

Why Your Passion for Volunteer Engagement Matters to Everyone

A REFLECTION AND MESSAGE FROM ADAM JANES, CVA AND
CONVERSATION WITH YOU AND HIS FRIEND AND
COLLEAGUE – NICOLE R SMITH, CVA!



Volunteer Management
PROFESSIONALS OF CANADA

PROFESSIONNELS EN
gestion de bénévoles
DU CANADA

Intro

HOW ARE YA DOING?

Passion

'A strong **enthusiasm and deep emotional connection** to an activity, interest, or value'

- that -

'both is driven by and evidenced by sustained effort and commitment.'

What is passion in Volunteer Engagement

ERIN MCLEAN, CVA

"It is heart work. It fills my cup to know that I contribute to making a difference through my work, seeing goals achieved at all levels - organizationally or individually is of great value to me."

KIMBER BORK, CVA

"I really enjoy setting up systems and creating environments where volunteers feel valued and can see the difference they're making... a warm welcome, giving them the tools they need to succeed, or making sure they know we are genuinely appreciative of their time and effort."

My Passion Journey/ AKA The WAY BACK Machine.

Origin

- Youth in despair
- Caring Community

Growth

- Became an unlikely leader
- Cared for communities

Passion

- Persevered
- Built support

Calling, Career or Job

JOB

You invest in your work to get by, only investing where it make sense to your survival or next step.

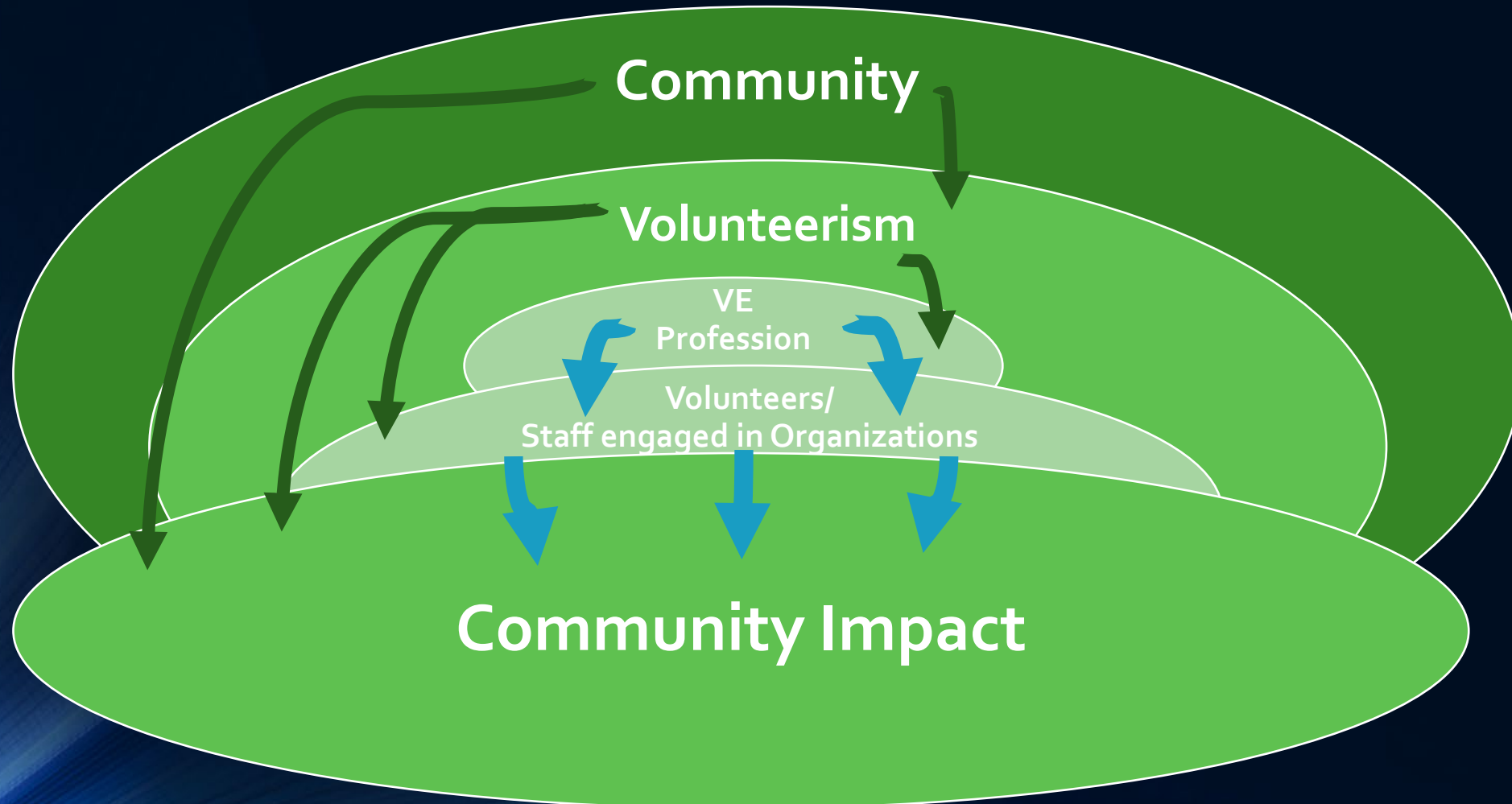
CAREER

You build into and invest in your work to advance. Can do great good in the process, but your main goal is self-advancement.

CALLING

You build into and advance in your work to make the field better. Committed to helping others and collaboration.

Let's get Meta: Passion for Volunteer Engagement and passion for the Profession of Volunteer Engagement



Strengthening the Profession of Volunteer Engagement



**VE
Profession**

Values Matrix by Focus

	Behave	Belong	Believe
Volunteer/ Self Focus	Do Gooders: High commitment, high self focus	Social Club: engaged, may be resistant to change	Heroes: Effective to accomplish tasks but want the glory
Community /Impact Focus	Stewards: High action and sense of duty/ commitment, may be distant	Centered: Connected, collaborative, committed, close, needs investment	Advocates – strong voice, can be radicalized
Organization/ Staff Focus	Free Labour, efficient, blurry ethical line	Future Staff/Donor: High commitment, could lead to how to get ahead	Free PR – Voice is strong actions may not always reflect

Reflection Questions

1. How do you see Belonging, Believing, and Behaving reflected in your programs or communities?
2. When it comes to priorities, how are volunteers viewed—are they mainly recognized and celebrated, expected to serve staff needs, or genuinely invited and supported as full participants in the community?
3. What are some ways you could strengthen or deepen the sense of belonging within your programs or communities?
4. As we look toward renewing and revitalizing our field, what's one small action—or even a change in perspective—you could take in the next month to deepen your community connections and view your work as not just a job, but a meaningful career or even a calling?

The background is a deep blue gradient. On the left, there are faint, vertical, grid-like patterns. On the right, there are prominent, curved, concentric lines that create a sense of depth and movement, resembling a tunnel or a stylized architectural structure.

Thank You!

I HOPE YOU CONTINUE YOUR JOURNEY IN LEADING
VOLUNTEERING AND INVESTING IN THIS COMMUNITY AS
WE SEEK TO FOSTER BELONGING TOGETHER.