resources
- Technology platforms and support
- Reimbursement and funding information
- Access to staff for coaching or advice
- RTOERO Learning, our online learning platform

Visit the [district executive resources](#) website page for all resources.

How to onboard a new district volunteer

A new position comes with time commitment, key tasks and responsibilities based on the role – but also support, social connections and fun!

Unpack the role

- Review the expectations of the role with the new volunteer. (Sample role descriptions are provided in this guide.)
- Provide a calendar of activities to be completed by the volunteer in this role throughout the year.
- Identify where to find previous samples of materials related to the role.
- Share relevant templates and samples provided on the [district executive resources](#) page of the website.

Socializing and team building

- Invite new volunteers to attend district events to meet members and fellow volunteers.
- Plan a warm welcome for the new volunteer at their first meeting.

Coaching, mentoring and training

Support the success of a new volunteer through:

- Shadowing opportunities with outgoing or experienced volunteers

- Workshops and webinars organized by head office
- Access to mentoring from past or current leaders

Information sharing and communication

To help your new district volunteer get started, districts can provide:

- A welcome starter tool kit with quick links to resources
- Access to shared communication channels and materials

Regular check-ins

- Organize regular check-ins with the new volunteer during their first year. Be sure to gather regular feedback on their experience and offer support, assistance and training to help them become comfortable in their role.
- Be sure to highlight information, resources and events provided by the national office.

"I especially enjoy the luncheons and going around the room and getting social with ex-colleagues and new friends."



Creating a positive volunteer experience

Once your volunteers are on board, you want their experience to be a good one.

- Ask experienced volunteers to help mentor new volunteers.
- Establish positive relationships and support and encourage your volunteers. Make them feel part of the team.
- Ensure their volunteer position meets their expectations and is a good fit.
- Recognize volunteer work, both formally and informally, in your local newsletter, at district meetings, through certification of recognition from the national office.
- Ask for feedback. Check in regularly to see how your volunteers are doing.



Four best practices in volunteer retention

1. Create a quality volunteer experience

- Align with volunteer needs and goals.
- Provide the right amount of support and recognition.
- Make volunteers feel part of a team.
- Give volunteers respect and involve them in decision-making.
- Provide meaningful work and ensure their time is well spent.

2. Develop district “ambassadors” by making sure that!

- Volunteers see value in their contributions.
- Volunteers see the impact of what they do and the positive effects on whom they serve.

3. Provide support. Volunteers know and understand that:

- Orientation and training will be provided.
- They are part of a team of people working together.

4. Make sure volunteers receive more than they give. This occurs when volunteers:

- Gain additional skills through training and resources provided by the district and Entente Education Canada.
- See positive change has occurred.
- Feel their contributions are appreciated.



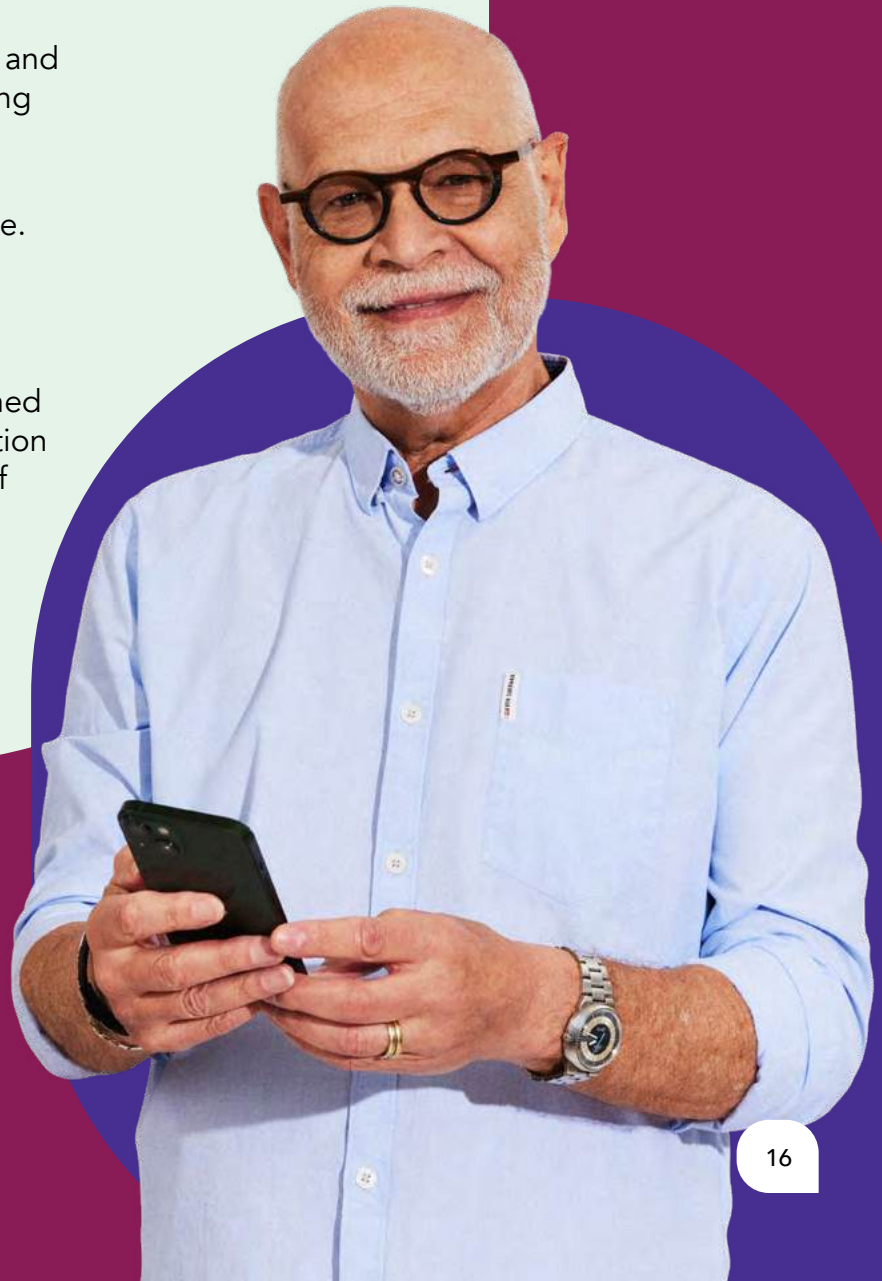
Succession planning

Succession planning is an ongoing process for districts to identify and develop capable and skilled volunteers and leaders who can fulfill key roles when they become open. It considers existing district needs and future strategic direction.

