

VOLUNTEER WITH CPAWS-NL

VOLUNTEER
GUIDE
2019



CPAWS

CANADIAN PARKS AND WILDERNESS SOCIETY
NEWFOUNDLAND AND LABRADOR CHAPTER

DIRECTOR'S STATEMENT

Canadian Parks and Wilderness Society (CPAWS) is a national non-profit charitable conservation group working to protect Canada's wild ecosystems in parks, ecological and wilderness reserves. Our goal is to preserve the full diversity of habitats and their species. Newfoundland and Labrador became a chapter of CPAWS in 2003 and our mission is to promote the systematic establishment of new terrestrial and marine protected areas and to foster effective governance of existing parks, protected reserves and wilderness areas in the province. By focusing on protecting large, connected areas of Canada's wilderness we can make a big impact!

Help us keep Canada's public land and water wild — forever. We could not do the work we do without incredible volunteers such as you! You have skills we need to advance our wilderness conservation goals. This guide provides some directions and ideas for how you can get involved in helping us to protect wild spaces in Newfoundland and Labrador.



TANYA EDWARDS

Executive Director

Our Team



Tanya Edwards
Executive Director



Suzanne Dooley
Conservation Director



Kathy Unger
Conservation Coordinator



Mary Alliston Butt
Marine Coordinator

WHY VOLUNTEER WITH CPAWS- NL?

Volunteering with CPAWS is a great way to be part of our mission to protect our province's wilderness, speak up on behalf of our wild spaces.. learn about conservation issues in Newfoundland and Labrador first-hand, and have fun.

CPAWS-NL is the provincial chapter of the national conservation charity called Canadian Parks and Wilderness Society (CPAWS). Our chapter Board of Directors provides advice, assistance, and guidance to the CPAWS-NL staff and other volunteers so we can be the voice for wilderness in our province.

Volunteering with CPAWS will help you:

- a) build your network with others who share your interests;
- b) learn new fundraising, communications and outreach skills;
- c) learn how non-profits work;
- d) and get involved with conservation campaigns that focus on wilderness, parks, forest conservation, ocean conservation, and wildlife.



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WHAT YOU CAN DO

There are many ways for you to get involved at CPAWS:

As an **Event Fundraiser**, you can organize your own bake sale, garage sale, or party event to raise funds to support CPAWS! Are you a fundraising master? Put your skills to use as a **Major Gifts Fundraiser** to help us uncover new sources of funding. Do you have a knack for design and technology? We are always in need of help to produce eye-catching materials to promote our conservation work and attract new members. You may consider joining us as a **Graphic Designer**, or **Website Assistant**. If communication is your strength, you may choose to join us as a **Blog Coordinator or Contributor**, **Outreach Coordinator**, or **Social Media Assistant**. Do you like working with people? We need **Volunteer Coordinators** to help us recruit and organize volunteers, and **Event Assistants**, and **Outreach Presenters** to engage the public and share our work. If you are interested in joining our **Board of Directors**, attend our Annual General Meeting, typically held in April or May each year. Make sure you are on our mailing list to ensure that you never miss any CPAWS information and opportunities!

Do you have other ideas of how you would like to volunteer? Let us know!



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HOW TO BECOME A VOLUNTEER

To become a CPAWS-NL volunteer, complete the following steps:

- 1) Read this document carefully and consider the skills and interests you would like to explore, and in what role you would like to volunteer.
- 2) Fill out an online volunteer application, at <https://cpawsnl.org/volunteer/> Be as detailed as possible.
- 3) Wait for a CPAWS-NL representative to contact you and schedule a screening interview. This can be arranged in person, over video, or telephone.
- 4) Attend your screening interview with a CPAWS-NL representative. You may be asked to provide 2 references.
- 5) Receive your training orientation in your chosen area of work.
- 6) You may be required to sign a confidentiality agreement.
- 7) Begin your role with CPAWS-NL!



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VOLUNTEER REQUIREMENTS

- Volunteers under 18 years of age and must have written permission from their legal guardian to apply.
- Complete a Volunteer Application and interview screening.
- Complete orientation, any required training courses, and confidentiality agreement.
- There is no minimum number of hours you must volunteer, however we suggest a commitment of at least 60 hours of service in a year to keep yourself engaged as a team member of CPAWS-NL.
- We have no volunteer residency requirements - many volunteer opportunities can be done from home.



