

ENGAGING THE  
VOLUNTEER OF  
THE FUTURE

CHAMPIONING  
VOLUNTARY  
ACTION

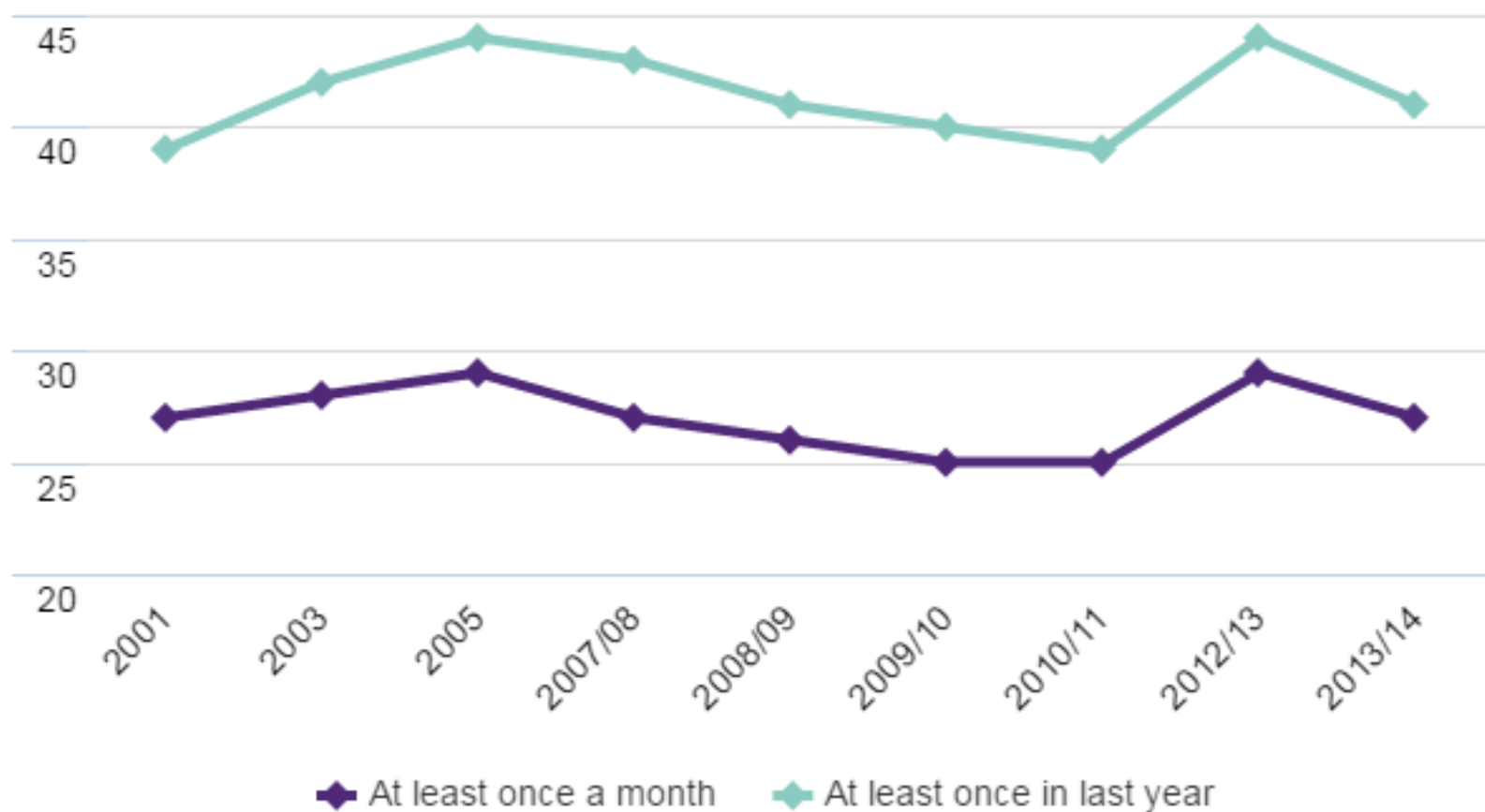
Ncvo

**KRISTEN STEPHENSON**

**VOLUNTEERING  
DEVELOPMENT MANAGER**