Why is succession planning important?

Succession planning provides many benefits to your district, including the following:

- Maintains organizational memory and volunteer contributions of outgoing members.
- Attracts new people to sustain necessary skill sets and knowledge.
- Identifies people with skills and experience that align with future strategic direction of the district.
- Provides proactive and well-planned recruitment, training and recognition for current and future members of your district executive.



5 steps to developing a district succession plan

1. Identify roles for succession

- Identify key roles first, and not individuals you want to recruit.
- Do this by thinking about the impact to the district if the position was vacant or left unfilled.
- Ask yourself if there are immediate position terms that are coming to an end.
- Key positions will be different for every district and will evolve over time.
- As you gain people and better systems, create succession plans for all district executive positions.

2. Identify key skills required

- Identify the skills, experience and knowledge required for key positions, to meet district needs – now and in the future.
- Include skills such as leadership, technical competency, detail focused, networking, problem-solving or previous volunteer or board experience.
- Have role descriptions for each position, to identify the skills, experience and knowledge required. See role descriptions starting on [page 27](#).

3. Identify potential volunteers

- Identify who is currently in the role and who is in the resource pool that matches the skills, experience & knowledge required.

- Goal is to always have an identified person to act as a back-up.
- You are almost ready to start volunteer recruitment:
 - Think about the methods that will best align with the individuals on your list.
 - When engaging with existing volunteers and community members, have the list handy of position(s) needed and the skills, values & characteristics required for each position.

4. Find people who believe in our mission, vision, values

When thinking about who might be a good fit for a district executive role, look for members who are:

- passionate about organization.
- committed to our mission, vision and values.
- enthusiastic about being part of a team and collaborating with the other members of your district executive.
- motivated by the opportunity to share their skills and experience to benefit the members of your district.

Previous skills and experience related to the role are an asset, but training can provide an enthusiastic and dedicated member with the competencies for the role.

5. Provide training and orientation

Once you have great people, you need to invest in them by providing a robust orientation and training.

Create an orientation guide (for example, a Google folder) that includes the following elements:

- The strategic plan and brand guidelines
- Role descriptions
- List of district executive members, with contact information
- Minutes of district executive meetings
- Meeting schedule
- Calendar of district events
- [District executive resources on the website](#)
- Link to our learning website – rtolearning.rtoero.ca – with training resources and other resources provided for the specific role
- Policies and by-law
- District routines and practices

Provide ongoing training and mentorship for new district executive members to make sure they understand their role and feel well-supported.

- Match the new volunteer with an experienced member of the district executive.
- Establish a mentorship plan for a defined transition period.
- Check in regularly with the new volunteer to determine additional training and support that might be helpful and to answer any questions



Implementing your district succession plan

- Create a subcommittee or working group of district executive members to lead succession planning. The past president may be a good choice to lead this group.
- Designate the person responsible for recruiting for each executive role and for reporting to the group.
- Make succession planning a standing agenda item for district executive meetings.

