





# **Our mission:**

Celebrating diversity and promoting cultural understanding









# How we've grown:



# 1970

Festival of local performers, Manitoba visitors

# 2016

Festival of local, national, and international performers and tourists; receptive tour operator; talent booking agency; event and meeting planning services; educational workshops and seminars



# **Folklorama Festival**

1970

One-time, one-week event to celebrate Manitoba's Centennial

21 pavilions



2016

Annual, two-week Festival with over 410,000 pavilion visits each year

**45** pavilions



# **Folklorama Talent**

A full-service entertainment booking agency that represents multicultural and contemporary performers

- Special event and performance planning
- Scalable services
  - from intimate weddings to corporate conventions
- Venue decorating and stage production
- Catering







# Folklorama Teachings

Educational programs that bring diversity to the classroom

- School assemblies and lectures •
- Workshops with talented ethnic ٠ performers and teachers
- Cultural field trips ٠
- Cooking, crafting, and dancing lessons ٠

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# **Folklorama Travel**

Customized group itineraries and complete tour packages for tourists from across North America

- Group tours of cultural experiences in Winnipeg: year-round and during the Folklorama Festival
- Corporate activity packages
  and team building events
- Accommodation and transportation arrangements







# **Folklorama Volunteers**

- 20,000 Volunteers Annually
- Over \$1.7 million in person hours





# **Main Themes**

Four aspects to a successful volunteer corps

- Retention
- Succession Planning
- Recruitment
- Orientation







# Retention

- Respect their time
- Understand the cost of volunteers
- Recognize their contributions
- Provide clear objectives
- Get their feedback







# **Indicators of Retention**









- Engagement
- Satisfaction



# **Indicators of Retention**

### Engagement

- Volunteers put in extra effort
- Volunteers enthusiastically contribute to organizational success
- Volunteers feel a sense of personal accomplishment
- Volunteers understand how their roles help the organization meet its goals







### **Indicators of Retention**

#### Satisfaction

- Volunteers feel they have the opportunity to do what they do best
- Volunteers feel their performance is evaluated in a manner that leaves them feeling good about their work
- Conflicts result in positive solutions
- Their opinion matters
- The organization shares information that they need to feel a part of the team.



# **Succession Planning**

- Important!
- Consider term limits for key roles
- What if no one steps up?







#### **Succession Planning**

• Folklorama Example

Succeeding at Succession		na	
Succession Planning Framework for Folklorama Pavilions and Sponsoring Organizations			
		g at Succession for Pavilions	
This plan was created on:		ting Diversity and Promoting Cultural Understanding', without the extraordinary support of its members and ers. The foundations of Fokklorama are nooted in the lar anceston alive for future generations and share	
The plan was last updated on:		or anceston aive for future generations and share id each of our communities is facing challenges related eir cultural organizations and now need to consider	orama
The main objective of this plan is:		silaboration with a focus group of five individuals in lead	
The execution of this plan is the responsibility of: The goal date for completion of this plan is:		porsoning organizations. Their feedback, as well as the dinator Workshop 'Succeeding at Succession' in rking template tool that can be used as a framework for itee. minitee and other stakeholders to ask questions and king plans for who will take on key roles and ensure the	on planning within your organization is very important for many is spending the time reflecting on the importance and value you ordant resource – your volunteers. through this process allows your pavillon to:
two weeks in August without Folklorama, however want a Winnipeg without the amazing diversity and we call home.	er transition from one volunteer to another when someone c ling environment for current volunteers and for attracting new		
		Process	the fact that you have a succession plan! Use this as a marketing
		poses can simply be defined as looking at where your where you would like it to go and what you need to do	peal to youth and young professionals who look for this type of reswho will be pleased to see a clear path for development, forward thinking:
		ollows:	portunities for young people to get involved in decision making; geted recruitment plan for volunteers; ind stakeholders feeling included and engaged in the future of
		look at the Pavilion position (Current and Future Needs, ected Vacancies).	
		ntify the skills that are important or required in filling	through this process helps your pavilion to avoid:
		do we lack and who could fill these gaps?	stion and resentment when only a few are doing all the work; te processes when one person leaves your pavilion committee
Faktorama 2016	112+2+	the volunteers; so now what? Training and our Key Volunteers	knowledge with them; ant and an unappealing environment for volunteers who seek sharing;
		e the work; now it's time to evaluate plan	e vision and mandate of the sponsoring organization.
1			emplate provides a suggested framework for assessing where
			however it is up to each committee to adjust it to meet the needs of your unique pavilion structure.
	Fulklorama 2010	210+0+	
-			

