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Volunteer Recruitment and Management

#LondonVolunteers



Overview of what we'll cover today

Snapshot of the challenges in volunteer recruitment and management

Presentations on the experiences of national, regional and local volunteering leaders on how they've tackled these challenges

Opportunities for you to share experiences and ideas with each other on your tables

Q&A time with the panel of speakers on the issues raised

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Our panel today

Janet Thorne, Chief Executive of Reach

Chris Freed, Head of Volunteering at Citizens Advice

Sophie Scowen, Senior Volunteer Manager for Team London


Karen Chillman, Head of Volunteering at Croydon Voluntary Action

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London's voluntary sector

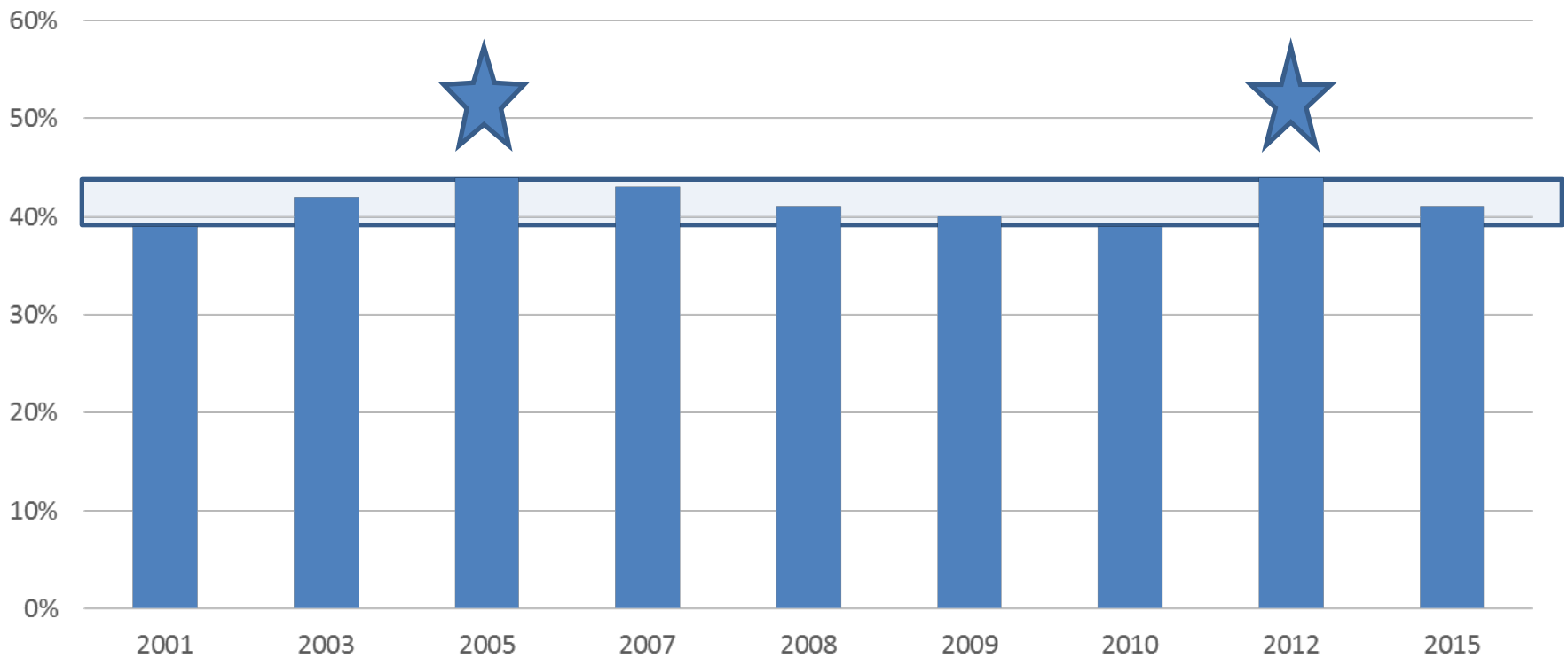


 120,000

 7,300,000

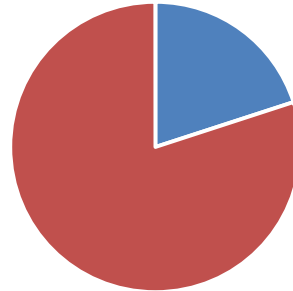
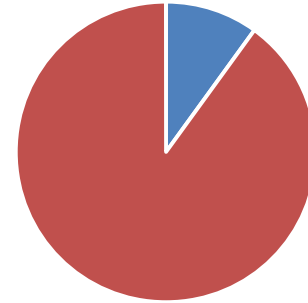
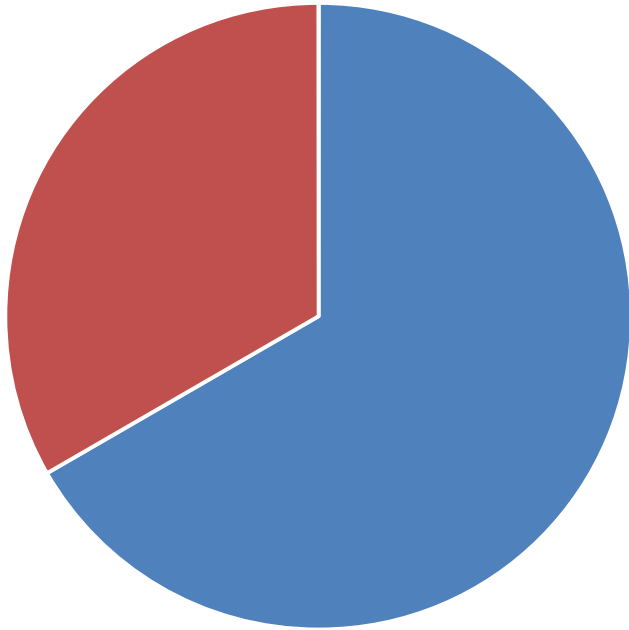
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Levels of volunteering



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“Civic core”



Skills based volunteering

Janet Thorne

We **connect professionals** who want to donate their skills **with charities** which need but cannot access them



We work **nationally**, and across **every profession**

About Reach



In 2015, we launched our **online platform**



60% increase in volunteers joining us

70% increase in applications for roles

Digital

 reach

Volunteering that uses your **professional skills**

It has a **high investment & high impact** –
for charity and volunteer

Requires a unique approach to recruitment &
management

What is skills-based volunteering?



Bid writer
Business consultant
Digital marketer,
Event organiser
Financial manager
Graphic designer
Researcher
Project manager
Property Specialist
Salesforce engineer
Social media Lead
Web editor

What is skills-based volunteering?



Volunteers are **unreliable**

Volunteers are very **committed** & are driven by **intrinsic motivation**

- Short term projects / break points