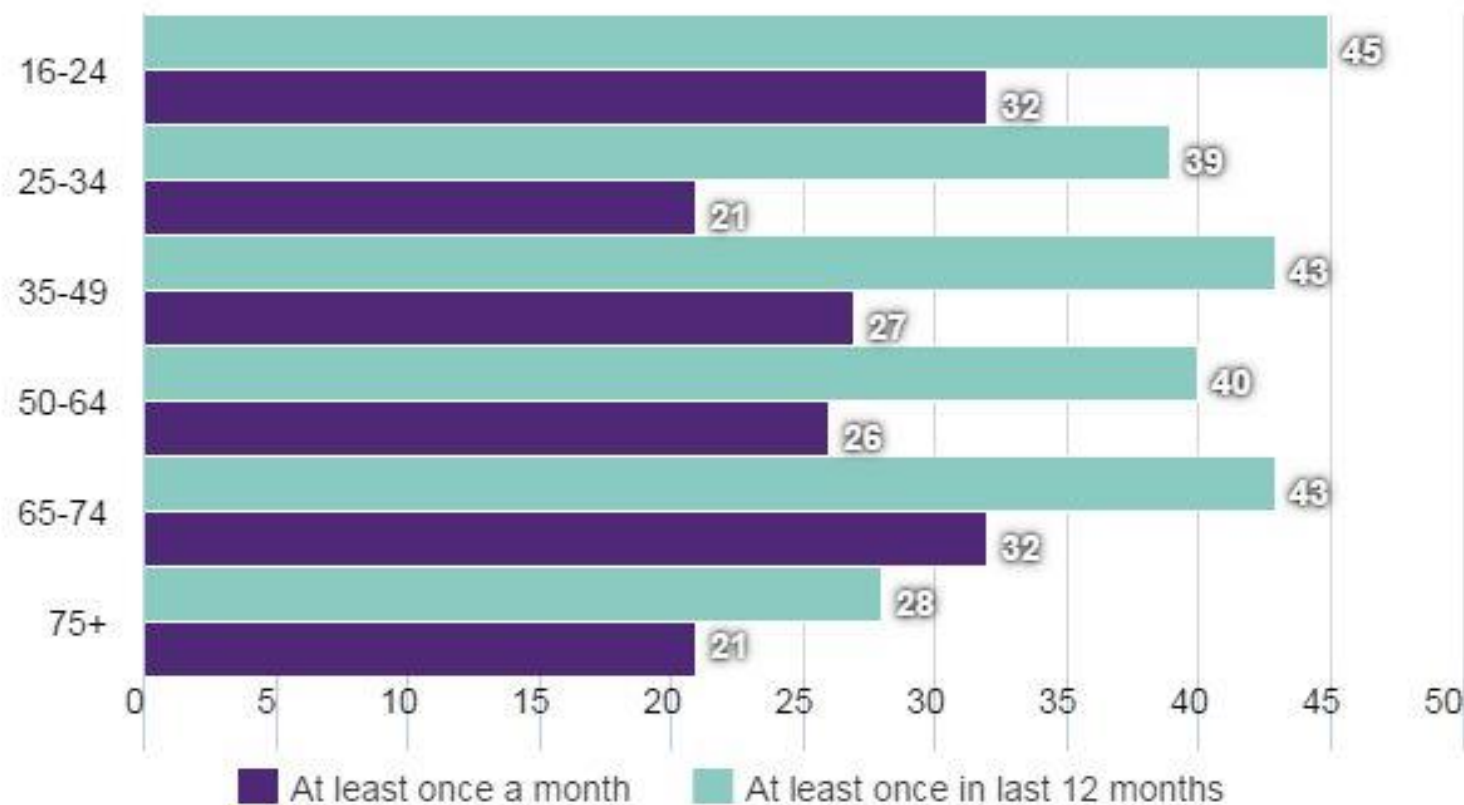
- KEY DRIVERS FOR CHANGE
- IMPACT ON VOLUNTEERING
- OPPORTUNITIES AND CHALLENGES
- HOW YOU CAN ADAPT