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OPPORTUNITIES

Event Fundraiser

You can organize your own bake sale, garage sale or party event to raise funds to support CPAWS-NL!

Work Location: Anywhere

Purpose of the Position: Every dollar raised helps us realize our goals; for example, through Puffin and Petrel Patrol program we mitigate the harmful effects of light pollution on vulnerable seabirds. In addition, our marine waste program provides assistance to coastal communities to help reduce debris in our oceans.

Responsibilities and Duties: As a fundraiser, you would be expected to independently organize a fundraising event of any size (it could be a bake sale or gala event!).

Qualifications: No experience necessary. This is a great way to gain event-planning, marketing and financial skills.

Commitment Expected: We suggest giving a minimum of 60 hours of your time each year, but your time commitment is up to you!

Training: CPAWS-NL will provide an orientation of our organization structure and mandate. Where possible, we will provide materials and guidance.



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Major Gifts Fundraiser

Are you a fundraising master? Contact us with your ideas for corporate sponsorship, large-scale fundraising events or other fundraising opportunities.

Work Location: Anywhere

Purpose of the Position: Every dollar raised and every gift helps us realize our goals; for example, through Puffin and Petrel Patrol program we mitigate the harmful effects of light pollution on vulnerable seabirds. Our marine waste program provides assistance to coastal communities to reduce debris in our oceans.

Responsibilities and Duties: As a fundraiser, you would identify and approach potential corporate donors, or explore potential large-scale fundraising opportunities. Fundraising may also look like sourcing of in-kind equipment and materials, office space, or expertise.

Qualifications: We are looking for individuals with a strong background in fundraising, and/or strong connections with the corporate giving community.

Commitment Expected: We suggest giving a minimum of 60 hours of your time each year, but your time commitment is up to you!

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Graphic Designer

Do you have a knack for design?

Work Location: Anywhere

Purpose of the Position: We are always in need of help to produce eye-catching materials to promote our conservation work and attract members. We need you to develop materials with CPAWS- NL messaging that people actually want to read!

Responsibilities and Duties: Sometimes CPAWS staff have specific posters, brochures, or web content we need created for our many conservation programs. Your role is to bring your creative and technical skill to the task and create aesthetically pleasing materials with CPAWS-NL messaging.

Qualifications: Knowledge of graphic design.

Commitment Expected: We suggest giving a minimum of 60 hours of your time each year., but the amount of time you can give is up to you.

Training: CPAWS will provide an orientation of our organization structure and mandate.



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Website Support or Social Media Support

Are you a wiz when it comes to websites and social media?

Work Location: Anywhere

Purpose of the Position: We are always looking for new ways to reach audiences and to keep our online presence relevant.

Responsibilities and Duties: You will help CPAWS staff keep our website and social media up-to-date, and running smoothly.

Qualifications: Experience with online tools like Wordpress, Canva, Survey Monkey, Facebook, Instagram etc.

Commitment Expected: We suggest giving a minimum of 60 hours of your time each year, but the amount of time you are able to give is up to you.

Training: CPAWS will provide an orientation of our organization structure and mandate.



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Blog Coordinator, Contributor or Content Writer

Do you have a knack for creative writing and engaging audiences?

Work Location: Anywhere

Purpose of the Position: To produce informative and engaging content for the public and CPAWS-NL supporters. This will help increase public awareness and keep readers informed of what is happening at CPAWS-NL. Your content will inspire more people to become involved in conservation of our natural places.

Responsibilities and Duties: It will be the Blog Coordinator's duty to compile, edit, and suggest material from many authors and sources to share on our blog. This includes stories, pictures, and links. As a Blog Contributor or Content Writer, you will regularly create pieces for the CPAWS public audience. These pieces can be original stories, interviews, articles, photo-stories, or videos.

Qualifications: The volunteer should have an interest in telling a good story, and have good communication skills.

Commitment Expected: We suggest giving a minimum of 60 hours of your time each year, but the time you are able to give is up to you.

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Volunteer Coordinator

Do you enjoy meeting and working with new people?

Work Location: Anywhere

Purpose of the Position: We rely heavily on the help of volunteers to achieve our conservation goals. But sometimes it can be tough to make time to recruit talented volunteers. That is where you come in.