# Succeeding at Succession

Succession planning for our purposes can be defined as looking at where your pavilion started, where it is now, where you would like it to go and what you need to do to get there.

- Step 1: Let's take a look at the Pavilion position (Current and Future Needs, Critical Roles, Expected Vacancies)
- Step 2: Time to identify the skills that are important or required in filling critical roles

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- Step 3: What skills do we lack and who could fill these gaps?
- Step 4: We've got the volunteers; so now what? Training and Development of your Key Volunteers
- Step 5: We've done the work; now it's time to evaluate plan

#### Succeeding at Succession

Taking the time to go through the process will allow your pavilion to...

Encourage sharing of responsibilities to avoid burnout

Smoother transition from one volunteer to another

Create an appealing environment for current volunteers and for attracting new ones

Provide a clear path for development, progression and forward thinking

Create more opportunities for young people to get involved in decision making

Encourage a targeted recruitment plan for volunteers

Keep members and stakeholders feeling included and engaged in the future of the pavilion.

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#### Succeeding at Succession

Taking the time to go through this process helps your pavilion to avoid...

Volunteer exhaustion and resentment

Having to recreate processes

Becoming stagnant and an unappealing environment for volunteers who seek change and idea sharing

Losing site of the vision and mandate of the sponsoring organization





### Recruitment

- Assess your needs
- Develop job descriptions
- Identify necessary skills/competencies
- Recruit!







# Recruitment

#### Ladder of Effectiveness

- In Person
- Personal letter
- Recruitment events
- Telephone call
- Personalized letter
- Impersonal letter
- Media/Advertising





# Recruitment

#### Media/Advertising

- Social media
- Print media PSA/Community/Volunteer sections
- Volunteer Manitoba
- Network with other agencies







### Recruitment cont'd

- Connect with new Canadians
- Network with social agencies
- Sponsor employee pool



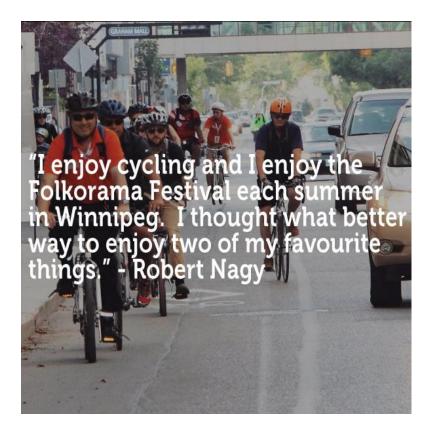




### Create meaningful calls to action

- Resonate with your target audience
- Incorporate your mission
- Develop experiential messaging







### **Recruit placement**

- You've got interested potential volunteers – now what?
  - Assess
  - Interview
  - Manage expectations





# Orientation

- Process should be specific to role
- Provide documentation
- Ongoing support
- Workplace Safety
- Regular Follow up





# Get involved with Folklorama

Folklorama Festival happens annually during the first two weeks of August

- Attend the Folklorama Festival and learn about new cultures from around the world
- Experience intangible heritage traditions and share knowledge







# Get involved with Folklorama

#### **Volunteer with the Festival**

• With a pavilion or with festival operations

#### Volunteer year-round

• In the Folklorama office







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