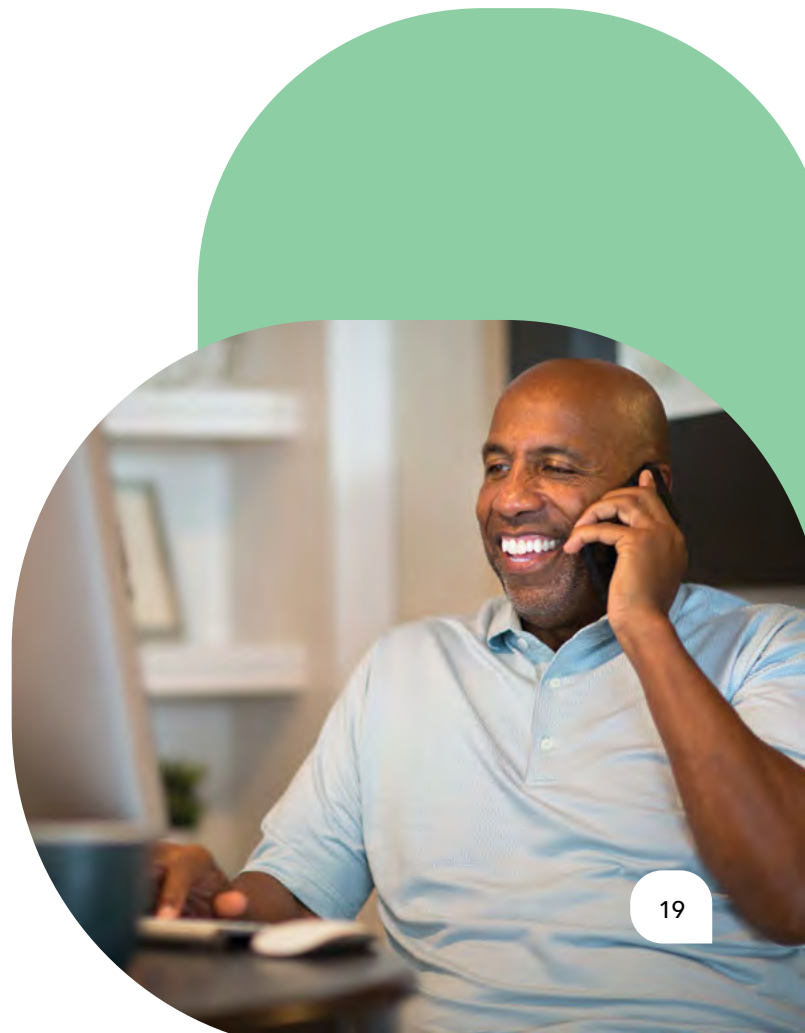
Monitor and evaluate

Choose measurable indicators for the main priorities of your plan. Here are questions to ask when monitoring and evaluating the succession plan:

- Have we designated people to recruit for specific roles, and is there follow-through when we debrief at meetings?
- How many existing volunteers stepped into new roles? Do their skills and experience match the positions?
- Do all key district executive roles have two prospective successors identified?
- Are role descriptions up-to-date?
- What feedback have we received on the orientation/onboarding process?
- Have we collected feedback from our district executive members to help us improve?

Adapt your plan

- Succession plans are living documents. The district succession plan should be adapted and updated regularly.
- Regularly review and evaluate volunteer recruitment outcomes:
 - What recruitment method(s) are most effective?
 - What aspects of our volunteer recruitment and succession plan need to be improved?
- Based on regular monitoring and discussions as a district executive, decide how the succession plan needs to be changed to meet your district's needs.



Succession planning template

Volunteer role

Complete chart for each district executive role

Skills, competencies, experience needed in the role

List the key skills, experience, competencies and qualities needed in the role.
For example:

- Previous experience in a similar volunteer or professional role
- Previous volunteer experience with your district
- Detail oriented
- Interested in learning new role
- Passionate about our organization and serving members of your district

Current person in role and date term of office ends

Name of the volunteer in the role, as well as date that the term of office ends or the person plans to step back from the role (if applicable)

Potential successors

Names of at least 2 district members who are potential successors

Planned succession activities

List activities completed or planned to introduce the potential successors to the role. For example:

- Candidate A will take an active supporting role in the portfolio (e.g. co-editor)
- Candidate B will complete training modules on our Learning website for the role
- Candidates will attend district executive meetings as members-at-large
- Candidates will review relevant policies and [District Executive Resources](#) webpage

Appendix

"I'm proud member and willingly volunteer my time and appreciate all the help we get."



"I am happy to be part of my
district executive team."



Appendix A – 5 tips for better meetings

There's no getting away from meetings, even in a volunteer setting. But holding meetings too frequently or for too long can discourage volunteers.

Follow these five tips to keep meetings to a minimum and to make them as painless as possible:

1. **Don't hold unnecessary meetings**

How often does your team need to meet? Can meetings be held less often, or over Zoom rather than in person? Can you sometimes accomplish your goals using email?

2. **Set and keep to a schedule**

Schedule routine meetings at a time convenient to most participants. Start the meeting on time and end it on time, or even better, end it early. Those who arrive late will soon find out you mean business!

3. **Be prepared and help participants be prepared**

Distribute the meeting agenda and any background material at least a day before the meeting so everyone has time to review it.

Tell participants what the meeting is meant to accomplish and if they have a specific role.

4. **Stay on topic**

Keeping to your schedule is easier if you stay on topic. If someone goes off on a tangent for too long, gently guide the person back to the agenda.

5. **End meetings with next steps and who is to take them**

End the meeting by summarizing the following:

- **What** – list the actions/deliverables to be completed
- **Who** – for each deliverable, identify the person who is responsible for making sure the action is completed
- **When** – for each deliverable or action, identify the specific completion deadline

Appendix B – Sample volunteer “ad” wording

Select and adapt from the suggested wording below to create a volunteer “advertisement” in your district newsletter, in an eblast to members, on your district website and/or on your district Facebook page.

Our district runs on volunteers – and we’re looking for your help

Entente Education Canada (formerly RTOERO) members are known for volunteering with family, friends, work and the community. But did you know your help is welcome within our organization, too? We have a range of volunteer opportunities.

Vice-president

Are you passionate about providing leadership to the district executive and serving as the key liaison with the office and the board of directors? If so, use your leadership skills and have fun doing it!

Secretary

Would you enjoy working with the district president to organize meetings and prepare meeting minutes and correspondence? This may be the opportunity for you!

Treasurer

Do you have a knack for numbers and like to use technology to keep everything organized? Use your love of math and technology in this important district executive role!

Community grants coordinator

Are you passionate about your community and our organization? Use your local connections and commitment to coordinate our district’s grants program.

Events coordinator

Are you a party planner extraordinaire? Turn your knack for creating fun and memorable events into an important role on our district executive, helping to engage our members!

Environmental coordinator

Passionate about the planet? Use your smarts, creativity, and people skills to drive local and national action for a cleaner, greener future! Advocate, promote, and lead environmental initiatives that make a real impact

Foundation advocate

Do you believe in a society in which all seniors live with dignity and respect? Volunteer as our Foundation advocate and be part of a unique and impactful philanthropic effort.

Goodwill coordinator

Are you passionate about helping members of our district at times when they need extra support and care? Volunteering as our goodwill coordinator could be for you!

Health coordinator

Are you a wellness maven? Consider contributing to the healthy, active retirement journey of our members as our district's health coordinator!

Marketing and outreach coordinator

Are you an enthusiastic brand ambassador for Entente Education Canada and our district? Consider joining our executive as our district marketing and outreach coordinator, connecting with future members!

