**Ontario Senior Games District Revitalization Manual**

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5. **Committee Formation**

* The first step in revitalizing a dormant district is to reform the operating committee. Keep in mind that you have the resources of the BOD and Office Staff to help in any step of the process.
* This is of paramount importance as the committee is required for the proper governance of the District. Refer to the Brand Manual and the Governance Training Manual for the Committee Procedures.
* A Committee is required under the Organizations By Laws so it cannot be circumvented,
* A committee must consist of a District Coordinator, President, Vice President, Secretary, Treasurer.
* The offices must be filled by sole individuals. One person cannot hold two positions.
* Once the Committee is formed the District can begin operating and begin game planning. This includes the opening of a bank account.
* The bank account needs to be opened in the Districts name and require at least three signatories (see bylaws).

1. **Volunteer Recruitment**

* Volunteer and Convenor recruitment is a difficult but necessary task
* If you have access to the previous contact information of participants, volunteers and convenors you can start there.
* Use flyers at the Community Centres and Senior Centres to solicit for volunteers.
* If you get low or no response from the flyers, one way to get people is to hold a reorganization meeting. Advertise it with flyers at Senior and Community Centres and if possible the local newspaper.
* You may not be able to recruit enough convenors so it is important that the Committee be conversant with the rules of the games so they can act as convenors on the first go around and also train others.
* Contact your local governments, many of them have outreach offices that can be a good source of contacts.
* Some communities have central volunteer networks such as Pillar in London that help coordinate local volunteer needs.

1. **Community Connections and Marketing**

**-**Reconnectwith your community. Most likely they will have heard the District was dormant and will need to know that it is active again.

**-**Attracting new participants is the lifeblood of our organization. It is becoming harder and harder to find new participants. While the tried-and-true methods of posters and notices and Community Centers and Senior Centers still work, it is time to try new methods. One way is to create a Marketing Plan that will create target marketing and create partnerships that will help create resources to try new advertising methods to attract participants.

The ideas outlined in this document will show how to create a Marketing Program- one that will help in the critical areas of fundraising, creating partnerships and creating stronger community involvement.

-Although we are a non-profit and not a charity, fundraising remains an important part of our activities. Fundraising can help us reduce the cost of hosting games, reduce the cost to participants, and add resources for our districts. As a non-profit organization, fundraising can help us improve services and allow us to increase staffing levels and add expertise for all our program areas. We always make sure that we recognize and show appreciation to those who donate to us and who participate in our fundraising activities. We always clearly explain our needs when people ask about the purpose of our fundraising.

-OSGA55+ is always open and welcoming to effective, solid, and mutually beneficial relationships with various partners both at the provincial level and at the district level. At the provincial level OSGA55+ will attempt to form global partnerships with the heads of large organizations. At the district level, as districts are encouraged to pursue community-based partnerships with likeminded candidates such Seniors Centres, Legion branches, Recreation Centres and various Service Clubs or Community Clubs. Municipalities are always an excellent choice as they often own desirable facilities.

Community Involvement

-No organization can be successful if it is not successful at the community level. OSGA55+ cannot be successful if we are not successful at the community level. We count on our District Coordinators to be our primary ambassadors to every community in Ontario. We count on the coordinators to know their communities and to make contact with community recreation departments, Royal Canadian Legions, Seniors Active Living Centres, Senior’s facilities along with other non-profits that focus on the senior community.

**-** Go out and meet with your local organizations face to face**-** community recreation departments, Royal Canadian Legions, Seniors Active Living, Seniors facilities along with other non-profits that focus on the senior community.

1. **Hold Your Games**

* There are resources available at osga55plus.ca that have the rules and necessary information on how to hold the games.
* Consider not holding a full slate of games on your first go round, a limited schedule of successful games will get you off to a good start. Review the records of previous games to see which were the most popular and hold only those games.