

2016/17 Snow Angel Program Volunteer Recruitment Efforts

External Recruitment:

- Social media (recurring @cityofhamilton Tweets, City of Hamilton webpage (www.hamilton.ca/snowangels), Snow Angels hero image on City's homepage, NAS neighbourhood social media channels, updated video requests for support by Mayor Eisenberger and Mark's spokesperson hosted on webpage).
- Traditional media (Spectator and Hamilton Community News articles, the Hamiltonian, Cable 14 appearances, radio ads, neighbourhood newspapers) utilizing Snow Angels media event kick-off with Mayor and Mark's spokesperson (Hamilton Tiger-Cat player Mathieu Girard).
 - Media coverage included two articles in the Hamilton Spectator (audience reach: 113,000 each article). One article in the Hamiltonian (audience reach: unknown).
 - Mayor Eisenberger spoke about the Snow Angels program on the Sunni and Hayes morning show on K-Lite FM (listener reach: 12,241).
 - Mayor Eisenberger spoke about the Snow Angels program and the need for volunteers in his December Town Hall with CHML (listener reach: 66,312).
 - Suzanne Brown and Al Fletcher appeared on Cable 14's City Matter's program and talked about the Snow Angels program and the need for more volunteers.
 - Al Fletcher was interviewed by CHCH outside City Hall. Segment appeared on 6:00 p.m. news and link to story was added to CHCH website.
 - Hamilton Mountain News covered a Snow Angels volunteer recruitment story.
 - Advertising - Free PSAs and features:
 - Free Hamilton Spectator feature on Dec. 14, 2016 - The value is \$900 and the reach is 113,000 papers
 - Free radio PSAs on CHML, Y108 and Fresh Radio
- Recruitment sessions at local recreation centres, City work locations and high schools.
- Xperience Annex Youth Engagers encouraged youth volunteers at youth-focussed engagement tables.
- Volunteer recruitment posters distributed to City facilities, recreation centres, arenas, libraries, neighbourhood associations and many private companies (i.e., Sweet Paradise, Shoppers, M&M Foods, Carmen's, various faith communities, etc.).
- Volunteer recruitment through Councillors' Ward communication channels.
- Email blasts to Recreation, Funders Network, Mohawk College Community Employment Services and Path Employment Services.

- Recruitment emails to local corporations' volunteer teams (i.e., ArcelorMittal's Team Orange).
- Snow Angels messaging on City Hall digital signage.

Internal Recruitment:

- City staff communications (eNet, employee newsletter, digital signage) - audience reach of 4,400 staff with email accounts; 1,200 printed copies distributed to 60 locations across the city.
- Snow Angels posters distributed in various City workplaces
- Recruitment sessions held in various City workplaces (i.e., City Hall, HSR, etc.)
- Recruitment presentation at the Community & Emergency Services EMT meeting in November 2016