- Shared / group responsibilities
- Avoid volunteer as sole point of failure

Common barriers & solutions



Fear

- Complementary skills / Specialists to support a generalist
- Professional development
- Develop remit collaboratively, agree reporting processes

People **don't want to** volunteer their 'day job'

Abundance

Linked in®

Common barriers & solutions

 **reach**

Resources for undercapitalised organisations

Range of expertise for a complex world

Level of expertise & experience you could never afford

Fresh perspectives

Benefits



Identify **what** work area needs expert input

Specify the **skills** you need

Design the role

How to recruit



Attract the right people

Summarise the role & time commitment

Specify qualities you need

Sell your charity

Spell out the impact of the role & its benefits

Promote widely (Reach, LinkedIn, other social media, jobs boards).

Engage

Dialogue & negotiation

Exploration: its a 2 way street

Respect their time – and yours

How to recruit



www.reachskills.org.uk

Browse our volunteer profiles

Register a role

Knowledge centre resources

Thank you!



Volunteer Recruitment and Management

Citizens Advice

5 December 2016



Chris Freed
chris.freed@citizensadvice.org.uk

23,000 volunteers
301 local offices



challenges

- **structure**
- **knowledge**
- **locality**





opportunities

- consistency
- guidance
- celebrate innovation
- question
- feedback



4 in 5
volunteers gained
confidence



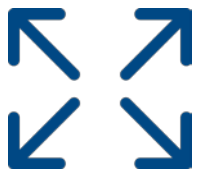
80%
felt volunteering had
a positive impact on
their health and
wellbeing



9 in 10
feel better equipped
and empowered to
deal with issues in
their lives



Flexible



Dynamic



Impactful



Add value

Thank you



Chris Freed
chris.freed@citizensadvice.org.uk



View from Volunteer Centre Croydon

Karen Chillman
Head of Volunteering
Croydon Voluntary Acton



Based in Centrale
Shopping Centre for
over three years...

..open six days per week

...community information hub
& promotion of CVA's work



...we aim to
see
everyone on
their first visit



..opportunity for
organisations to
promote their work
via our shop window
& mini campaigns.



