

Diversifying your volunteer base



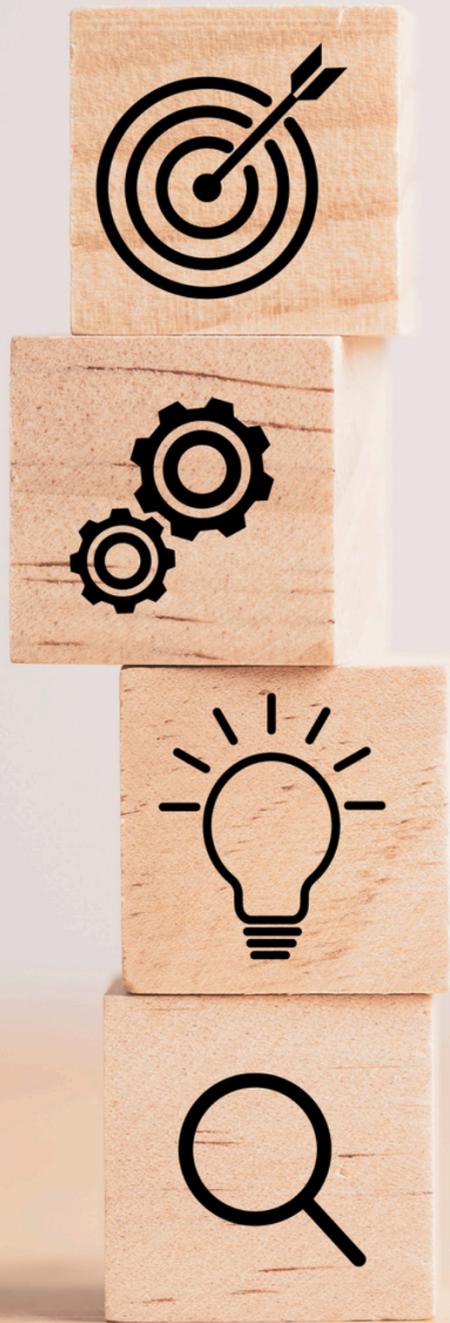
Presented by K Dowling

KEY QUESTIONS

What is diversity?

What benefits does it bring?

How can we be more inclusive in our current practice?



WHAT DIVERSITY GOAL ARE YOU TRYING TO ACHIEVE?

QUESTION TO YOU





Diversity
Equality
Inclusion

Diversity

WHAT ARE THE BENEFITS?

