



Community &  
Voluntary Services  
cheshire east

# Recruiting & Retaining Volunteers

# Aim & Objectives of the session:

## **Aim:**

To give community and voluntary groups the tools to recruit, support and manage their volunteers effectively.

## **Objectives:**

### **By the end of the session learners should be able to:**

- Explain the most effective recruitment techniques for your organisation.
- Able to write attractive and informative volunteer role descriptions.
- Have the tools available to support and supervise volunteers.
- Understand ways to motivate and thank volunteers.

## What Volunteers want

In January 2019 NCVO published a report [Time Well Spent](#) on the volunteer experience. This national survey of c10,000 respondents found there are 8 key features that make up a quality experience for volunteers:

**Inclusive:** welcome and accessible to all

**Flexible:** takes into account people's individual life circumstances

**Impactful:** makes a positive difference

**Connected:** gives a sense of connection to others, to the cause and/or an organisation

**Balanced:** does not overburden with unnecessary processes

**Enjoyable:** provides enjoyment, people feel good about what they are doing

**Voluntary:** the volunteer has freely chosen to do it

**Meaningful:** resonates with volunteers' lives, interests and priorities

Volunteering may be regarded as a way to learn new skills, meet new friends, or make a valuable contribution to a cause. It may lead to employment and new careers.

# Recruiting Volunteers

Is everything in place?

Do you know what they are going to do?

Policies

Procedures

Insurance

Role descriptions

Health & Safety – risk assessments/equipment

Expenses

Got staff and Trustee buy in?

Some further help - Get it Right from the Start – Volunteering  
England

# Recruiting Volunteers

## Examples of Recruitment Models:

- Take anyone model – does what it says!
- Word of mouth
- Casual recruitment model
- Formal recruitment model
- Consider what works for your organisation and the volunteers you wish to attract!



# Recruiting Volunteers

Why do you need to interview?

- Proven key recruitment tool
- Helps you to find out more about the person and their motivation for volunteering
- Opportunity for the volunteer to find out more about the organisation and the role
- Manage expectations – on both sides



# Recruiting Volunteers

Ideas to help you to create a fair and welcoming interview process:

- Do your preparation
- Give yourself some time
- Check if the volunteer has any additional needs
- Plan the format
- Have a list of questions
- Manage expectations

# Recruiting Volunteers

Don't forget to safeguard your organisation:

- References
- DBS checks
- Trial Period
- Timescales – linked to projects
- Volunteer Policy
- Volunteer agreements
- Safeguarding policy and procedure







# Volunteer Role Descriptions

Why should you bother?

# Volunteer Role Descriptions

Why should you bother?

- Attract the right volunteers
- Make clear what the role is and what is expected
- Staff know what volunteers are there to do
- More likely to retain your volunteers
- Looks professional/good first impression



# Step 1. Sell your organisation and your vision



**(and stand out from the crowd)**

## **Would you like to volunteer here ..... ?**

We provide services to support older people and ensure that they can access the support and resources they need.

## **Or here .....?**

Loneliness in later life is a killer.

Around 1 million older people regularly go an entire month without speaking to anyone at all. Shockingly, half of all older people consider television their main form of company.

Our vision is to beat loneliness in later life through our befriending services.

And, with your help, we will do it.

## Step 2: Create interesting roles

Volunteer handyman  
or  
Jack of all trades?



Volunteer Befriender  
Or  
Guardian Angel?

An inspiring example...

# Coppafeel



# Writing Your Roles – Keep it Clear and simple

- No acronyms
- No jargon
- No job descriptions – take care with language used
- Not too formal

Yes! To clear, positive language with concise details about the role



# Promote! Promote! Promote!



AKA don't wait for volunteers to come to you

# Supporting & Motivating

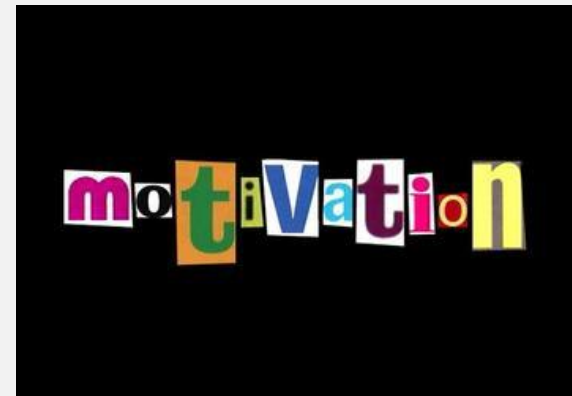
Why should you support and motivate your volunteers?

- Help you to manage your volunteers
- Allow them time to air any concerns or ideas
- Give and receive feedback
- Make sure that the role fulfils their motivation
- Make sure that they are happy
- Allow them to progress
- Solve any problems or avoid potential problems
- Make sure that all your policies and procedures are being followed
- Prevent them voting with their feet
- Move on unsuitable volunteers

# Supporting & Motivating

Some practical ways to support your volunteers:

- Induction
- Supervision – how?
- Training
- Qualifications
- Managing expectations – length of opportunity
- Understanding their motivations for volunteering
- Get to know your volunteers



## Saying 'Thank You'

How can you say 'Thanks'?

- Training
- Support/ supervision
- Newsletters
- Events
- Phone call or email
- Certificates
- A simple 'thank you'

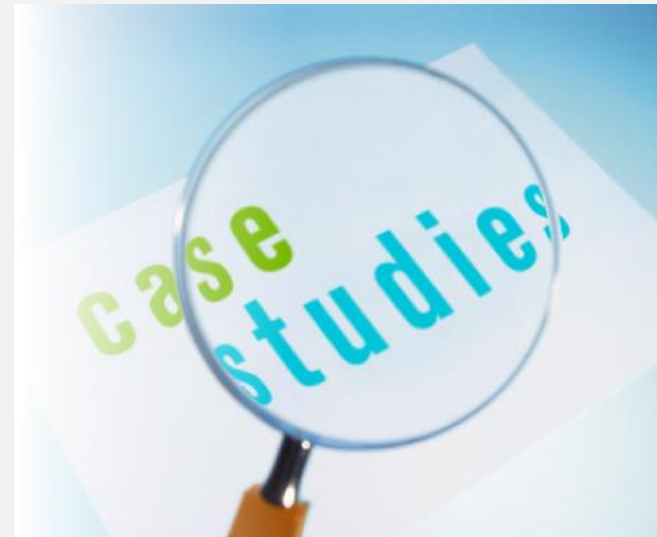
# Saying 'Goodbye'



# Case Studies

Using the case studies:

1. What would you do in the situation?
2. What practical tools can you use to resolve?



# Recruiting & Retaining – top tips

- Have everything in place
- Find the best recruitment model for you
- Interview
- Safeguard your organisation
- Get the right volunteers (think role descriptions)
- Promote
- Have effective supervision/ support in place
- Say ‘thank you’
- Don’t be afraid to say ‘goodbye’

**NCVO Volunteering (was Volunteering England)**

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

**Business Balls** – lots of motivational tools and techniques:

<http://www.businessballs.com/personalitystylesmodels.htm>

**Association of Volunteer Managers**

<http://volunteermanagers.org.uk/>

**Know How Non-Profit**

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

**Volunteer Managers Network & CVS Cheshire  
East Resources**

[www.cvsce.org.uk/volunteering](http://www.cvsce.org.uk/volunteering)



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