Meet the Team



Karen
Head of Volunteering /Volunteer
Centre Manager – Full time



Hilary
Good Practice Advice &
Training – 2 days



Mary
Supported Volunteering
Brokerage – Full time



Norica
Appropriate Adult Volunteers
Team Croydon Events Volunteers 2.5
days



Volunteers contribute hundreds of hours each month.... In a typical quarter

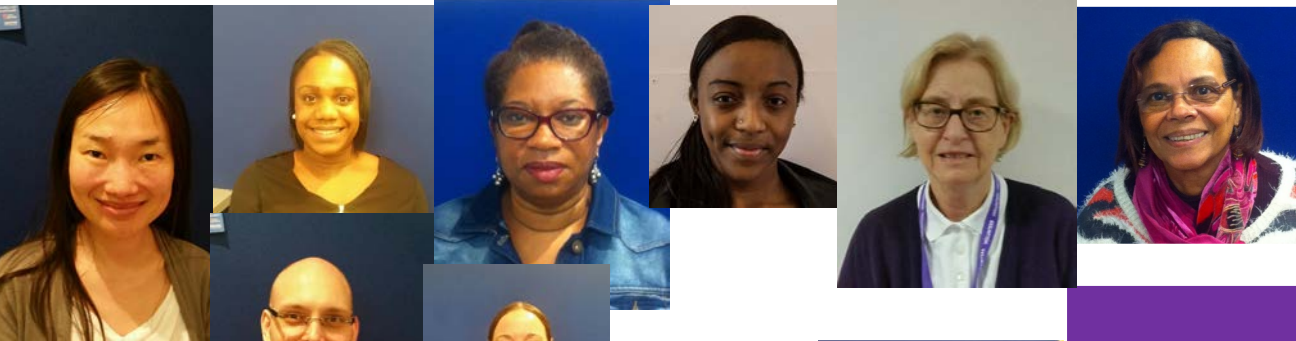
Email enquiries (individuals) 2645;
Phone enquiries (from Individuals) 2687
Email enquiry (organisation) 3091;
Phone enquiry (organisation) 389
Face to face enquiry (drop-in's) 3196
Interviews conducted 117
Total 12,453

Resulting 2309 individual registering their interest in volunteering and being referred to organisations.

1 volunteer organiser's forums; 8 session of non-accredited training; 32 one-to-one advise sessions for organisations; 7 organisation will have window displays and/or mini campaigns.

We have worked with partners to deliver 7 information sessions for those looking for work. some of CVA's volunteers will have gained employment.

Team Croydon
Volunteers supported 9 events, raised over £12,000 towards our budgets and attend 6/7 events



