



## IN-COMMUNITY VOLUNTEER – PUBLIC AWARENESS

### **Purpose**

In-community volunteers support Canadian Blood Services initiatives, participate in local events, promote community awareness regarding Canadian Blood Services projects and assist with donor recruitment.

### **How this role helps save lives**

By providing information about Canadian Blood Services and the opportunities to get involved, volunteers are able to raise awareness to community members, friends and networks on the impact by Canadian Blood Services can have on lives of Canadians through blood donation and other programs.

### **Time Commitment**

- As determined by region

### **Acceptance Criteria**

- Suitable skills and experience for the position
- Read and sign applicable registration forms
- Completion of Volunteer Orientation and Training
- Review of Volunteer Program policies and procedures

### **Skills, Abilities, Traits**

- Ability to pay attention to details
- Excellent communication skills
- Able to work independently as well as in a team environment
- Sensitive and respectful of the dignity of all people
- Able to relate to different personalities and age groups in a variety of situations
- Able to observe and react appropriately to adverse situations
- Professional in manner and appearance
- Reliable and punctual

### **Activities and Tasks Associated with the Assignment**

This assignment can include one or more of the following events based on acceptance criteria:

#### **What's Your Type? Events**

- Assist with set-up and teardown of the promotional booth and other equipment (if applicable)
- Provide courteous and responsive service to prospective donors
- Provide information on Canadian Blood Services programs and initiatives
- Assist with the management of participant records and event documentation

## IN-COMMUNITY VOLUNTEER – PUBLIC AWARENESS, *continued*

### Donor Recruitment Community Events

- Assist with set-up and teardown of the promotional booth and other equipment (if applicable)
- Provide courteous and responsive service to prospective donors
- Provide information about Canadian Blood Services programs and initiatives
- Assist with management of participant records and event documentation

### OneMatch Events

- Assist with set-up and breakdown of the promotional booth and other equipment (if applicable)
- Greet and welcome clients so they feel comfortable and appreciated
- Explain the process and provide clients with donation information and other handouts, as required
- Provide courteous and responsive service
- Prepare and maintain required documentation
- Adhere to policies, procedures and training requirements
- Regularly review written volunteer duties and centre specific procedures



### Speaking Events

- Deliver professional presentations on behalf of Canadian Blood Services about programs (including stem cell registry, as appropriate), the importance of blood donation and the need to recruit new blood donors for Canada's blood system
- Interact with the public in a way that portrays professionalism, tact and fosters a sense of trust and respect for Canadian Blood Services
- Maintain a thorough knowledge of Canadian Blood Services' presentation materials, upcoming programs and initiatives, and centre specific procedures
- Complete all required forms on time and bring forward requests for additional information and post-presentation feedback to Volunteer Resources

### Success Measures

Volunteers are expected to:

- Maintain current and appropriate body of knowledge necessary to perform the responsibilities of the position
- Fulfill training requirements and volunteer commitment
- Represent the organization and promote Canadian Blood Services' programs and services within the community
- Develop and maintain effective working relationships with supervisors, clinic staff and other volunteers
- Adhere to policies, procedures and training requirements
- Networking in support of recruitment of blood donors and community relationship building

## **IN-COMMUNITY VOLUNTEER – PUBLIC AWARENESS, *continued***

### **Orientation/Training**

- Canadian Blood Services' Volunteer Orientation
- Public Speaking Training for volunteers involved in public speaking
- Event Training
- Privacy Training
- Volunteer Program Policies and Procedures

### **Reports To**

- Overall – Volunteer Resources contact
- Works with local staff to determine opportunities and event requirement

### **Benefits**

- Satisfaction in knowing your efforts are helping save lives and improving the quality of life of those requiring blood and blood products
- Development of skills and experience
- Meet and interact with a variety of people
- Recognition program which includes Years of Service recognition, attending regional events, National Volunteer Week.

### **Working Conditions and Physical Effort**

- Locations may vary and may be outdoors
- May require handling of average-weight objects
- Possible exposure to blood