

# Five Good Ideas<sup>®</sup>

## Five Good Ideas to attract and keep volunteers



Monday, March 30, 2026 | 1-2 p.m.

Volunteer participation has dropped since the pandemic – but community needs haven't. If you're struggling to recruit or retain volunteers, you're not alone.

Join Megan Conway, President and CEO of Volunteer Canada, as she shares five practical ideas on how to re-engage your volunteer community and attract new supporters. Drawing from the new National Volunteer Action Strategy, Megan will look at how to meet the changing needs and motivations of today's volunteers, remove barriers that keep people from participating, and reconnect with those who have volunteered with you in the past.

You'll leave with ready-to-use ideas – and help build momentum and passion for how we can collectively contribute to making volunteering something that's core to Canada's current nation-building efforts.

### Dr. Megan Conway

President and CEO, Volunteer Canada

Megan Conway loves sparking creativity, curiosity and capacity across teams, organizations and networks to mobilize social change. With more than 20 years of leadership across government, charitable, voluntary, and academic sectors, she is recognized for scaling innovation, applying evaluative thinking, and championing systems change.

Dr. Conway holds a PhD in Urban Planning from the University of Waterloo, focused on community development and scaling social innovation. Her career includes over a decade with Pathways to Education – launching the Kitchener program and later serving as National Vice President of Programs and Research – and co-founding Laurier's School in the Community. She also spent eight years as Academic Chair of Health and Community Programs at Algonquin College.

Megan is currently a Fellow at Carleton University's School of Public Administration and Policy.



### Five Good Ideas

1. Design volunteering for belonging, not just help
2. Treat access to volunteering as a design and equity issue
3. Reframe volunteering as contribution, skill building, and participation
4. Invest in volunteer infrastructure as a public good
5. Make volunteering visible in civic leadership and policy

### Resources

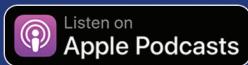
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## FIVE GOOD IDEAS

PRACTICAL STRATEGIES FOR NON-PROFIT SUCCESS

Edited by **ALAN BROADBENT AND RATNA OMIDVAR**

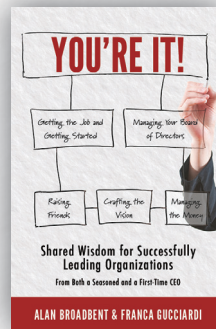
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