



Capacity Building

The Marketing Map



Guiding your Centre to growth through strategic preparation and resource management.

Getting Started

What are Your Areas for Growth?

Membership

Selling new memberships and renewing memberships for existing members.

Class Sign-Ups

Fill all available class spots to maximum revenue.

Event Attendance

Ensure good turn-outs from community and current members and their friends.

Volunteer Recruitment

Attracting a roster of engaged volunteers for a variety of centre needs.

Sponsorship

Working to secure sponsorship dollars or goods for specific events.

Fundraising

Increase donations from members, local residents and community businesses.

Membership

Seniors
Existing Members
New Seniors

Volunteers

Students
Community Members
Retirees
Members

Sponsorship

Local Businesses
Service Clubs
Larger Companies

Who is Your Audience?

You will have different audiences for attracting members, volunteers and sponsorships.



What are Your Available Tools & Resources?

Online-

- Website
- MySeniorCenter - Broadcast calls/text/emails
- Canva
- Google Analytics
- Social Media Accounts (LinkedIn, Facebook, Instagram, YouTube, Tiktok etc.)
- MailChimp



Offline-

- Local Media- (newspapers, radio, TV)
- Local Businesses & Service Agencies
- Canada Post
- Members, Volunteers & Community Partners

For limited budgets, get creative by using free tools (Constant Contact, Canva & Mailchimp).

What Types of Marketing Should You Use?

Digital-

- Email campaigns
- Social media posts/ads
- Banner ads
- Website content
- Text messages
- Webinars
- Videos
- Blog/articles
- Podcasting
- SEO/ AI Optimization
- Influencer Sponcon



Traditional-

- News releases
- Direct mail
- Print ads
- Posters
- Phone calls
- Mail
- Events (on & off-site)
- Networking/outreach
- Signage
- Radio/TV

For best results, use at least 3 types for each campaign.

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La voix des centres pour aînés

What will Your Approach Be?

After selecting your main growth areas to focus on, place them out into a 12-month plan. Then attach budget amounts to each monthly campaign.

2026/27 Fiscal Year Plan EXAMPLE

Primary Focus Areas

APRIL	MAY	JUNE	JULY
VOLUNTEER RECRUITMENT DRIVE \$		SENIOR'S MONTH ACTIVE LIVING FAIR \$	
AUGUST	SEPTEMBER	OCTOBER	NOVEMBER
MEMBERSHIP DRIVE FOR FALL SEASON \$	FALL PROGRAMS & RECONCILIATION DAY \$	CENTRE-WIDE FUNDRAISERS \$	DONATION CAMPAIGN DIRECT MAIL \$
DECEMBER	JANUARY	FEBRUARY	MARCH
HOLIDAY EVENTS \$	MEMBERSHIP DRIVE \$		SPONSORSHIP DRIVE \$

Develop monthly marketing plans based on the 12-month plan above. Focus on your selected growth areas and available budgets so you target them and have resources to do so. Then drop your outreach tools throughout the month to meet your goals.

April 2026

Creating Your Marketing Calendar

Focus Areas

MEMBERSHIP

EVENT ATTENDANCE

Budget

Social Ads - \$100

Direct Mail/Printing - \$200

Event Costs - \$200

Print Ads - \$600

Platform

Event	Print Ad
Social Ad	Email Campaign
Direct Mail	Social Post

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	1 Email - April Events Facebook Ad-1 week	2 Brunch, Print Ad	3 Good Friday	4
5 Easter Easter Brunch	6	7	8	9	10	11
13	14 Member Mail-Out	15	16 Email- Renew Facebook Ad-1 week	17	18	19 Open House Print Ad
19	20	21	22 Facebook Ad-week	23	24	25 Open House Print Ad Open House
26	27	28	29	30	1	2

Branding for Success

Branding helps a seniors centre communicate its personality and values, making it easier for older adults to feel confident and connected before they walk through the door.

It also builds trust and recognition in the community, which strengthens engagement, referrals, and sponsorship efforts.



Get Your Content & Message Right

- Position your centre as a place to have fun, to learn to grow and to connect - a valuable community resource
- Be memorable
- Look similar across multiple touchpoints for recognition and action
- Change messaging to match target group - new potential members, community partners and volunteers
- For potential community partners quantify benefits (membership #, web traffic, attendance, space capacity etc.)
- Take good photos of your centre, empty, with events and outdoor space in summer.

Potential Business Collaborators

- Retirement Homes
- Home Healthcare Agencies
- Reverse Mortgage Companies
- Realtors
- Estate/Will Lawyers
- Pharmacies
- Orthotics/Denturists
- Hearing Aid Providers
- Downsizing Firms
- Moving Companies
- Travel Operators
- Vet Clinics
- Mortgage Brokers
- Pharmaceuticals
- Funeral Planners
- Ensure
- Banks
- Investment Advisors
- CAA
- Charities & Community Groups
- Bath Modification Companies



Ask them to share event promotions to their database (newsletters, emails and socials)

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During the Process

Resource Management

When you're running marketing for a seniors centre with a lean team and a leaner budget, the trick is to treat time, relationships, and content as your most valuable resources.

A few smart systems can make a small team feel much bigger and you will be able to reach your goals.



Batch Content

Use templates and other repeatable content, batch content monthly. Use AI for post copy. Smart scheduling and automations save time.

Leverage Partnerships

Every partnership is free amplification. Local businesses are your allies and will often share your posts or co-promote events at no cost.

Your Team

Task volunteers and members with call-out campaigns, taking videos, following up with potential sponsors/donors, engaging with socials.

Events

Events should serve three purposes: engage current members, attract prospects and generate content. Plan 6-8 weeks prior for better results.

Focus on ROI

Choose high-performing methods that give good ROI (return on investment) such as Facebook Ads, Email marketing etc.

Grow Team

Enlist the help of a diverse array of ambassadors, volunteers to share marketing messages and efforts. Recognize all available talents.

Time & Tech

Use AI, scheduling and other time-saving tools to free you up for other promotional outreach.

Summary

Top Priorities

When faced with limitations in budget and team, it's important to focus on what is available and what works.

Develop a 'team' and partnerships that can help market your centre.



Review

Were You Successful in Meeting Goals?

Measuring Results



Collect the right data from your team so you can track the success of your goals. Use analytics to view online effectiveness in reaching new potential members.

Key Take-Aways

- Utilize as many free tools as possible to promote (Canva, Mailchimp etc.)
- Leverage budgets and marketing resources from community partners
- Follow-up makes the difference for sponsorship success
- Market your centre's revenue generating possibilities
- Reviewing results monthly helps build on success while retooling under-performing campaigns

Ideas

- Use social media posts effectively tagging to promote shares and reach
- Collab with other centres to appeal to more and bigger potential advertisers
- Create special promotion material for potential community partners
- Use charities and nonprofits: co-hosting drives or workshops give you built-in reach
- Students in marketing or recreation programs seek placements/ volunteer hours
- Health professionals: guest speakers want visibility, will promote to their network



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