

Volunteer Strategy – guide

A strategy is helpful to outline how our charity will attract, support and include volunteers to help you achieve your mission. It focuses on three key areas: **recruitment, supporting and developing**, ensuring that all volunteers have a positive and meaningful experience and are valued.

RECRUITING	
Why we involve volunteers, how they fit into our organisation and the commitment we make towards them.	<i>Increase capacity, access to skills & knowledge, community engagement, personal connection to the cause</i>
What roles should volunteers carry out? Are they appropriate?	<i>List of roles</i>
How many volunteers do we need to recruit and how long are we hoping they will stay.	<i>Set some basic KPIs based on your previous experience or estimation. Is your recruitment best done on an ongoing basis or as recruitment drive? There are pros and cons for each.</i>
Who are our ideal volunteers and what are our requirements towards them?	<i>For some roles you may need to recruit people with specific attributes or skills, availability or gender - which will then inform your approach.</i>

How can we reduce barriers to make the offer accessible to people from different backgrounds / ages?	<i>Actively ask what people's needs are and consider whether or what adjustments can be made.</i>
What resources do we have to recruit and support volunteers and who is responsible for recruiting them.	<i>This includes HR, skills and a budget to recruit & support volunteers as well as an organisation's existing networks and general public trust.</i>
How do volunteers need to be vetted?	<i>Application form / interview / references / DBS checks – check out the guidance on DBS checks on our website</i>
SUPPORTING	
Does the role involve any risks and how to be safeguard against this?	<i>Insurance / Risk Assessments / Training</i>
What information or training will volunteers need as part of their induction and how will this be delivered and by whom?	<i>A handbook, a verbal induction, a training course, shadowing existing volunteers</i>
How do we value & thank volunteers?	<i>Ask volunteers for feedback and suggestions for improvement. Ensure to follow up / action changes. Get the chair to write a thank you message to volunteers or offer a volunteer lunch, etc. Let volunteers know the difference they have made, individual as well as collectively. Consider an award scheme.</i>
How will we keep in touch with volunteers and make them feel part of the organisation?	<i>Newsletters / dedicated emails are a quick way to keep connected to the cause. Tell them about all the good stuff that has been achieved and where the organisation is heading. Have the chair or board member visit the volunteer team or join their shift.</i>

DEVELOPING

What opportunities can we offer for volunteers to develop their skills?

Consider training that might be available for volunteers. Volunteers generally want to do a good job and appreciate support. Ask us for more info.

How can we measure the impact that volunteers have?

Get creative and relate this back to measuring impact of your charity overall.

How will we seek feedback from volunteers to improve the volunteer experience?

A simple feedback survey would give you insight into their experience. Use the findings to review your volunteer program and develop it.