

Valuing Volunteers; Our Priceless Resource

Lyne Greenwood



Volunteer Now

2011 UK COACHING BELFAST
SUMMIT

Volunteer Now is a regional to local organisation that aims to promote, enhance and support volunteering across Northern Ireland by:

- supporting volunteers to find volunteering opportunities;
- influencing policy in relation to volunteering including the Volunteering Strategy for NI;
- providing training and information to organisations to help them develop good practice in involving volunteers and safeguarding those they work with;
- engaging in promotional campaigns to increase awareness of volunteering;
- supporting organisations to access national standards such as Investing in Volunteers UK Standard for Volunteer Management.



2012 Project



Volunteer Now lead on the Northern Ireland volunteering theme for the London 2012 Olympic and Paralympic Games .

The **2012 Project** aims to:

- Create a volunteer legacy in Northern Ireland in connection with the London 2012 Olympic and Paralympic Games;
- Maximise the potential for volunteering and volunteers to benefit from London 2012;
- Increase the capacity and capability of volunteers in Northern Ireland to support major regional and national events.



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Aim: To create an awareness of the importance of good practice in volunteer management in sport

Objectives: by the end of the session, you should be able to:

- Highlight the key concepts for volunteering
- Identify the steps involved in the effective recruitment of volunteers
- Identify ways to improve the motivation and retention of volunteers



