

RECRUITING AND RETAINING VOLUNTEERS

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WORKSHOP AIMS

- Discuss and share concerns and challenges in recruiting and retaining volunteers
- Draw on good practice
- Identify ways to improve recruitment and retention

VOLUNTEER RECRUITMENT PROCESS

DO YOUR HOMEWORK BEFORE YOU
BEGIN...

- Function
- Skills and experiences to add value to the work of your organisation
- Where you will find them may not be where you look
- Selection process
- Support and development
- Volunteer policies

VOLUNTEER RECRUITMENT PROCESS

COMMUNICATE YOU'RE SEEKING

VOLUNTEERS









If you're looking for new volunteers, this will require preparing a case for support ie. your organisation's message to potential volunteers

VOLUNTEER RECRUITMENT PROCESS

METHODS OF VOLUNTEER RECRUITMENT

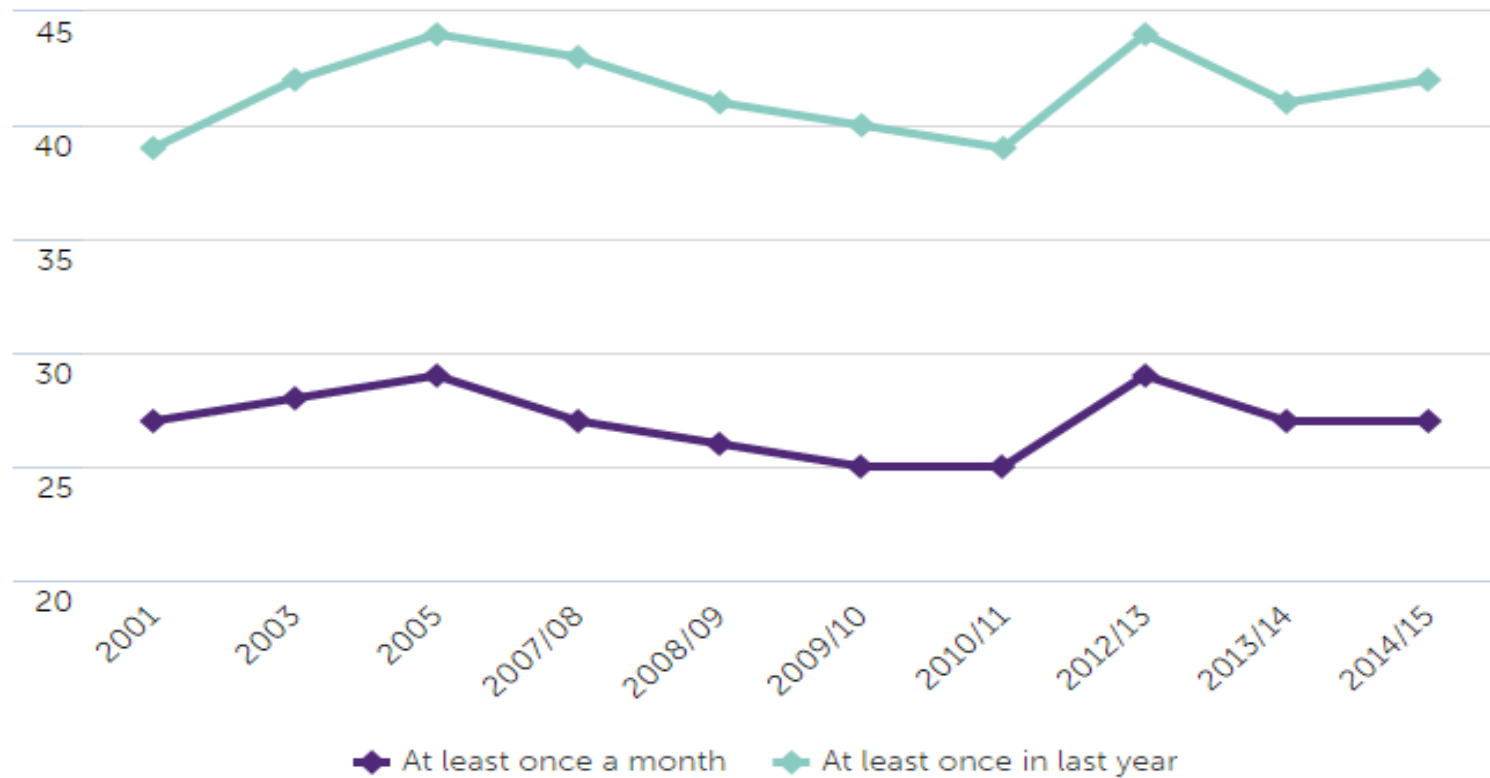
- Select appropriate methods for recruitment
- Social media?