## Proportion of people volunteering formally, 2001 to 2013/14 (% of respondents)

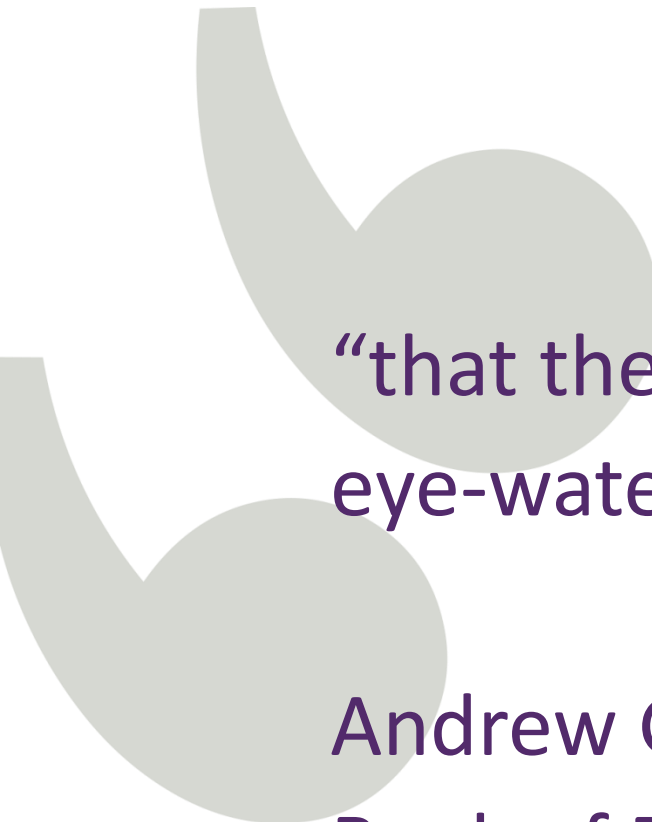


NCVO UK Civil Society Almanac | Built with Highcharts

## Proportion of people formally volunteering by age group, 2013/14



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“that the value it creates is  
eye-watering”

