

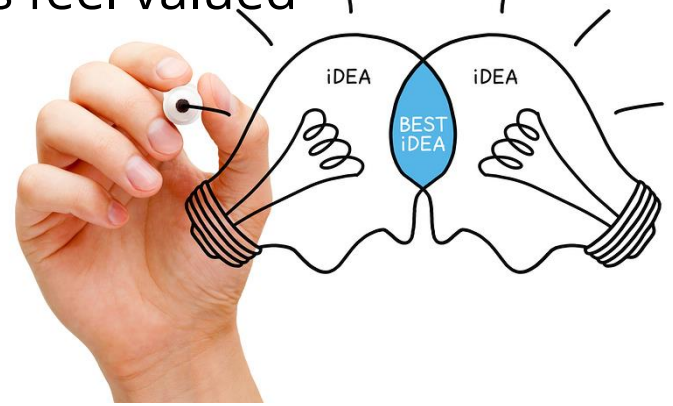
Recruiting and Retaining Volunteers

CTA Roadshow 2017

 @CTAUK1 | #CTARoadshow

Five Ideas to build a volunteering strategy

- One: Define what is unique and attractive about your organisation
- Two: Build a profile of the sort of volunteers you want to target
- Three: Give volunteers clarity and commitment around their roles
- Four: Working in partnership with other organisations.
- Five: The importance of making volunteers feel valued



Idea One: Define what is unique attractive about your organisation.

~~Come and drive a minibus~~

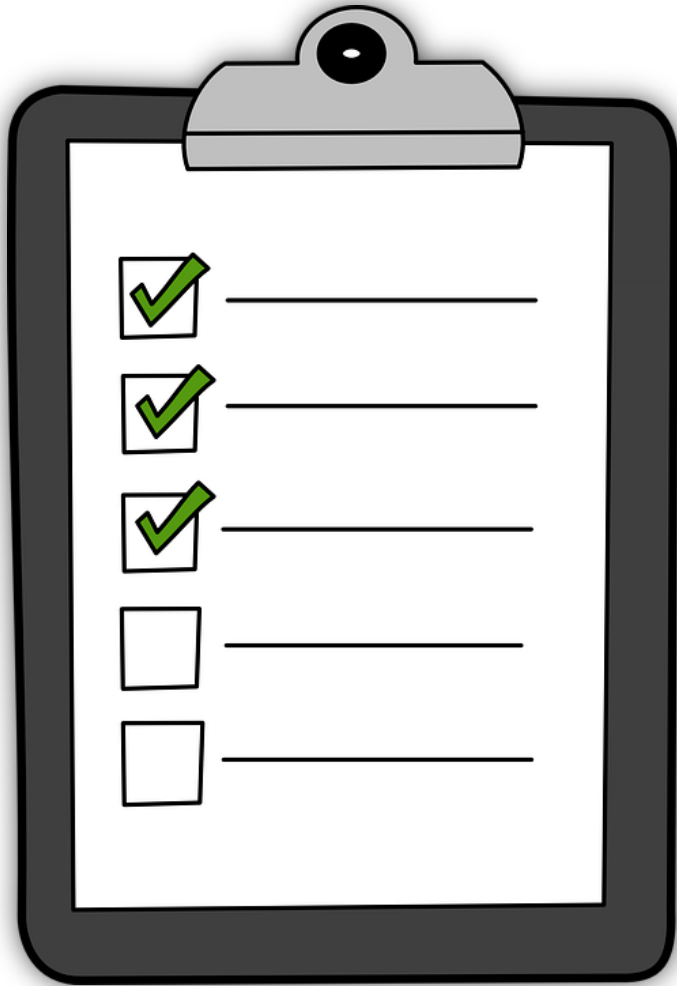
Be a part of an organisation that makes a difference in your community! ✓

Help us fight loneliness and isolation! ✓

Volunteer for us and help empower local people! ✓

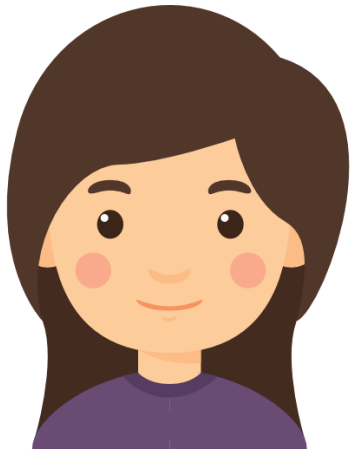
Work with other people who also believe that everyone should be able to get where they need to go. ✓

Idea Two: Build a profile of the volunteers you want to target



- How many volunteers do you need?
- What do you need them to do?
- Where do they live? How old are they?
- What are their hobbies, their likes, dislikes etc.?
- Why do they want to volunteer?

Idea Two: Build a profile of the volunteers you want to target



Carol, 21

Student at the local university

Likes working with people

Wants to make a difference in her local community

Where should you advertise?

What about your outreach resonates?



Chris, 60

Recently Retired

Likes being out and about

Wants to carry on being active in retirement

Idea Three: Give volunteers clarity and consistency

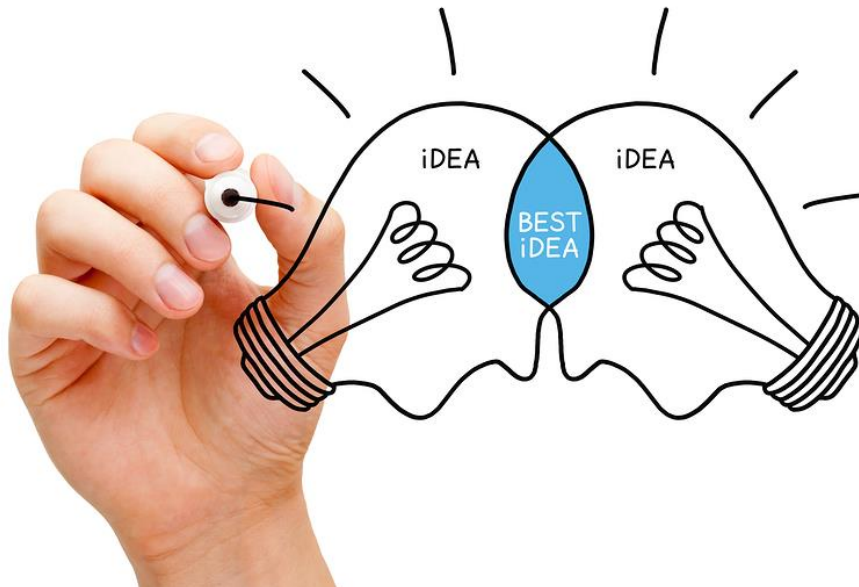


- Do they have a description of the role?
- Do they have clearly defined roles and responsibilities?
- Do they have a volunteer co-ordinator



Idea Four: Working in partnership with other organisations

- **Could you swap volunteers with other organisations?**
- **Could you run joint recruitment campaigns?**
- **Could you work with local or national businesses?**



Idea Five: Making volunteers feel valued



It's important to say thank you!

Find seven unique ways of thanking some on a year

Denby Dale DDC Centre Manager
@DDCmanager

Following

Thank you to all our wonderful volunteers!
Credits in our shop window. [@vckirklees](#)
[@volunteersweek](#) [@CTAUK1](#)



Idea Five: Making volunteers feel valued

Letter from the Chief Executive after their first year of service.

Organising a thank you card from service users

Thank them on social media
#charitytuesday

Host a meal for your volunteers

Organise a volunteer awards

Ask them!

You know your volunteers best!