14 Project
Volunteers



92 Events
Volunteers

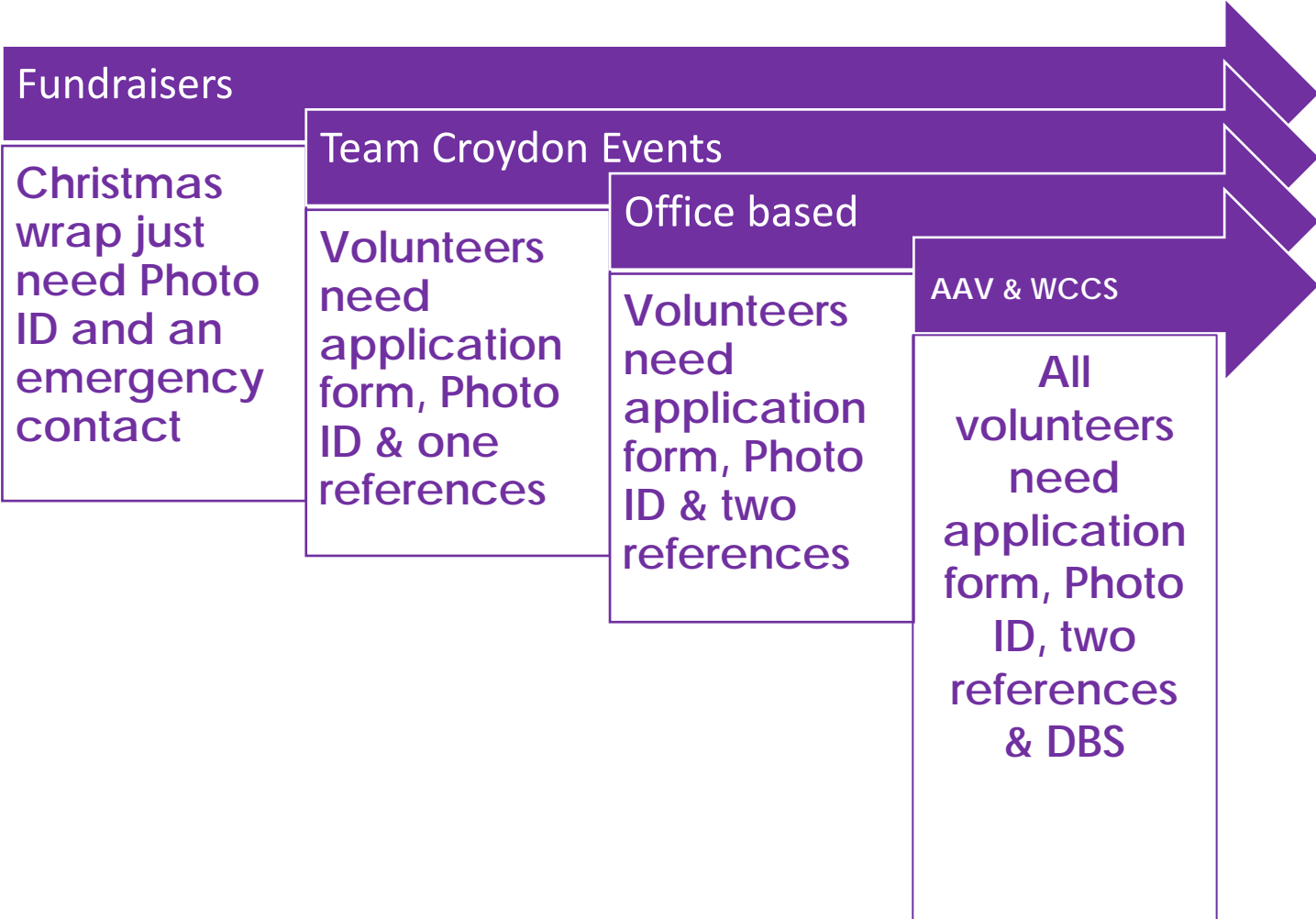


20 Office
Volunteers

29 Appropriate
Adult Volunteers

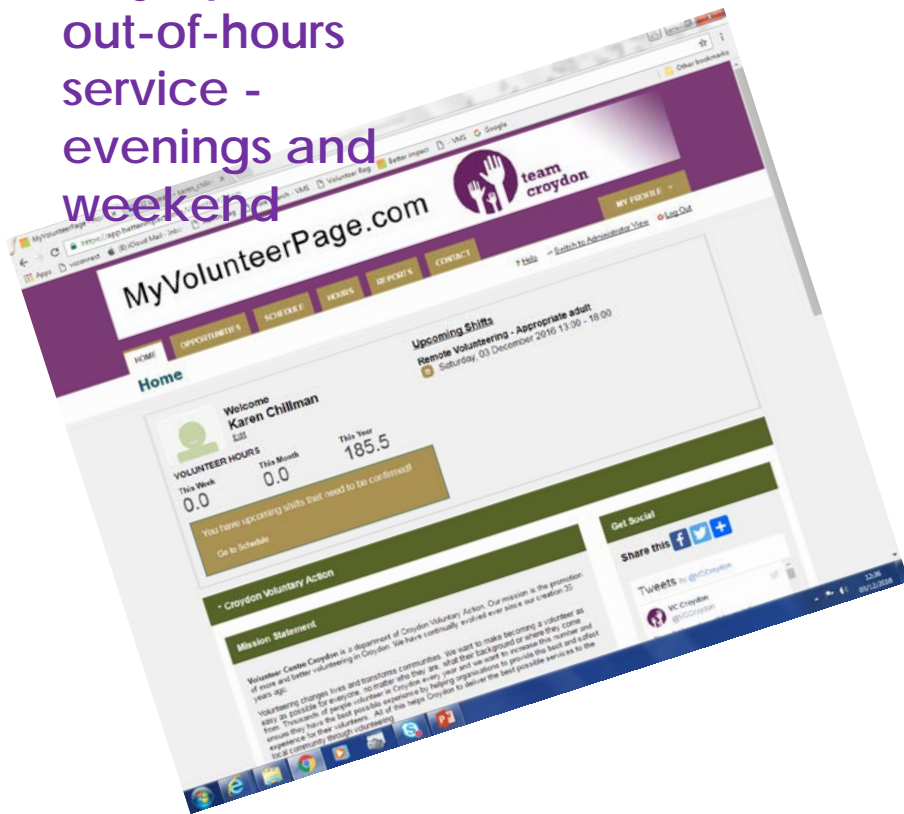


There are multiple projects need different 'qualifications'...



Appropriate Adult Volunteers

Because we only operate an out-of-hours service - evenings and weekend



How to manage and retain these Volunteers & ensure quality?

We only see volunteers when they come to support meetings or supervision sessions

Recognition & reward



Discussion on your tables

What are your own experiences and ideas on volunteer recruitment and management?

How could you apply some of the ideas from our speakers, or take inspiration from what they've said, in your own work?

What one learning point has your table taken from the presentations?

What one challenge would your table like to pose to the panel?

Panel discussion

Key learning points from group discussions

Key challenges for us to consider

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Thank you

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