Member at large

Are you passionate about our organization, programs and our district and interested in becoming more involved – but not sure where your talents and experience might best fit? Volunteering as a member-at-large could be for you!

Membership coordinator

Are you passionate about our organization, activities and our district – and dedicated to the value of volunteerism? Joining our district executive as the membership coordinator could be for you!

Newsletter editor

Are you a word nerd? Is writing your passion? Turn your love of storytelling into a vital communications role for our district – showcasing members and keeping them up-to-date on all the district news!

Political advocacy coordinator

Do you have a lifelong passion for politics and political issues? Have you been actively involved in the political process (campaigning, letter writing, etc.) in the past? Consider contributing your enthusiasm for democracy and civic engagement as our district's political advocacy coordinator!

Social media coordinator

Are you a social media butterfly? Do you enjoy connecting online with your Facebook friends? Consider this exciting role managing our district Facebook page!

Travel coordinator

Do you have the travel bug? Are you the person who organizes the travel arrangements for family and friends? Turn your wanderlust into a volunteer role where you will meet other travel enthusiasts in our district!

Website coordinator

Are you tech-savvy, with a keen interest in digital communications? Volunteering as our district website manager could be for you!

Benefits of volunteering

Volunteering in our district executive has a lot to offer to our members, including making new friends, sharing your knowledge and interests, learning new skills – and having fun!

Learn more

Contact our district president [insert president name and email address] to learn more and find out if this volunteer role is for you!

Appendix C – Role descriptions for district roles

President/Vice-President

The president steers the district executive and acts as main liaison with the staff and board. The president takes the lead, supported by the vice-president and past president. The vice-president automatically succeeds to the role of president and then past president.

Responsibilities

- Oversee all activities of the executive at the district level
- Lead and ensure that district activities align with the organization's strategic plan
- Lead all district executive meetings
- Attend virtual meetings with the board of directors and committees
- Attend the annual Presidents Workshop
- Convene and chair regular and special meetings for district members
- Serve as an ex-officio member on all district committees
- Respond to requests from board of directors, committees and staff on behalf of the district, as requested
- Act as a signing officer for the district
- Receive the monthly membership list from the office
- Prepare the district's annual report

Skills and experience helpful for this role

- Leadership experience
- Knowledge of the organization and the district
- Comfort presenting to a group
- Technology skills
- Commitment to Entente Education Canada and its mission, vision, values and strategic goals

Training and resources provided

- Annual Presidents Workshop in Toronto
- [District executive resources](#) on the website
- Training and mentorship from other members of the district executive
- Learning website – rtollearning.rtoero.ca
- Support from board liaison
- One-to-one support and training from staff

Benefits of this role

- Opportunity to attend annual Presidents Workshop in Toronto
- Sharing leadership skills and making a difference
- Having fun leading and socializing with the district executive

Time commitment

An average time commitment of 2-3 hours per week. Most work can be performed remotely, with occasional travel to meetings or training.

Secretary

Works with the president and district executive to prepare meeting agendas, action summaries of executive meetings and district correspondence. You are the glue that holds the district together!

Responsibilities

- In collaboration with the district president, prepare and distribute meeting agendas
- Prepare and distribute action notes/summary of any meeting of the district executive
- Prepare correspondence as required for the district executive
- Notify members of upcoming and scheduled meetings
- Coordinate the annual meeting of members and other meetings as required
- Maintain a record of attendance for all meetings.

Skills helpful for this role

- Commitment to Entente Education Canada and its mission, vision, values and strategic goals
- Knowledge of the organization and the district
- Excellent organizational and communication skills
- Computer literacy, including proficiency with Microsoft Office and Zoom

Training and resources provided

- [District executive resources](#) and other information on the [website](#)
- Training and mentorship from other members of the district executive
- Learning website – rtollearning.rtoero.ca
- One-to-one support and training from staff

Benefits of this role

- Sharing leadership skills and making a difference
- Having fun socializing with the district executive

Time commitment

An average time commitment of 4-6 hours per month. Most work can be performed remotely, with occasional travel to meetings and training.

Treasurer

The district treasurer keeps the financial accounts of the district up-to-date and has signing authority for expenses. The treasurer also helps prepare annual district budgets.

Responsibilities

- Provide regular reports on district financials
- Work with the district executive to prepare an annual budget
- Pay invoices as directed by the district executive
- Receive a financial statement for the fiscal year from the chair of a standing or special committee that is handling district money and managing the treasury of any Unit
- Present an annual district financial statement, reviewed by at least two district members, at least one month before the district's annual meeting
- Manage the district budget, and reconcile bank and investment account statements
- Pay all approved expenses or disbursements and ensure cheques are co-signed
- Monitor and report any significant variations between actual financial results and the budget to the district executive
- Coordinate the preparation of annual financial reports for the district annual meeting and the office
- Provide annual reviewed financial statements at the district's annual general meeting.

Skills helpful for this role

- Knowledge of basic accounting practices and procedures and financial management planning principles
- Knowledge of or ability to learn Excel
- Knowledge of or ability to learn QuickBooks
- Computer literacy, especially in the use the Chromebook and QuickBooks provided
- Commitment to Entente Education Canada and its mission, vision, values and strategic goals

Training and resources provided

- Treasurers Guide
- QuickBooks Manual
- One-to-one QuickBooks training by finance department staff
- [District executive resources](#) and other information on the [website](#)
- Training and mentorship from other members of the district executive
- Learning website – rtolearning.rtoero.ca

Benefits of this role

- Sharing leadership skills and making a difference
- Having fun socializing with the district executive

Time commitment

An average time commitment of 6-8 hours per month.

Community grants coordinator

The community grants coordinator takes the lead in organizing the district's applications for the Community Grants program, which may be submitted annually as opportunities arise. They also maintain ongoing communication with partner organizations involved in their community projects.

