



Folklorama



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 performers and teachers
- Cultural field trips
- Cooking, crafting, and dancing lessons

Proudly sponsored by



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

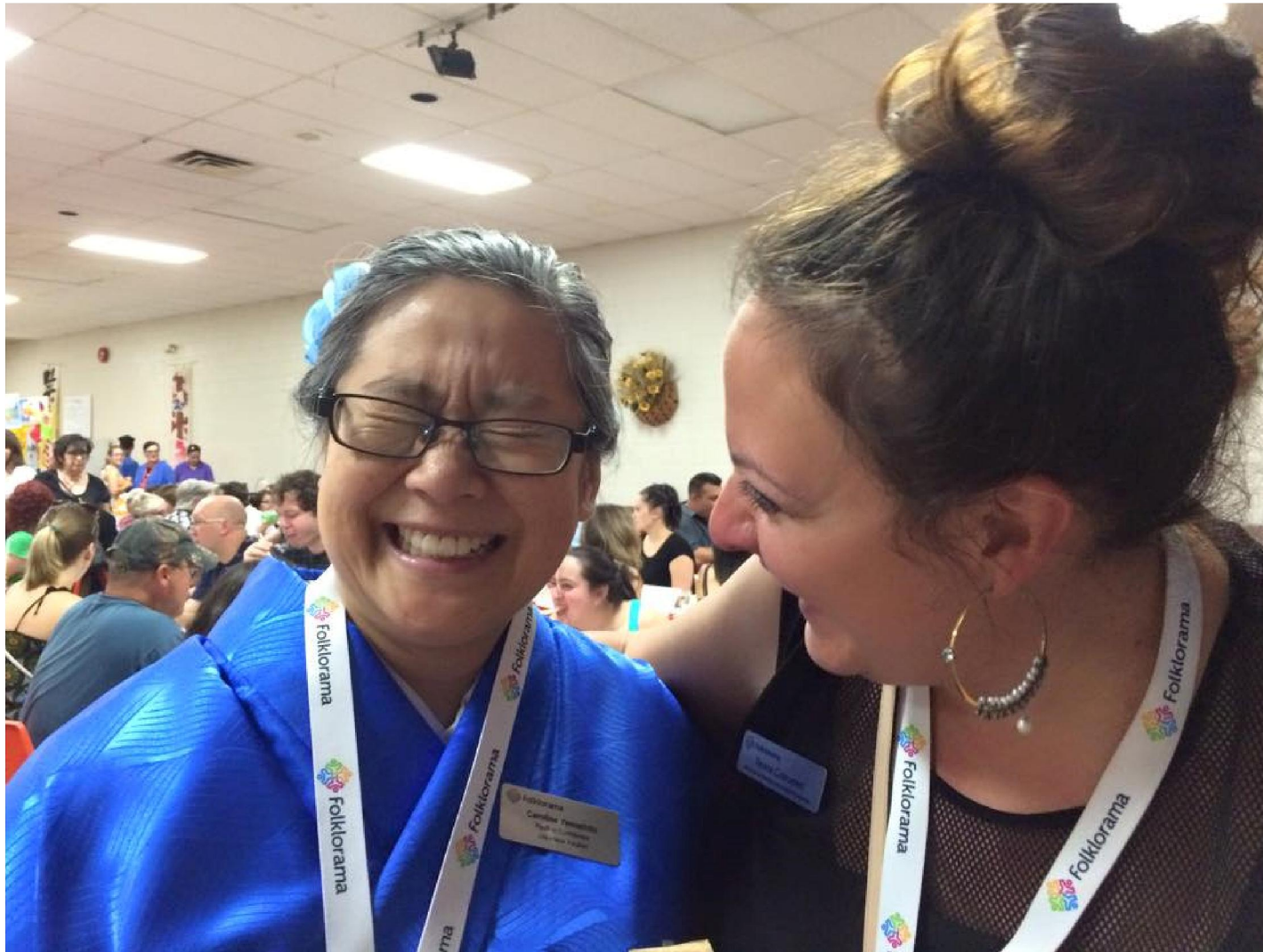


Indicators of Retention

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

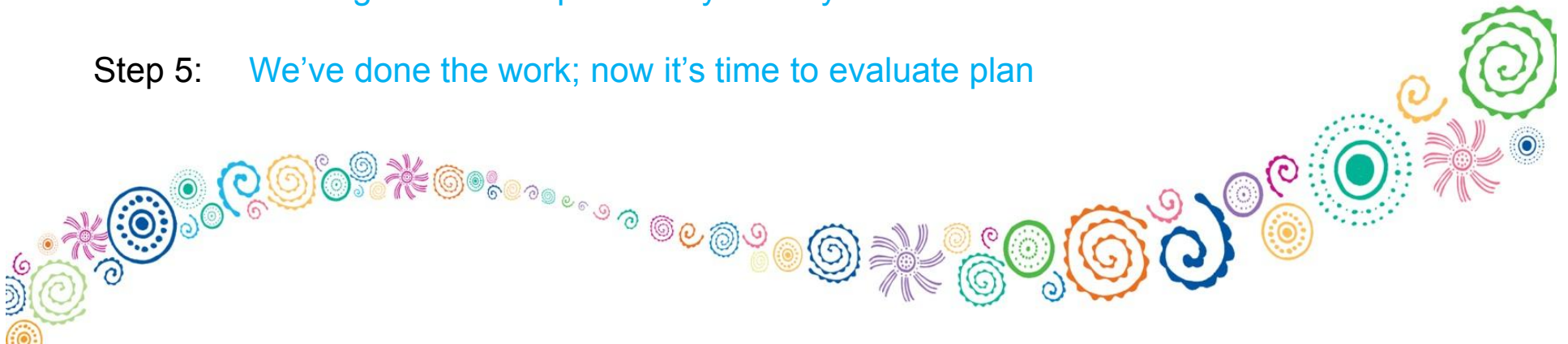
- Folklorama Example



Succeeding at Succession

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