Andrew G Haldane, Chief Economist,  
Bank of England

## Formal volunteering in the last 12 months by Index of Deprivation, 2013/14 (% of respondents)



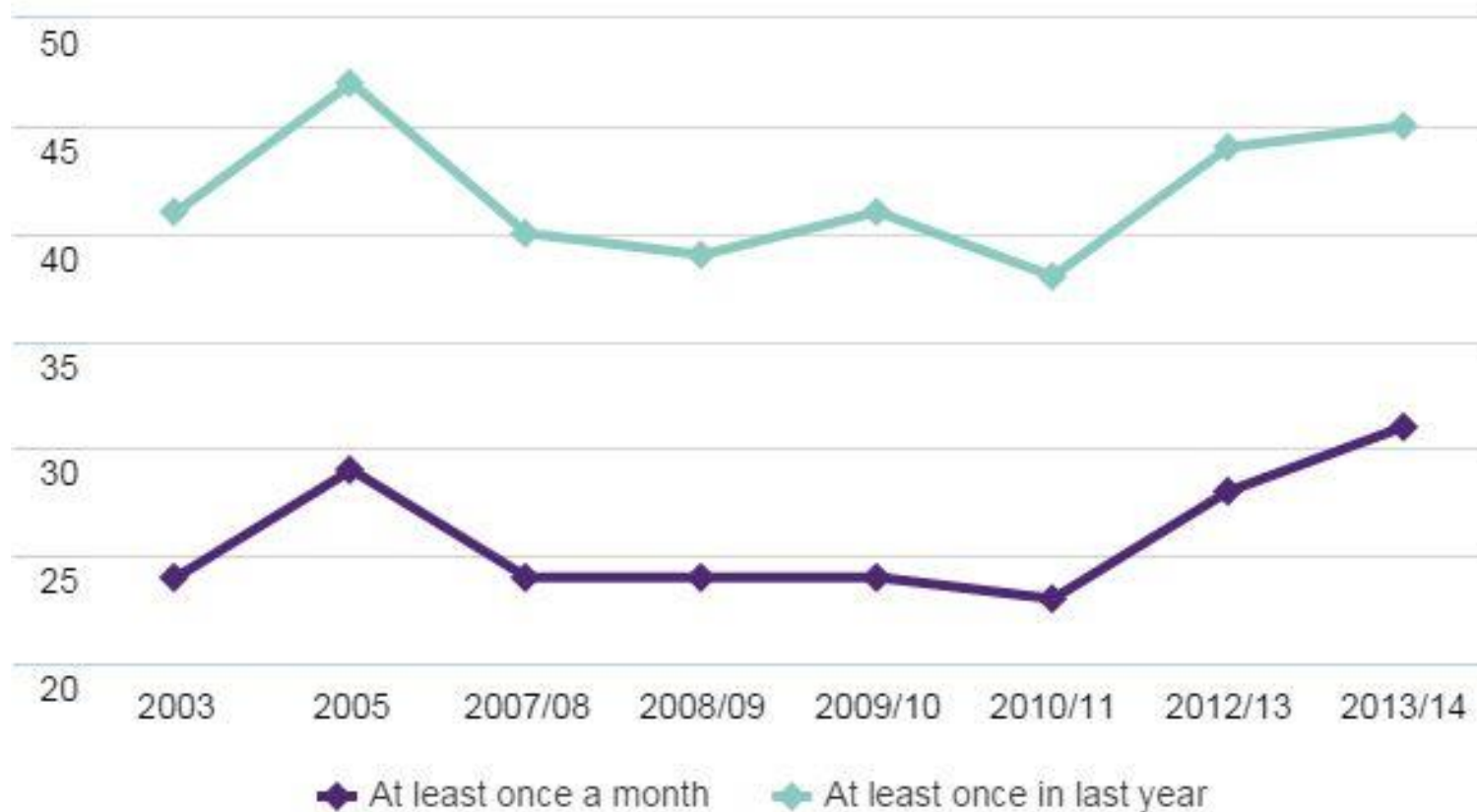
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# NEW WAYS OF GIVING TIME