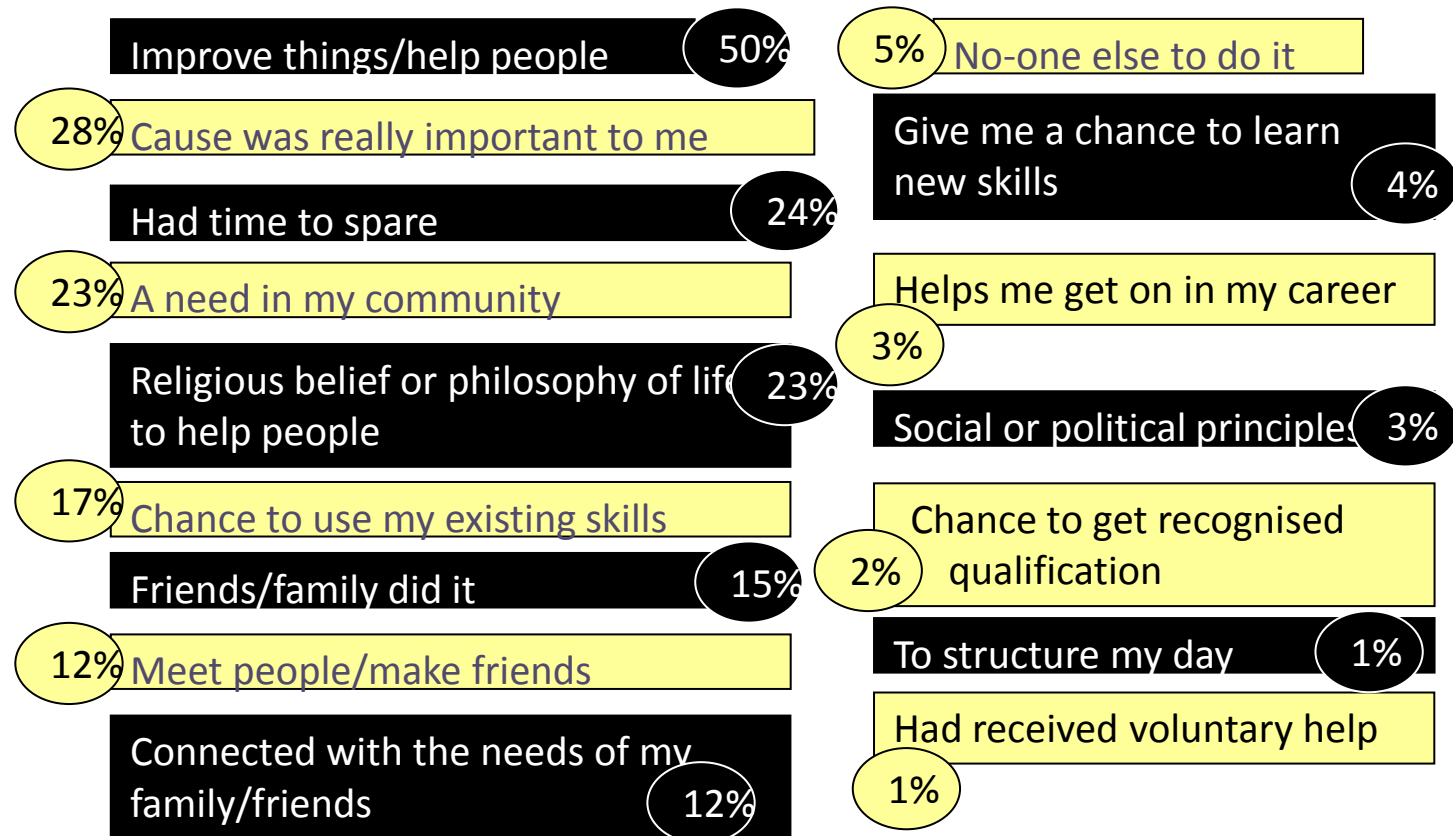
Definition of Volunteering

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'Volunteering is the commitment of time and energy for the benefit of society and the community, the environment, or individuals outside one's immediate family. It is undertaken freely and without concern for financial gain.'



Reasons for Getting Involved



It's All About Time, Volunteering in Northern Ireland, Volunteer Development Agency, 2007



Reasons for not Becoming Involved

Work commitments

Already doing enough

Have to look after children/the home

Never thought about it

Too old to get involved with voluntary activities

Haven't heard about

Risks and being liable if anything goes wrong

Haven't got the right skills or experience to be able to help

Wouldn't know how to find out about getting involved in voluntary activities

Have an illness or disability that I feel prevents me from getting involved

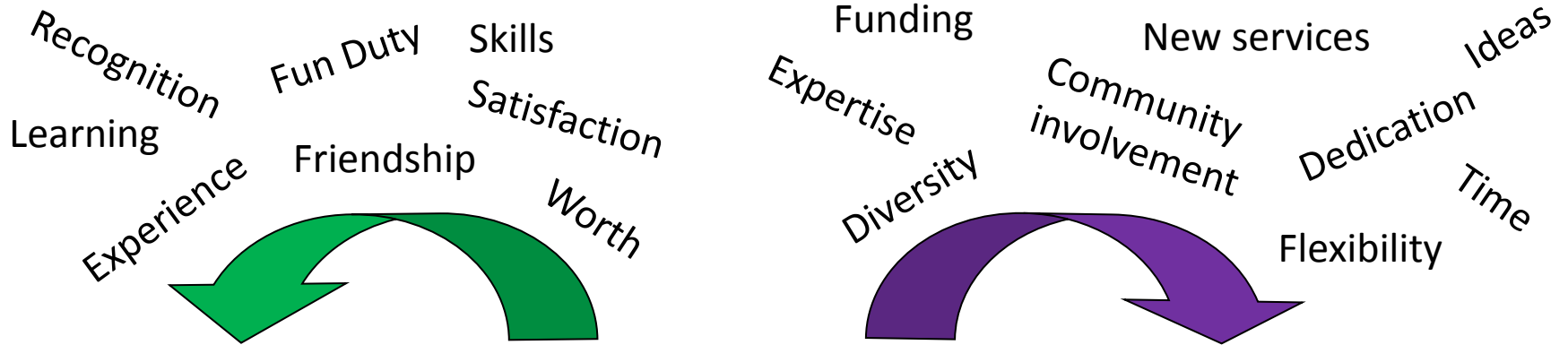
Associated bureaucracy

I might end up out of pocket

It's All About Time, Volunteering in Northern Ireland, Volunteer Development Agency, 2007



