

Call to Action:

Sign up now: <direct to link>

National site: salvationarmy.ca/volunteer/

DHQ Special Events: <https://salvationarmyca.volunteerhub.com/lp/bc-dhq-specialevents/>

Or your own Ministry Unit website's specific volunteer page

Demographics:

Millennials:

Messages:

- Gain experience, build resume, get volunteer hours (requirement for high school students), network (make new friends)
- Flexible shifts with no long-term commitment

Tactics:

- Focus on Instagram
- Post later in the day

Seniors:

Messages:

- Showcase skills, great use of extra time, build relationships
- “Studies show that volunteering improves your quality of life.” <<https://www.parentgiving.com/elder-care/healthy-aging-how-volunteering-helps/>>
 - Gain stronger social network, increase level of physical activity, provides sense of purpose, confidence, and personal growth

Tactics:

- Focus on Facebook
- Post earlier in the day

Example Messages

Become a volunteer with The Salvation Army – it's a great way to give back to your community and earn volunteer hours. <link> #Volunteer #GivingHopeToday

Are you looking for a rewarding experience? Become a #volunteer with #TheSalvationArmy and give back to your community. <link>

Meet new friends, gain experience, and provide valuable services in your community. Sign up today: <link> #Volunteer #GivingHopeToday

Pick your own schedule as you share your knowledge and skills with others. Learn about current volunteer opportunities: <link> #Volunteer #GivingHopeToday

Need to earn #volunteer hours for your grad requirements? The Salvation Army offers plenty of opportunities to give back in your community that work around your schedule. Sign up today! <link>