Responsibilities

- Coordinate the district submission for the Community Grants program, with input from the other members of the district executive
- Monitor application timelines and requirements
- Share the news release about the district grant (provided by the office) with district members and community network.
- Collaborate with the newsletter editor, social media coordinator and website coordinator to share news about the grant with members and the community
- Coordinate an event, as appropriate, to present the grant donation to the community partner organization collaborating with the district on the project
- Communicate regularly with community organizations that are current and past grant recipients, to share information in district communications about the status and impact of the grants
- Complete required reports and submit them to the Community Grants and Scholarships Committee
- Attend district executive meetings

Skills helpful in this role

- Commitment to Entente Education Canada and its mission, vision, values and strategic goals
- Knowledge of the organization and the district
- Comfortable with computers and navigating online forms
- Previous volunteer experience is an asset

Training and resources provided

- [Community grants](#) information on the [website](#)
- [District executive resources](#) and other information on the website
- Training and mentorship from other members of the district executive
- Learning website – rtolearning.rtoero.ca
- One-to-one support and training from staff
- Support from the Community Grants and Scholarships Committee

Benefits of this role

- Sharing leadership skills and making a difference
- Having fun socializing with the district executive

Time commitment

An average time commitment of 4-6 hours per month during the grant application process.

Events coordinator

The events coordinator plans the logistics for signature district events such as seasonal lunches, welcome breakfast for new retired members in September, golf tournaments, etc.

Responsibilities

- Collaborate with the other members of the executive to develop the special event plan for the district for the year
- Collaborate with the district president and treasurer to develop a budget for each event and to monitor event expenses and revenue
- Coordinate all event logistics, such as booking the venue, planning the menu and coordinating volunteers needed to assist with the event
- Recruit a team of volunteers to support event promotion and logistics
- Collaborate with the district newsletter editor, social media coordinator and website coordinator to promote the events to members through print and digital communication channels
- Attend district executive meetings

Skills helpful in this role

- Commitment to Entente Education Canada and its mission, vision, values and strategic goals
- Knowledge of the organization and the district
- Previous event planning experience is an asset

Training and resources provided

- [District executive resources](#) and other information on the [website](#)
- Training and mentorship from other members of the district executive
- Learning website – rtollearning.rtoero.ca
- One-to-one support and training from staff

Benefits of this role

- Sharing leadership skills and making a difference
- Having fun socializing with the district executive

Time commitment

An average time commitment of 6-8 hours per month leading up to an event and 1-2 hours per month at other times.

Environmental coordinator

The environmental coordinator is a passionate volunteer that organizes district environmental and advocacy activities, in collaboration with the president and district executive, focused on one or more of the environmental stewardship advocacy topics established by the board of directors.

Responsibilities

- Recommend actions and activities to the district executive to support the achievement of organizational environmental stewardship goals and initiatives
- Promote and report on environmental stewardship activities
- Organize and coordinate the activities of the district with other like-minded volunteers
- Manage an annual environmental stewardship budget, as determined by the district president and treasurer
- Liaise with community organizations that share common advocacy views and issues at the provincial and federal levels in the best interest of district members
- Represent the district at meetings and workshops as appropriate for the environmental stewardship portfolio and activities
- Communicate with the Political Advocacy Committee and/or Member Services Committee through the assigned committee liaison person for the district
- Serve as a member of the district executive
- Attend all relevant meetings as scheduled

Skills helpful in this role

- Commitment to Entente Education Canada and its mission, vision, values and strategic goals
- Knowledge of and commitment to the organization's advocacy issues as determined by the board of directors
- Presentation skills
- Technology skills

Training and resources provided

- [Political advocacy topics](#) including environmental stewardship
- Environmental toolkit, in the [district executive resources](#)
- *News you can use* – monthly compendium of ready-to-use articles, include those on environmental topics
- Regular virtual meetings with the Political Advocacy Committee
- [District executive resources](#) and other information on the [website](#)
- Political advocacy workshop in Toronto every two years
- Training and mentorship from other members of the district executive
- Learning website – rtolearning.rtoero.ca
- One-to-one support and training from staff

Benefits of this role

- Sharing leadership skills and making a difference
- Having fun socializing with the district executive

Time commitment

An average time commitment of 6-8 hours per month.

Foundation advocate

The foundation advocate is passionate about the work of the Entente Foundation and believes in the vision of a society in which all older adults live with dignity and respect.

Responsibilities

- Act as a liaison between the Foundation office and their district
- Actively promote the work of the Foundation at a district level by reporting at executive meetings through presentations or written reports, and providing updates in newsletters and other channels as required
- Encourage donations to the Foundation (i.e. through tribute giving) and help with active fundraising campaigns (i.e. promoting 50/50 draws, silent auctions, Giving Tuesday)
- Collaborate with the newsletter editor, social media coordinator and website coordinator to ensure Foundation information and news is widely distributed
- Collaborate with the goodwill coordinator to promote the Foundation's tribute giving program in which districts can donate in honor or in memory of their members
- Be familiar, and stay up-to-date with, the Foundation's campaigns, events and communications schedule
- Answer any questions that arise within the district and/or send the questions to Foundation staff

Skills helpful in this role

- Commitment to the Foundation and its mission, vision, values and strategic goals
- Familiarity with the Foundation's outreach, awareness and communications plan
- Previous volunteer experience is an asset

Training and resources provided

- The Foundation website – rtoerofoundation.ca
- The Foundation strategic plan
- *Embrace Aging and The Loop* (Foundation newsletters)
- *News you can use* – monthly compendium of ready-to-use articles, include those about Foundation news and activities
- Communication with Foundation staff
- [District executive resources](#) and other information on the [website](#)
- Training and mentorship from other members of the district executive
- Learning website – rtolearning.rtoero.ca

Benefits of this role

- Contributing to a unique and impactful philanthropic effort
- Helping to grow a funding program that supports critical research and community programming that benefits older adults across Canada

Time commitment

- An average time commitment of 2-4 hours per month

Goodwill coordinator

The goodwill coordinator organizes activities to celebrate member milestones and to provides support for members in times of illness or bereavement.