# FROM CIVIC CORE TO SOCIAL ACTION

## Proportion of 16-25 year olds volunteering, 2003 to 2013/14 (% of respondents)




NCVO UK Civil Society Almanac | Built with Highcharts







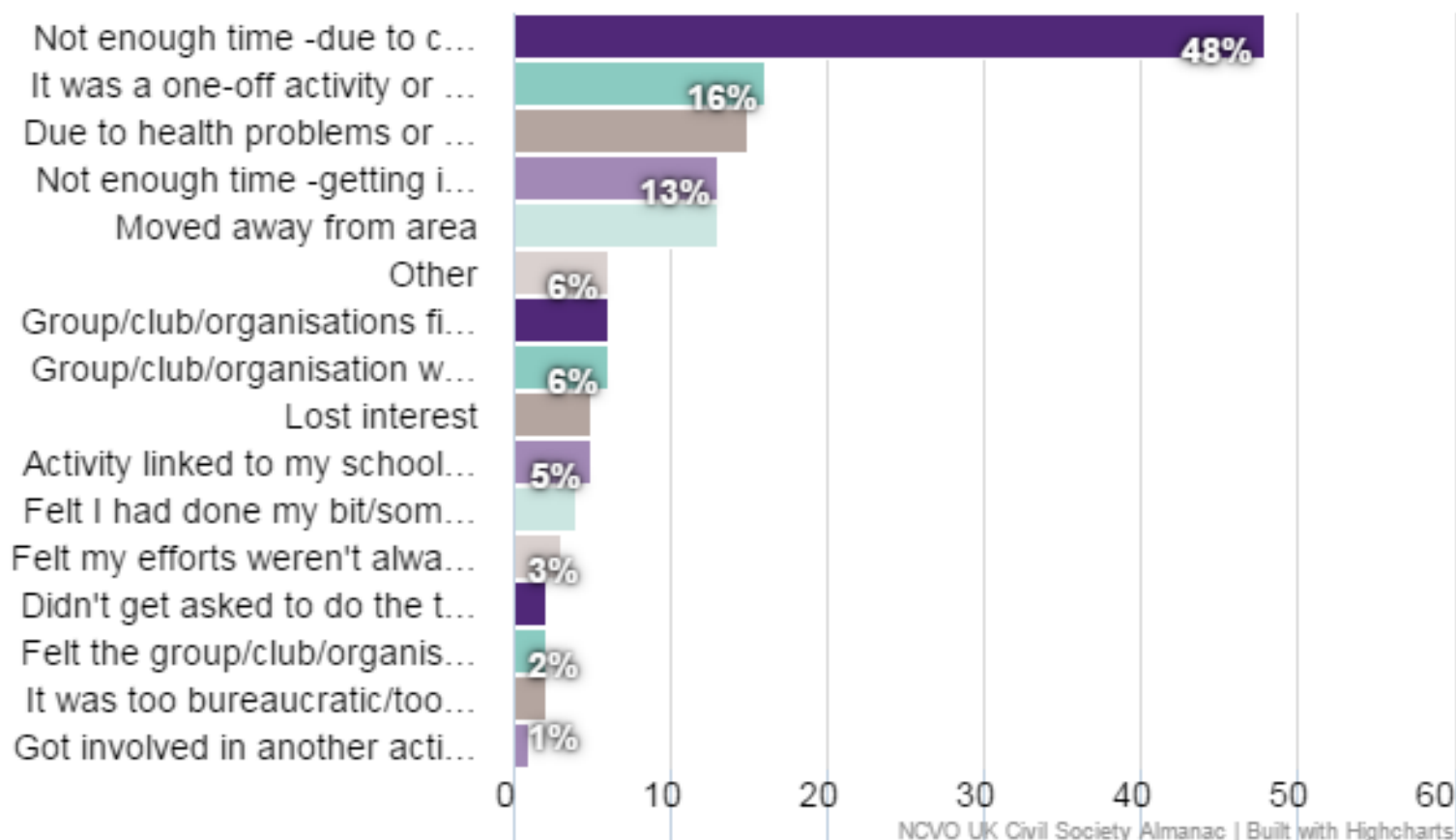
<http://www.theguardian.com/voluntary-sector-network/2014/aug/15/can-charities-keep-attracting-ageing-population> Photo: Dan Chung for the Guardian