Responsibilities and Duties: As Volunteer Coordinator, you will respond to expressions of interest from potential volunteers. You will help match volunteers to organization tasks, using each volunteer's unique skill set. You will recruit volunteers from our volunteer inventory for special CPAWS events. You will help plan volunteer appreciation events.

Qualifications: Experience in human resources or event-planning or a willingness to learn.

Commitment Expected: We suggest giving a minimum of 60 hours of your time each year.

Training: CPAWS will provide an orientation of our organization structure and mandate.



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Outreach Coordinator

Do you excel at presentations and getting audiences excited about nature?

Work Location: Anywhere in NL

Purpose of the Position: We are a small staff at CPAWS-NL and we can't always accommodate requests for visits from schools, summer camp groups, retirement living homes and other groups. We need people like you to help us reach these groups with educational and engaging presentation so we can inspire more people to get engaged in nature and conservation initiatives.

Responsibilities and Duties: Schedule and make presentations to various interest groups in your region. You may also be asked to help develop presentations for various age groups and on various program topics.

Qualifications: Experience presenting to audiences. Ability to travel to scheduled outreach events.

Commitment Expected: We suggest giving a minimum of 60 hours of your time each year.

Training: CPAWS will provide an orientation of our organization structure and mandate.



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Events Assistant

Work Location: Various locations in NL, typically in the St. John's region.

Purpose of the Position: Every year CPAWS-NL takes part in events such as Earth Day, Oceans Day, and community festivals. We always need help at these one-day events to engage the public and share our work.

Responsibilities and Duties: Help with events and activities in parks, protected areas, schools, or in the community; help organize activities, information tables, or events; help promote activities to get more people to come to the events; help us at events by co-leading activities, or helping with logistics, help organize and staff information tables in the community, attract supporters and share information about conservation issues.

Qualifications: Customer service experience is an asset. Ability to travel to scheduled events.

Commitment Expected: This position is a low time investment with just a few hours commitment needed for approximately 2-5 events per year.

Training: CPAWS will provide an orientation of our organization structure and mandate.



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Board of Directors

Work Location: Meetings are held typically every 4 to 6 weeks at a location in St. John's. Conference calling can be made available for remotely located board members.

Purpose of the Position: The board of directors is responsible for the oversight and health of our organization.

Responsibilities and Duties: As a board member, you provide strategic guidance to the organization and ensure that CPAWS is financially healthy and complies with legal responsibilities. Board members are sometimes asked to assist with activities such as events, campaign letter writing and member recruitment.

Qualifications: No experience is necessary for director roles. For executive board positions (e.g., President, Treasurer) previous experience serving on a board is required.

Commitment Expected: Board members are expected to attend all monthly/bi monthly board meetings or inform the president of known absences well in advance of a meeting.

Training: CPAWS will provide an orientation of our organization structure and mandate.

If you are interested in joining our Board of Directors, attend our Annual General Meeting, typically held in April or May each year. Make sure you are on our mailing list to make sure you don't miss out!



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Protected Areas Stewards

This program is for those looking to get outdoors and make a boots-on-the-ground contribution to protected areas in our province. We are currently reviewing this program to improve the experience, but do not hesitate get in touch with us if you are interested in taking part.

Work Location: Any protected area in the province.

Purpose of the Position: As a Protected Areas Steward you will monitor Protected Areas in NL. Monitoring of protected areas will aim to: detect natural and man-made changes to sites; ensure that environmental management goals for the area are being met; and detect hazards, violations, trespass and/or vandalism. Stewards are asked to document and report on their monitoring missions, using GPS tracks/points, field notes, photographs and detailed survey questions, to CPAWS-NL staff and Protected Area managers.

Qualifications: A willingness to get outdoors and monitor protected areas.

Commitment Expected: One or two days a year, or more.

Training: CPAWS will provide an orientation of our organization structure and a training package for this program. special skills training, such as species identification, GPS use, freshwater surveys, may also be provided.



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Committee Members

We are looking for volunteers with expertise in the following areas to provide CPAWS-NL guidance in our work:

Marine Conservation

Terrestrial Conservation

Volunteer Coordination

Fundraising

Communications

Other Opportunities

Have we missed an opportunity that you think you can help with? Let us know.



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