Responsibilities

- Recruit a team of volunteers to support event promotion and logistics
- Send birthday cards and personalized cards to members
- Coordinate phone calls and other outreach to members
- Coordinate the celebration of significant milestones of district members, including anniversaries, special birthdays and accomplishments
- Coordinate the recognition of milestone membership – those in your district who have been members of Entente Education Canada (formerly RTOERO) for 25, 30, 35, 40, 45 and 50+ years
- Collaborate with other members of the district executive on the planning of special luncheons and other activities designed to honour and recognize milestones and accomplishments
- Coordinate personal visits to, or communications with members who feel isolated or in need of any kind of support
- Coordinate transportation support for members who need help getting to district events
- Coordinate ongoing support for members in need of help to assist with errands, attending appointments, letter writing, connecting with community services and more
- Attend district executive meetings
- Communicate with the Member Services Committee through the committee liaison for the district.

Skills helpful in this role

- Commitment to Entente Education Canada and its mission, vision, values and strategic goals
- Knowledge of the organization and the district
- Previous volunteer experience is an asset

Training and resources provided

- Goodwill guide
- Regular virtual meetings with Member Services Committee
- Member Services workshop in Toronto every two years
- [District executive resources](#) and other information on the [website](#)
- Training and mentorship from other members of the district executive
- Learning website – rtolearning.rtoero.ca
- One-to-one support and training from staff

Benefits of this role

- Sharing leadership skills and making a difference
- Having fun socializing with the district executive and members

Time commitment

- An average time commitment of 4-6 hours per month.

Health coordinator

The health coordinator plans wellness information and events for district members.

Responsibilities

- Attend the annual Benefits Workshop and share key learnings with the district executive and members
- Be familiar with the content of the Entente Benefits Manual
- Be familiar with the Entente Plus group insurance program – including rtoero.ca/ insurance, Insurance Plans Booklet, Communiqué, Benefit Committee meeting highlights – and direct members to these resources as needed
- Be familiar with contact information for the plan administrator and direct members to this information as needed
- Be familiar with contact information for service providers – CloudMD, Global Excel – and direct members to this information as needed
- Collaborate with newsletter editor, social media coordinator and website coordinator to share health and wellness content with members through district communication channels
- In collaboration with the district executive, plan benefits and wellness events and activities, such as “Know your health plans” session, wellness fair, etc.
- Attend meetings of the district executive

Skills helpful in this role

- Commitment to Entente Education Canada and its mission, vision, values and strategic goals
- Knowledge of the organization and the district
- Previous volunteer experience is an asset

Training and resources provided

- [Benefits manual](#)
- Annual benefits workshop in Toronto
- *News you can use* – monthly compendium of ready-to-use articles on topics including wellness and the Entente Plus group insurance program
- [District executive resources](#) and other information on the [website](#)
- Training and mentorship from other members of the district executive
- Learning website – rtolearning.rtoero.ca
- One-to-one support and training from staff

Benefits of this role

- Sharing leadership skills and making a difference
- Having fun socializing with the district executive

Time commitment

An average time commitment of 6-8 hours per month.

Marketing and outreach coordinator

The marketing and outreach coordinator connects with prospective members from across the education community in the district – early years, public and private schools, school boards, post-secondary – and welcomes new members who are pre-retirees.

Responsibilities

- Collaborate with other members of the district executive to plan outreach activities to engage with prospective members
- Using marketing and outreach materials provided by the office, connect regularly with the district's network of education community contacts to share information and materials about retirement planning and Entente membership benefits
- Collaborate with the newsletter editor, social media coordinator and website manager to plan outreach information and messages in district communication channels
- Collaborate with the district membership coordinator to plan and distribute welcome materials for new district members
- Collaborate with other members of the district executive to plan communication, events and activities for new actively employed members
- Attend district executive meetings
- Communicate with the Marketing and Communications Committee through the committee liaison for the district
- Participate in quarterly virtual meetings with other district marketing and communications coordinators and staff

Skills helpful in this role

- Commitment to Entente Education Canada and its mission, vision, values and strategic goals
- Knowledge of the organization and the district
- Previous marketing/outreach experience is an asset

Training and resources provided

- *District Executive Guide*
- Guide – Outreach and membership tips for districts
- Marketing materials – (e.g. Esprit, marketing posters)
- *News you can use* – monthly compendium of ready-to-use articles and graphics
- Regular virtual meetings with Marketing and Communications Committee
- Marketing and communications workshop in Toronto every two years
- [District executive resources](#) and other information on the [website](#)
- Training and mentorship from other members of the district executive
- Learning website – rtolearning.rtoero.ca
- One-to-one support and training from staff

Benefits of this role

- Sharing leadership skills and making a difference
- Having fun socializing with the district executive

Time commitment

An average time commitment of 6-8 hours per month.

Member at large

The member at large role is an opportunity to learn more about the district and the other roles on the executive.

Responsibilities

- Collaborate with the other members of the executive to support district activities, programs, services and events
- Attend meetings of the district executive
- Participate in district events and activities as requested
- Undertake special projects as determined by the district executive
- Participate in training and mentorship provided by the district and the national office

Skills helpful in this role

- Commitment to Entente Education Canada and its mission, vision, values and strategic goals
- Knowledge of the organization and the district
- Previous volunteer experience is an asset

Training and resources provided

- [District executive resources](#) and other information on the [website](#)
- Training and mentorship from other members of the district executive
- Learning website – rtolearning.rtoero.ca
- One-to-one support and training from staff

Benefits of this role

- Sharing leadership skills and making a difference
- Having fun socializing with the district executive

Time commitment

An average time commitment of 4-6 hours per month.

