



**Here the Red Queen began again. ‘Can you answer useful questions?’ she said”**





# Successful volunteer recruitment

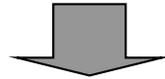
***How to attract more people to your organisation!***

Lee Shepherd  
Volunteering Development Officer

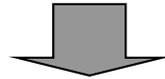


***“I think we should involve volunteers...”***

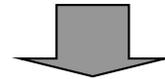
**Get everyone’s commitment**



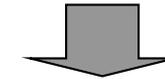
**What are they going to do?**



**How will we respond to all the interest we are going to generate?**



**How will we make sure the volunteers know what they are doing?**



***How will we advertise?***



# Volunteers as Pioneers!





What can volunteers do to help?



What needs to be done?





# Why People Volunteer – A Few Motivations

To feel needed

To share existing skills

For a change of pace

To get to know a community

To help people

Because they felt pressured to

To gain leadership skills

To get a change from being a leader

To do their civic duty / be a good citizen

To complement their studies

To meet new and different people

To use their spare time productively

To do something with a friend or family

To give something back

To ensure resources are well-allocated

Because no one else will do it

As personal development

To have an impact / make a difference

To protect clients from an institution

For recognition

To explore a new career

As a result of parenthood

To demonstrate commitment to a cause

To help a family member

As therapy

To do something different to daily life

For fun

For religious / cultural reasons

To keep certain skills alive

To repay a debt to society

As an excuse to do something they love

To donate professional skills

As part of a tradition

To criticise without personal jeopardy

To get meals and transport (expenses)

To get a promotion To feel better about themselves



# Why People Volunteer – A Few More Motivations

Because their boss expects it

To learn new skills

To get out of the house / to keep busy

Because they like the person who asked

For flexibility of schedule

To become an “insider”

Because of personal experiences

Because of concern for a client group

To experiment

To feel proud

To gain references

To increase self-confidence

To wind down after paid work

To set a good example to others

To stop being nagged to volunteer

To be a watchdog

To be part of a team

To gain status

Because someone asked them to

To test or challenge themselves

For escape

To be an agent of change

Out of guilt

To gain access to services themselves

As an alternative to giving money

To improve their employability

To reduce isolation or loneliness

To improve their English

To bridge a gap from work to retirement

To get training or qualifications

To act out a fantasy

**What you want**

**What volunteers  
need**





**5**

**Things you  
offer/need**



# **Volunteer with us and you will get:**

- 1. To learn new skills via our professional training programme & on-going support.**
- 2. Your expenses reimbursed...so you are never 'out of pocket'.**
- 3. A full reference that makes clear the skills you have gained & certificate.**
- 4. Invitations to social events and meetings.**
- 5. Your reasons for volunteering listened to and if we can and you want to...met!**



Every volunteer will have a different set of motivations

If they are honest, most people will have several motivations – some more important than others

Never make assumptions about a volunteer's motivations – ask them why they want to volunteer

A volunteer's reasons for volunteering will change over time and with experience – make space to re-check motivations from time to time



Motivations are rarely “right” or “wrong” but sometimes they will be inappropriate for your organisation, or the work that you do

It’s helpful to match motivations to tasks wherever possible, so that the volunteer’s needs are met

Volunteering is an exchange, so both parties must be getting something out of it. If your organisation really cannot match a volunteer’s motivations, don’t take that volunteer on!



# Where To Advertise Your Volunteer Opportunities

Volunteer Centres

Word of mouth

Community/Neighbourhood Centres

Local Authority (e.g. social services)

Other voluntary organisations

Churches/mosques/ synagogues

Internet (e.g. your own website)

Supermarkets/shops

Do-It

Referral Agencies

Restaurants/takeaways

Petrol stations

Local media

Libraries/Ideas stores

Doctors/dentist surgeries

Adult education

Business in the Community

Funeral directors (!)

The Voice/Big Issue/Eastern Eye/ Metro/The Guardian (Wed)/Evening Standard (Mon)/Irish Times/Pink Paper/New Nation/Jewish Chronicle

*Please note this list represents suggestions for good practice and is not intended to be a definitive listing.*



# Different Formats for Advertising Your Volunteer Opportunities

Video

Presentations/talks

Spoken word

Open day/information event

Radio

Bookmarks

Mugs/t shirts

Stationery

Postcards/leaflets/ posters/ flyers

Newspaper advert/ advertorial/

E-mails/website

Newsletters

Badges

Back of bus tickets



# Advertising & promoting your volunteer opportunities summary

Ensure materials are inclusive

Get feedback from other people-check it out!

Consider how you will manage responses

Think about design layout and...

**Make sure your advert stands out from the crowd.**



[ClipartOf.com/21044](http://ClipartOf.com/21044)



# Selecting Volunteers

Opportunities for the organisation to assess the volunteers' suitability:

- ❖ Application form
- ❖ Short visit to see organisation
- ❖ Informal interview
- ❖ Training course/ induction
- ❖ Taster Session
- ❖ Disclosure checks
- ❖ References



**Volunteer Centre**

East Sussex

**Lee Shepherd**

**Volunteering Development Officer**

**M: 07535 992 638**

**E: [lee.shepherd@vces.ork.uk](mailto:lee.shepherd@vces.ork.uk)**

**[www.vces.org.uk](http://www.vces.org.uk)**

**Main office: 01323 301 757**

**And finally...just  
a thought...**

**If I eat something  
scary before I go to  
bed...**

**...will I dream of  
cheese?!**