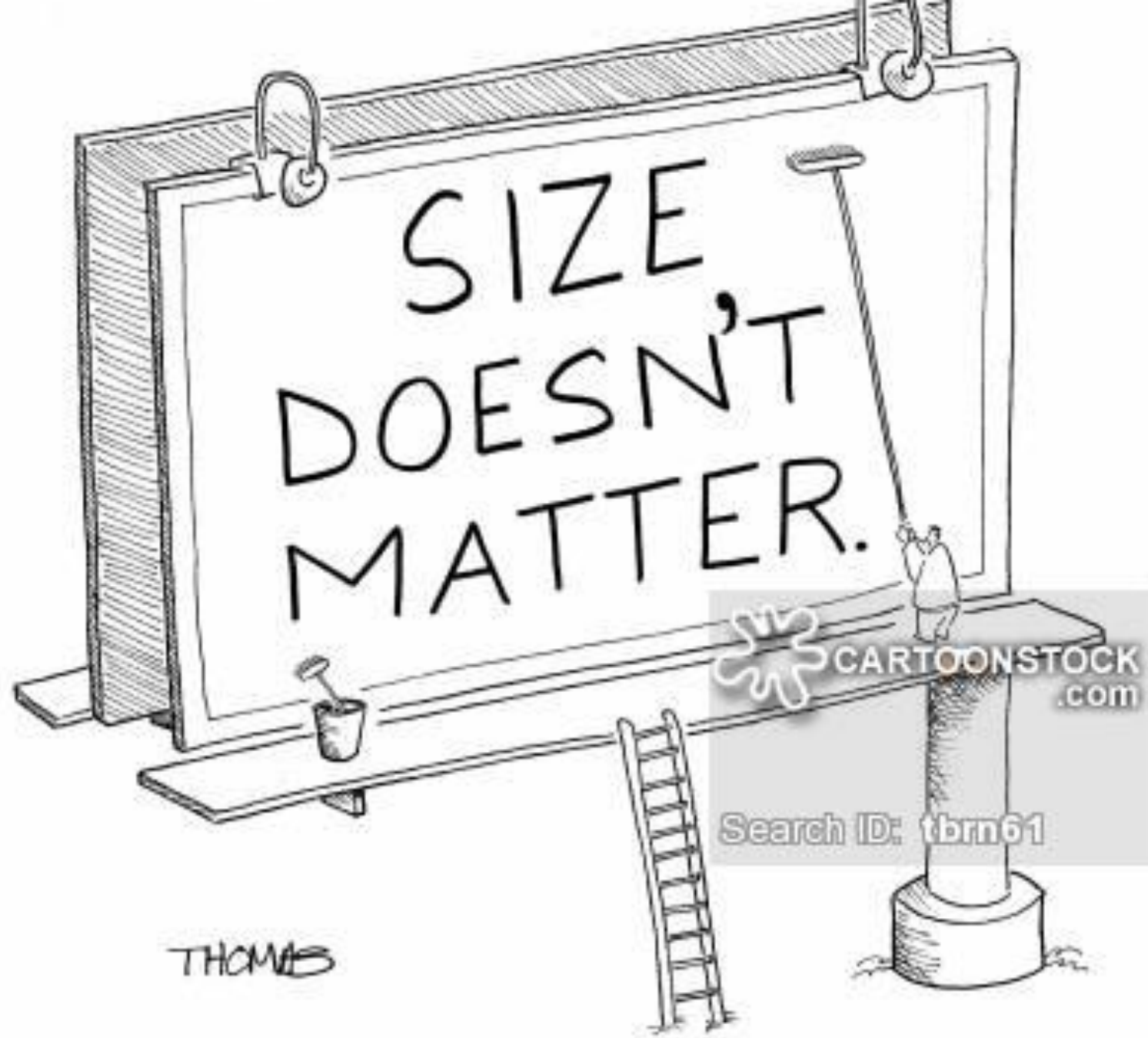



“Develop new models of  
volunteering to attract people of all  
ages or lose out on volunteer effort  
worth at least £5bn’

Commission on the Voluntary  
Sector and Ageing March 2015

## Reasons for stopping volunteering, 2013/14 (% of respondents)







‘small bite-size volunteering with  
no commitment to repeat and with  
minimum formality, involving short  
and specific actions that are quick  
to start and complete’



# POTENTIAL OF MICROVOLUNTEERING

## For volunteers

- Greater control over their own volunteering experience
- Quicker engagement
- Taster of different experiences
- Expression of values and beliefs
- A feel-good factor of being able to contribute

# POTENTIAL OF MICROVOLUNTEERING

## For organisations

- Increase diversity of volunteering offer
- Broaden the volunteer base
- Help retain volunteers
- Enhance the reach and capacity of organisations
- Improve cross-team working



*"We need to rethink our strategy of hoping the Internet will just go away."*

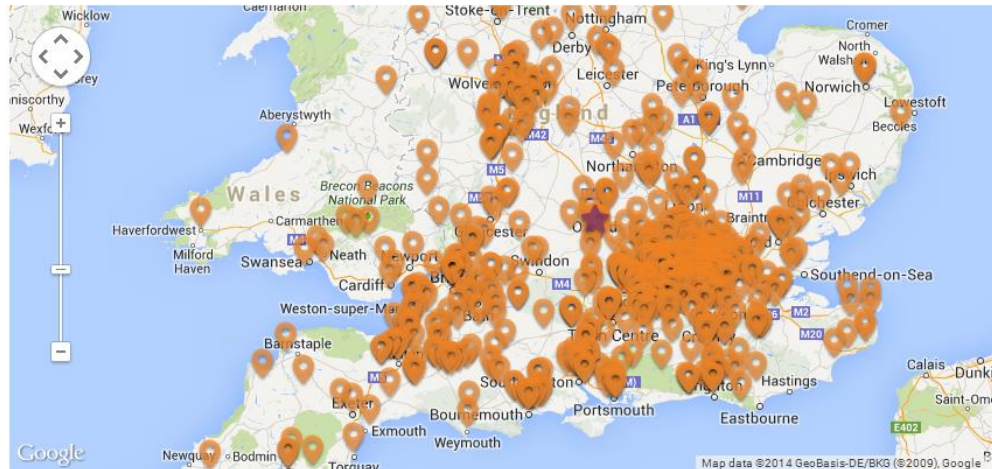
# Affected by the UK floods?