Membership coordinator

The membership coordinator helps to plan programs, services and activities for district members and takes the lead on volunteer recruitment and succession planning for the district.

Responsibilities

- Collaborate with the district executive to plan programs, services and events for district members
- In collaboration with the district president and past president, develop succession plan for all district executive roles
- Organize the recruitment, orientation, training and recognition of district executive members and other district volunteers
- Receive the monthly membership lists from the office
- Prepare welcome packages and phone calls to new members each month based on the change report from the membership list
- Collaborate with the district executive to honour milestone members who have been members for 25, 30, 35, 40, 45 and 50 years
- Collaborate with the Goodwill coordinator and volunteers regarding programs and services designed to engage with members who are in hospital, isolated due to illness or in other ways in need of support
- Attend meetings of the district executive
- Communicate with the Member Services Committee through the committee liaison for the district

Skills helpful in this role

- Commitment to Entente Education Canada and its mission, vision, values and strategic goals
- Knowledge of the organization and the district
- Previous experience coordinating volunteers and/or previous volunteer experience is an asset

Training and resources provided

- Regular virtual meetings with Member Services Committee
- Member Services Workshop in Toronto every two years
- [District executive resources](#) and other information on the [website](#)
- Training and mentorship from other members of the district executive
- Learning website – rtolearning.rtoero.ca
- One-to-one support and training from staff

Benefits of this role

- Sharing leadership skills and making a difference
- Having fun socializing with the district executive

Time commitment

An average time commitment of 6-8 hours per month.

Newsletter editor

The newsletter editor is responsible for working with the newsletter team, soliciting member stories and submissions, planning and organizing all aspects of the newsletter writing, editing and production, monitoring deadlines and distributing the newsletter by mail and eblast.

Responsibilities

- Establish and manage a newsletter team
- Solicit articles, events and images from the district executive, chairpersons and the district membership for publishing
- Establish dates with the district executive for publications
- Prepare the newsletter using a format suitable for printing and for electronic distribution, using newsletter template provided – rtoero.ca/brand-resources
- Provide the printing company with the file and mailing list as required
- Determine the distribution method
- Attend district executive meetings
- Participate in quarterly virtual meetings with other district newsletter coordinators and staff
- Communicate with the Marketing and Communications Committee through the committee liaison for the district
- Prepare budget for newsletter costs
- Coordinate with the website manager and social media manager to share newsletter content on the district website and Facebook page
- Attend workshops provided by the national office

Skills helpful in this role

- Strong writing and editing skills
- Previous experience writing and editing for newsletters is an asset
- Commitment to Entente Education Canada and its mission, vision, values and strategic goals
- Knowledge of the organization and the district

Training and resources provided

- Communication policies, including district newsletter policy
- Brand resources – rtoero.ca/brand-resources
- Editorial guide
- *News you can use* – monthly email of ready to use newsletter articles and graphics
- Regular virtual meetings with Marketing and Communications Committee
- Marketing and Communications Workshop in Toronto every two years
- [District executive resources](#) and other information on the [website](#)
- Training and mentorship from other members of the district executive
- Learning website – rtolearning.rtoero.ca
- One-to-one support and training from staff

Benefits of this role

- Enjoy being creative!

Time commitment

On average, 10-15 hours per issue of the newsletter.

Political advocacy coordinator

The political advocacy coordinator organizes district advocacy activities, in collaboration with the president and district executive, focused on one or more of the advocacy topics established by the board of directors.

Responsibilities

- Recommend actions and activities to the district executive to support achievement of the organization advocacy goals and initiatives
- Promote and report on political advocacy activities
- Coordinate the activities of other district political advocacy volunteers
- Manage an annual political advocacy budget, as determined by the district president and treasurer
- Liaise with community organizations that share common advocacy views and issues at the provincial and federal levels in the best interest of district members
- Represent the district at meetings and workshops organized by the Political Advocacy Committee
- Communicate with the Political Advocacy Committee through the assigned committee liaison person for the district
- Serve as a member of the district executive
- Attend all relevant meetings as scheduled

Skills helpful in this role

- Commitment to Entente Education Canada and its mission, vision, values and strategic goals
- Knowledge of and commitment to the organization's advocacy issues as determined by the board of directors
- Knowledge of Entente Education Canada and the district
- Presentation skills
- Technology skills

Training and resources provided

- Vibrant Voices advocacy toolkit
- Political [advocacy topics](#)
- Regular virtual meetings with Political Advocacy Committee
- Advocacy Workshop in Toronto every two years
- [District executive resources](#) and other information on the [website](#)
- Training and mentorship from other members of the district executive
- Learning website – rtolearning.rtoero.ca
- One-to-one support and training from staff

Benefits of this role

- Sharing leadership skills and making a difference
- Having fun socializing with the district executive

Time commitment

An average time commitment of 6-8 hours per month.

Social media coordinator

The social media coordinator manages district social media platforms (currently limited to Facebook). The social media coordinator creates, shares and manages content (images, videos, written posts) to inform and engage with current and future members about news, events, community events, publications and articles. The social media coordinator monitors, listens, responds and encourages social engagement and involvement of members and prospect members.