WISDOM OF THE CROWD & DIVERSITY



NEW HOSPICE SHOP

OPENING IN HOPE STREET, CROOK, THIS SPRING



VOLUNTEERS NEEDED



THE BENEFITS OF A DIVERSE ORGANISATION

**BROADER
PERSPECTIVES**

**BETTER
PROBLEM
SOLVING**

**STRONGER
COMMUNITY
ENGAGEMENT**

**WIDER
SUPPORT
NETWORKS**

**MORE
IMPACT**



**THERE IS A
LACK OF
DIVERSITY IN
VOLUNTEERING.**

**“Females aged 55+
account for 44% of all
volunteers.”**

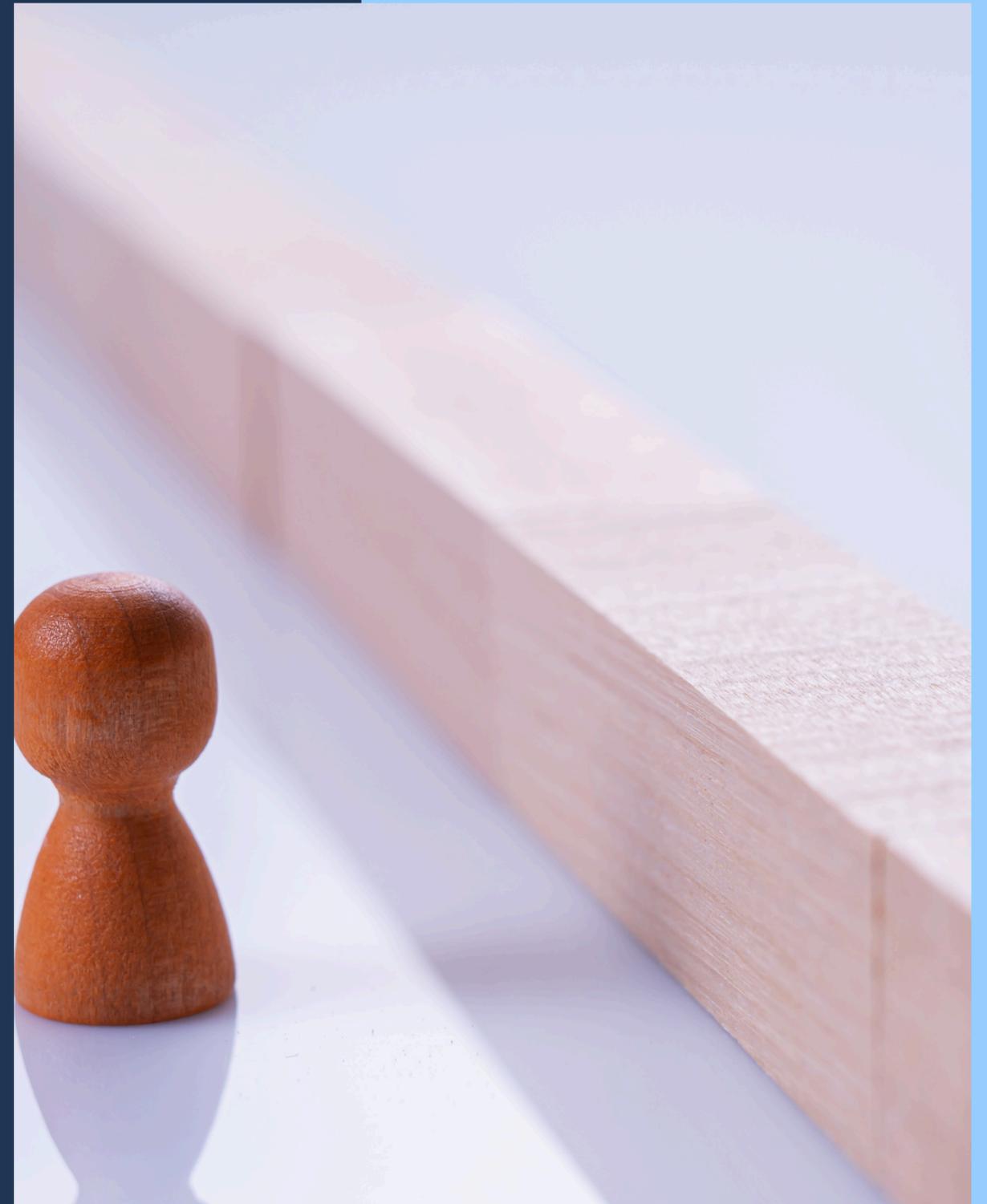
Bailiwick Volunteer Survey

**“The majority of trustees
are white, male, older and
have above average
education and income.”**

NCVO

Identify barriers

- Recruitment
- Roles
- Volunteer Experience



Volunteer profiles



BUSY PARENT

Two children, aged 10 & 12
Works part time at the hospital
Struggles with cost of living



SCHOOL LEAVER

Exploring career options
Cause driven
Has never tried volunteering before



NEW TO GUERNSEY

Young Professional
Single
From Nigeria

RECRUITMENT

How and where do you advertise?

How do you talk about volunteering and the benefits you offer?

What is the application process?

ROLES

Are the application criteria realistic?

What flexibility does the role offer?

Are roles attractive and meaningful?

Can roles be adapted to suit the strength of a volunteer?

VOLUNTEER EXPERIENCE

How do you welcome new volunteers?

What training and ongoing support is available?

How do you keep your volunteers informed?

Do you expect volunteers to pay expenses?

How do you thank and value volunteers?

How open are you for trying new ways?

How do volunteers know they are doing a good job?

Does the board understand the value of volunteers?

Identifying barriers

**SMALL CHANGES CAN
MAKE A BIG DIFFERENCE!**