SOCIAL MEDIA STATS

		Description	UK Users	Total Users
	Facebook:	A social sharing networking site.	32,000,000	1.65 billion
	YouTube:	The top website used for video uploading and viewing.	19,100,000	1,300,000,000
	Twitter:	A Micro-blogging platform.	15,000,000	645,750,000
	Instagram:	A photo and video sharing social networking.	14,000,000	500,000,000
	Google+:	A social networking project used to connect with businesses and users.	12,600,000	2,200,000,000
	Pinterest:	A popular photo sharing website.	10,300,000	
	Snapchat:	Send images and videos with a short life span over an app.	10,000,000	600,000,000
	LinkedIn:	B2B platform for networking professionally.	10,000,000	414,000,000

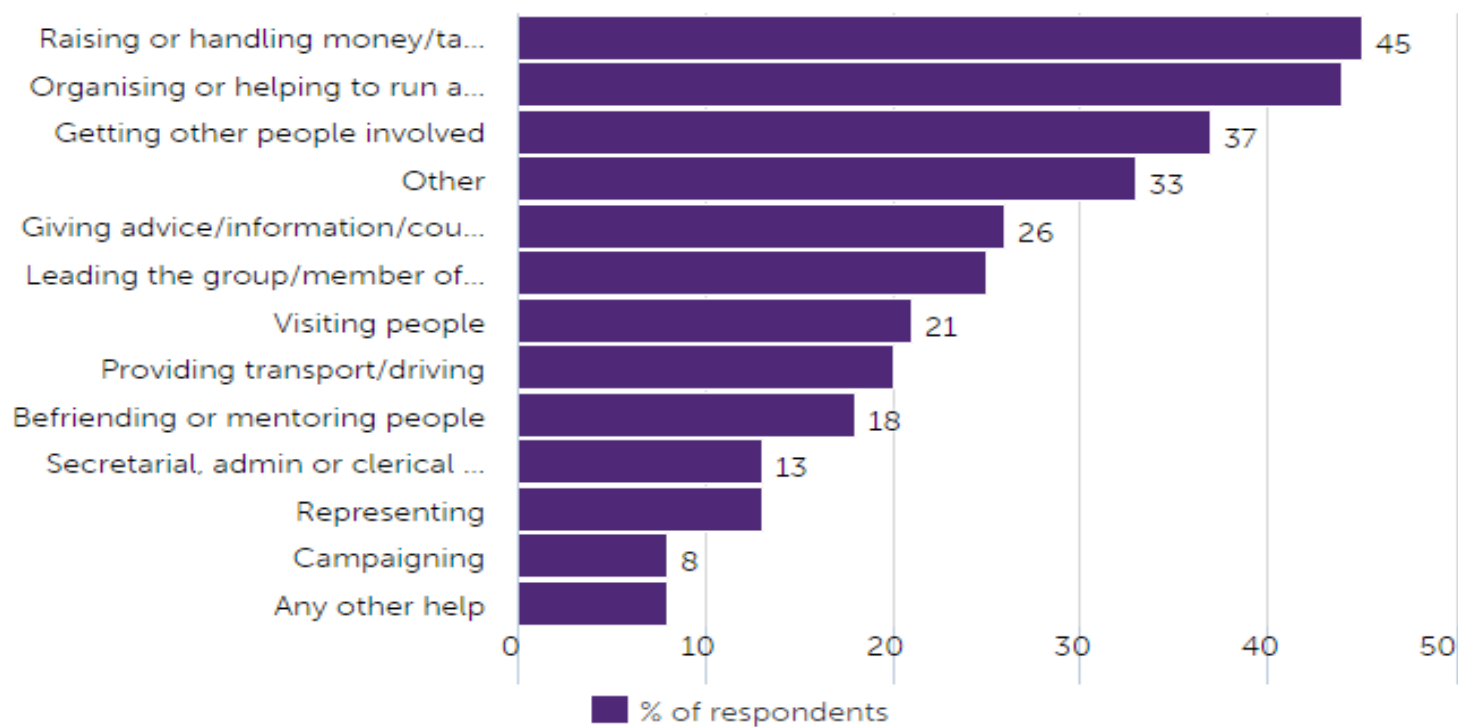
FORMAL VOLUNTEERING

Proportion of people volunteering formally, 2001 to 2014/15 (% of respondents)



VOLUNTEERING ACTIVITIES

Activities of people who have volunteered in the last year, 2014/15 (% of respondents)



VOLUNTEER RECRUITMENT PROCESS

INVITING APPLICATIONS

- Design a simple form for applicants
- Make sure the recruitment of volunteers takes into account your equal opportunities and diversity policy
- Where appropriate ensure different languages or inclusive images are used

VOLUNTEER RECRUITMENT PROCESS

INTERVIEWS

Motivations might include:

- a belief in your organisation's cause
- wanting to use skills and give something back
- trying out or learning new skills
- (if the person is older or unemployed) to keep active
- gaining experience in a field of activity they hope to enter
- social contact and meeting people
- Other reasons!