Find help from listed Flood Volunteers in your local area  
OR text us your help request on 01183247070

Show all Volunteers

Find Volunteers

## Volunteers available near you



## Latest volunteers



**I can help you move things & feed horses**

📍 54.8 miles away



**General or farm work, medical assistance**

📍 178.7 miles away



**FREE WEEK LABOUR!!**

📍 19.5 miles away

# NEW OPPORTUNITIES

# EMPLOYER SUPPORTED VOLUNTEERING ON THE RISE

RISE

Proportion of people taking part in employer-supported volunteering, 2008/09 to 2013/14



NCVO UK Civil Society Almanac | Built with Highcharts







Jenni Fellows

@JenniFellows



Follow

A big thank you to our NNU Volunteer Carol, your hard work is greatly appreciated [#volunteerweek](#) [@royalhospital](#)





# Volunteers booking in to run Gateshead libraries

11:45, 9 JULY 2013 | BY KATIE DAVIES

Volunteers have officially taken over the running of Gateshead's libraries as part of money-saving drive

17 Shares



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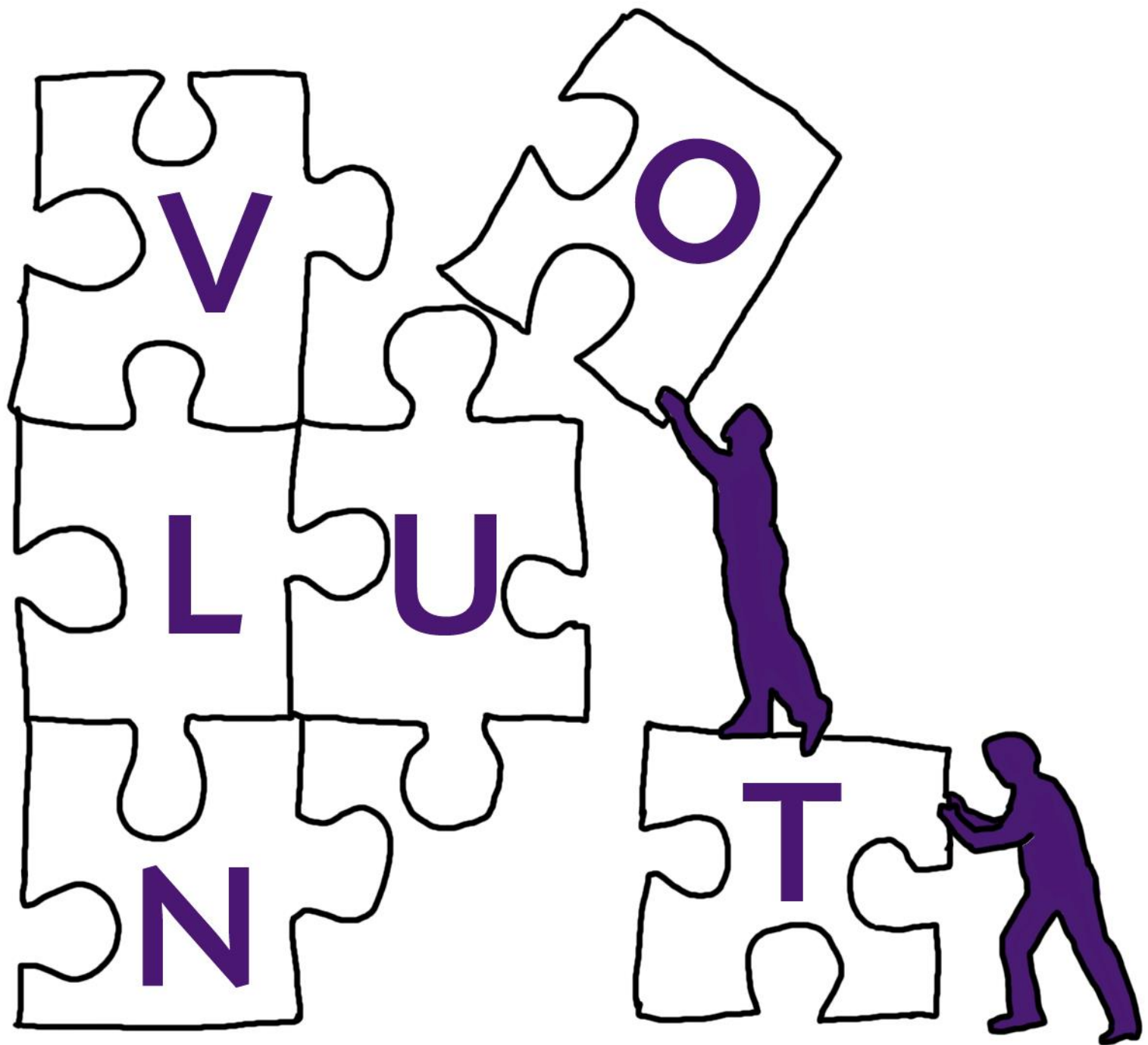