2 Way Relationship

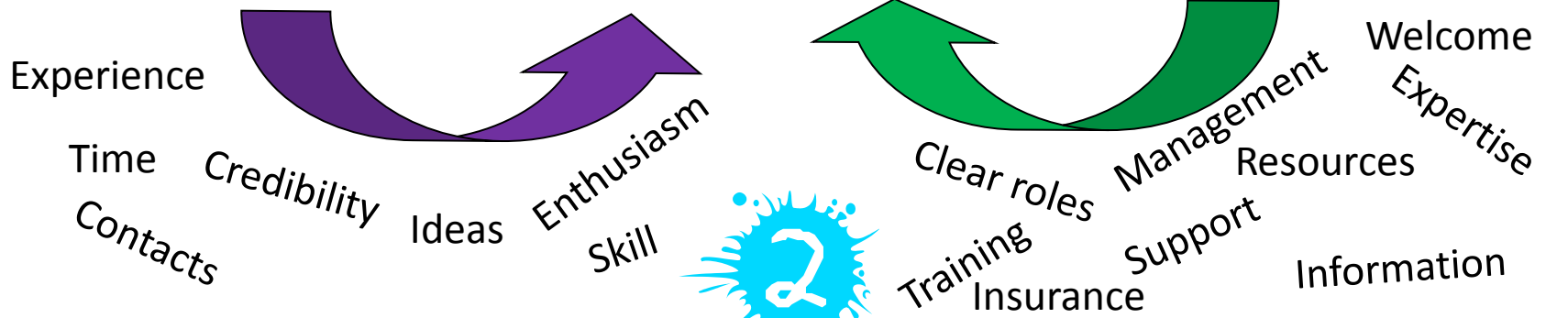


Organisation / club / event

VOLUNTEER

VOLUNTEERING

ORGANISATION



Answers on a Postcard ...

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We involve
volunteers
because ...



To: _____

Potential volunteers

Current volunteers

Staff & service users

Anyone who asks!



Recruitment Plan for Volunteers



VOLUNTEER



ORGANISATION

1. Why does the organisation want to involve volunteers?
2. What does the organisation want volunteers to do?
3. What qualities/skills does the organisation want the volunteers to have?
4. How will the organisation find volunteers?
5. How will the organisation select which volunteer they want?
6. How will the organisation manage the volunteer after selection?

Remember - avoid going public until the plan is done!

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“If we had enough money we wouldn’t need (or even want) volunteers.”



“We don’t necessarily want volunteers, but since we don’t have more money, would you do us a favour and help out?”



First Choice Reasons

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"Volunteers have a unique contribution to make and we welcome volunteers who can contribute on and off the pitch"



"We welcome volunteers because their support shows that the community really wants this organisation to succeed."



"Volunteers add an extra range of skills, flexibility, experience and fresh ideas that would not exist without their involvement"



Building a Volunteer Role

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Why?



What will the volunteer be doing?



Where and when will the volunteer have to carry out the role?



With whom?

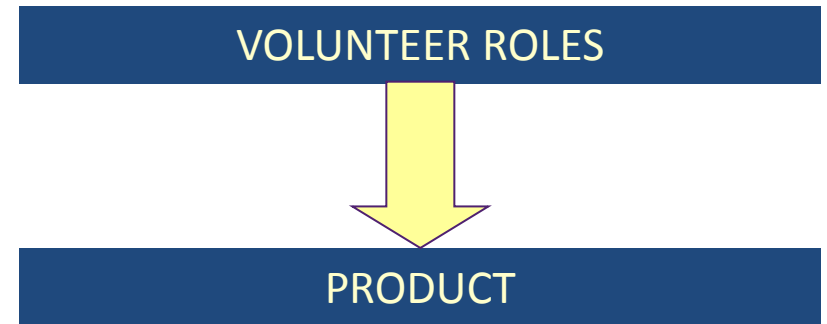
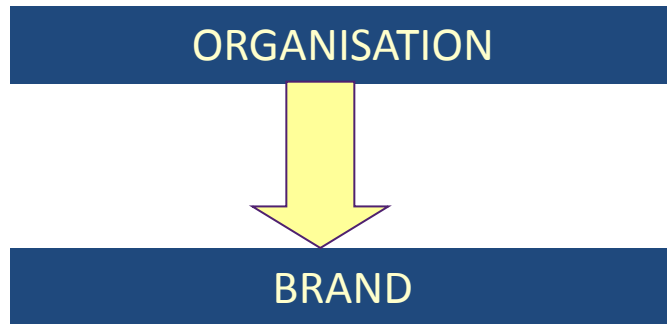


What's in it for the volunteer?



Unique Selling Point

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- What's so good about your brand and product?
- Why should I believe in your brand?
- Why should I buy a particular product from you?



Selection of Volunteers

Key Principles

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Having the wrong volunteers is worse than having no volunteers at all

Take all reasonable steps to ensure that unsuitable people are prevented from volunteering

Selection procedures are necessary - but should be in keeping with the type of role(s)

All volunteers must go through the same selection procedure for the same role

Remember equality of opportunity for all - leave your prejudices at home

Inform all volunteers from the start that a selection procedure will be followed and that not all candidates will be successful



Recruitment Plan for Volunteers



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Their niceness will let you recruit a volunteer for the first time but only your competence will let you keep them.

'Recruitment' actually continues throughout the life of the volunteer, since 'retention' is simply the process of re-recruiting the volunteer every time they turn up.

McCurley & Lynch



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Thank you

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