VOLUNTEER RECRUITMENT PROCESS

ACCEPTING OR REFUSING A VOLUNTEER

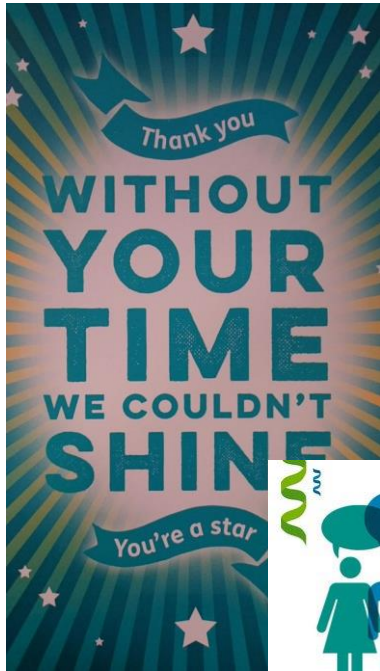
A firm start date may depend on a number of factors:

- References
- Health checks
- DBS checks

And, it may be that you need to refuse a volunteer...

RETAINING VOLUNTEERS

- Induction and training
- Ongoing support
- Find out what your volunteers think
- Recognise their contribution and acknowledge it
- Show them how they are making a difference
- Accept that their needs, interests and life circumstances change over time



thank you

to all our volunteers for their continued support #volunteersweek



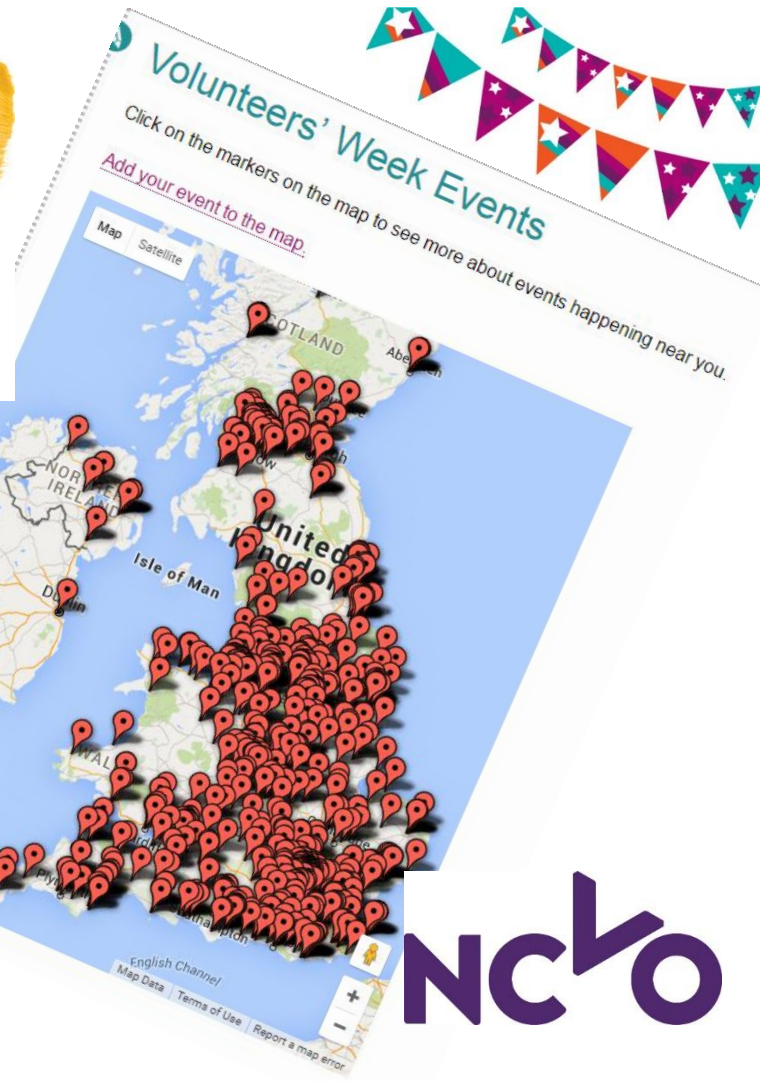
Thank you to our 6,000 volunteers, helping people to have their say on health and care.

healthwatch

Thank you!



#VolunteersWeek



PRACTICAL SUPPORT

NCVO

<http://www.ncvo.org.uk/practical-support>

www.knowhownonprofit.org

NCVO National Volunteering Forum

Volunteer Centres

<https://www.ncvo.org.uk/ncvo-volunteering/find-a-volunteer-centre>

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NCVO champions the voluntary sector and volunteer movement to create a better society.

We connect, represent and support over 13,000 voluntary sector member organisations, from the smallest community groups to the largest charities.

This helps our members and their millions of volunteers make the biggest difference to the causes they believe in.

- Search for NCVO membership
- Visit www.ncvo.org.uk/join
- Email membership@ncvo.org.uk