Responsibilities

- Create and/or share relevant content supporting Entente Education Canada initiatives
- Monitor and respond to users in a social way to encourage engagement
- Promote and celebrate Entente Education Canada events
- Perform duties in accordance with the social media policy
- Attend district executive meetings
- Attend quarterly virtual sessions with other district social media managers and staff
- Communicate with the Marketing and Communications Committee through the committee liaison for the district

Skills helpful for this role

- Commitment to Entente Education Canada and its mission, vision, values and strategic goals
- Knowledge of the organization and the district
- Passion for serving the district by connecting and sharing with other members
- Basic knowledge of working with Facebook or willingness to learn

Training and resources provided

- Brand resources – rtoero.ca/brand-resources
- Regular virtual meetings with Marketing and Communications Committee
- Marketing and Communications Workshop in Toronto every two years
- *News you can use* – monthly compendium of ready-to-use articles and graphics
- [District executive resources](#) and other information on the website
- Training and mentorship from other members of the district executive
- Learning website – rtolearning.rtoero.ca
- One-to-one support and training from staff

Benefits of this role

- Using your social media skills and interest to provide a service to your district
- Staying connected with fellow members
- Interactive relationship with district members
- Having fun learning and socializing!

Time commitment

On average, 1-2 hours per week.

Travel coordinator

The travel coordinator plans excursions and other group travel opportunities for district members, based on the interests of members and with support from the organization travel partner.

Responsibilities

- Collaborate with the other members of the executive to develop a calendar of group travel opportunities for the district for the year – for example, day trips, theatre excursions, destination travel within and/or outside of Canada
- Gather input from members regarding preferred types of travel opportunities
- Collaborate with the district president and treasurer to develop a budget for each travel event and to monitor event expenses and revenue
- Coordinate all logistics related to the excursion, such as booking the transportation and destination venue(s), promoting the travel opportunities, collecting bookings and payments, etc.
- Recruit a team of volunteers, if needed, to support the promotion and logistics of the travel events
- Collaborate with the district newsletter editor, social media coordinator and website coordinator to promote the travel opportunities to members through print and digital communication channels
- Attend district executive meetings

Skills helpful in this role

- Commitment to Entente Education Canada and its mission, vision, values and strategic goals
- Knowledge of the organization and the district
- Previous experience organizing group travel is an asset

Training and resources provided

- [District executive resources](#) and other information on the [website](#)
- Training and mentorship from other members of the district executive
- Learning website – rtolearning.rtoero.ca
- One-to-one support and training from staff

Benefits of this role

- Sharing leadership skills and making a difference
- Having fun socializing with the district executive
- Connecting with other district members who love to travel

Time commitment

An average time commitment of 6-8 hours per month leading up to a group travel event and 1-2 hours per month at other times.

Website coordinator

The website manager keeps the content on the district website up-to-date.

Responsibilities

- Participate in individualized orientation and ongoing training regarding how to post content to the district website and how to use other website functionality (e.g. forms, event registration)
- Collaborate with the newsletter editor and social media coordinator to plan for regular content updates to the district website
- Collaborate with all members of the district executive to identify content to be posted on the website and to create and schedule posts
- Post blogs, news and other district content on the website in a timely manner
- Attend district executive meetings
- Communicate with the Marketing and Communications Committee through the committee liaison for the district
- Participate in quarterly virtual meetings with other district newsletter coordinators and staff

Skills helpful in this role

- Commitment to Entente Education Canada and its mission, vision, values and strategic goals
- Knowledge of the organization and the district
- Computer and written communication skills
- Previous experience with WordPress or the interest to learn

Training and resources provided

- Policies – including district website policy and guidelines
- Individualized training sessions
- News you can use – monthly compendium of ready-to-use articles and graphics
- Regular virtual meetings with Marketing and Communications Committee
- Marketing and Communications Workshop in Toronto every two years
- District executive resources and other information on the [website](#)
- Training and mentorship from other members of the district executive
- Learning website – rtolearning.rtoero.ca
- One-to-one support and training from staff

Benefits of this role

- Sharing leadership skills and making a difference
- Having fun socializing with the district executive
- Opportunity to learn and use the most up-to-date website technology

Time commitment

An average time commitment of 1-2 hours per week.

Appendix D – Template volunteer role description

One or two sentence summary of the volunteer role.

Responsibilities

- In point form, list the responsibilities of the volunteer role
- List specific expectations of the role (such as attending in-person meetings)

Skills helpful for this role

Example:

- Commitment to Entente Education Canada (formerly RTOERO) and its mission, vision, values and strategic goals
- Knowledge of the organization and the district
- Communication and organizational skills
- Computer literacy
- Previous volunteer experience related to the volunteer role

Training and resources provided

List key training and resources provided to support the volunteer role, including

- [District executive resources](#) and other information on the [website](#)
- Training and mentorship from other members of the district executive
- Learning website – rtolearning.rtoero.ca
- One-to-one support and training from staff

Benefits of this role

- List key benefits of volunteering for this role, including the social interaction and fun of being part of the district executive, learning new skills, giving back and making a difference

Time commitment

Average time commitment per week or month

Appendix E – Multiple benefits of volunteering

Healthy body

Volunteering will keep you physically healthier, with fewer stress-related illnesses and will help you live longer.

Emotional health

You will enjoy higher self-esteem and better mental health as a result of volunteering.

New friends

Social interaction is key to a healthy lifestyle at any age, and volunteering connects you with like-minded people.

Sharp brain

Volunteering helps you learn new skills and maintain brain acuity.

Time affluence

Ironically, giving away your time actually makes you feel less busy.

Happiness

Those who volunteer are happier than those who don't, because they are sharing their passions and feel they're making a difference.

"I'm proud to be part of my district executive and the mission it serves."





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1-800-361-9888

Engage with us on social media:

 facebook.com/rto.ero

 linkedin.com/company/rto-ero

 [@rto_ero](https://twitter.com/rto_ero)

 bit.ly/RTOEROYouTube

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