Coun Linda Green hands over the keys to Paul Tague, Frank Hindle and Elsie Neville

Recommended in News



NEWCASTLE UNITED



# ROLE MAPPING

**Informal & short-term**

**Formal, structured & regular**



Micro Volunteer

Giving talks

Reception

Trustee

Promotion

Admin support

Events

*External environment*

Contractual requirements

Legislation

Policy

External regulators

*Internal environment\**

**VOLUNTEER LED**

**VOLUNTEER INVOLVING**

**Volunteers managing volunteers**

**Engaging & empowering  
‘the new breed’**

**Home-grown**

Volunteers in a "support role" or as  
‘agent-runners’

**‘Work-place’**

**Receptionist**

(managed like staff, assumed no  
specialist skills needed)

**Volunteers involved in service delivery**

**‘Less-regulated’ models**

**More regulated models**

**Internal expectations of  
volunteers**

**Organisation’s mission,  
vision & Strategic**

**Brand and reputation  
Risk management**

**Internal quality standards &  
good practice**

Cultural & lifestyle factors

External stakeholders

\* Where the volunteer management takes place. This may be an organisation or an informal group or un-constituted body.

## 3 KEY CHALLENGES

- Creating meaningful, high quality opportunities
- Managing a diverse range of roles
- Building relationships with volunteers

# CREATING MEANINGFUL OPPORTUNITIES

- Adapt & review existing opportunities
- Consider remote opportunities and volunteering out of usual office hours
- Run events
- Volunteer generated ideas
- Speak to other colleagues and teams
- Run a pilot
- Be transparent and clear about expectations  
Focus on quality

# MANAGING A DIVERSE RANGE OF ROLES

- Understand motivations, barriers and volunteer journey
- Take a joined up approach
- Be more flexible
- Consider shadowing
- Plan ahead
- Use online tools and technology
- Think about risk but be sensible

# BUILDING RELATIONSHIPS WITH VOLUNTEERS

- Give volunteers control over how much contact they have
- Develop a community and offer social opportunities
- Understand motivations
- Say thank you
- Communicate about impact
- Offer social opportunities



## FIT FOR THE FUTURE

- Invest in volunteer management and your volunteer manager
- Be responsive and adapt
- Be willing to learn from and work across sectors
- Take a strategic approach
- Understand and demonstrate the value of volunteering
- Build and develop local support
- and partnerships

# FURTHER INFORMATION

## **Practical support**

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

<http://knowhownonprofit.org/>

## **Data and research**

<http://data.ncvo.org.uk/>

<http://www.ivr.org.uk/>

## **Investing in Volunteers**

<http://iiv.investinginvolunteers.org.uk/>

## **Become a member**

<https://www.ncvo.org.uk/about-us/join-ncvo>

# GET IN TOUCH

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