- 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.



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



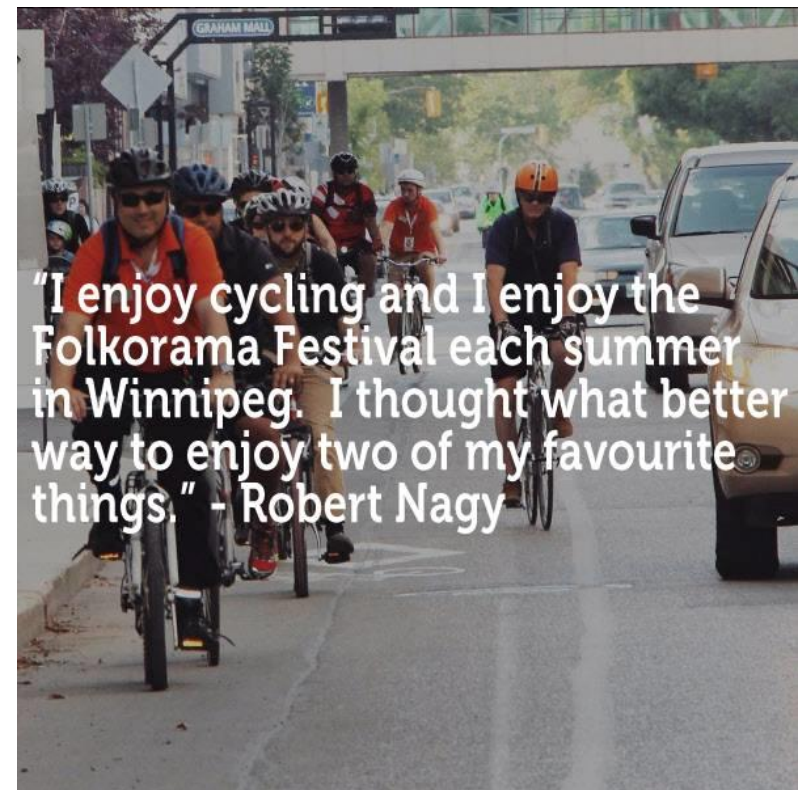
Recruitment cont'd

- 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



attend!



Get involved with Folklorama

Volunteer with the Festival

- With a pavilion or with festival operations

Volunteer year-round

- In the Folklorama office



volunteer!





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