

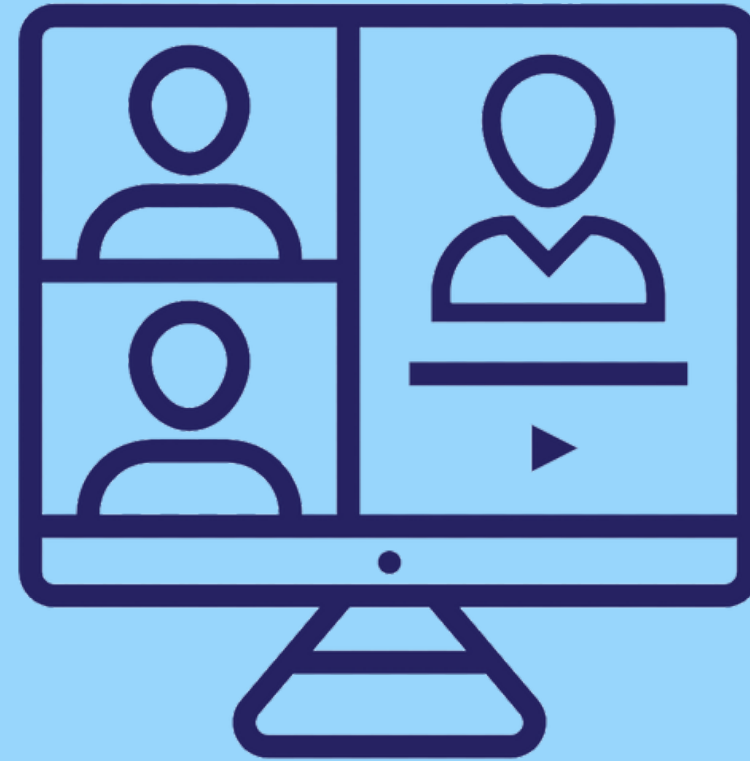


**Cheshire West**  
**Voluntary Action**  
Championing the community sector

# Strategies for Recruiting & Retaining Your Volunteers



Break out discuss



**What motivates and de-motivates people?**

# Factors that cause satisfaction

- **The work**
- **Responsibility**
- **Achievement**
- **Recognition**
- **Advancement**
- **Growth**
- **Management**
- **Supervision**
- **Working conditions**
- **Pay - specifically expenses**
- **Status**
- **Job security - continuation**

# Recruitment



- **Provide a clear ask– create clear task/role descriptions so volunteers understand clearly what you are asking of them.**

**What you want volunteers to achieve, their responsibilities, and how these fit in with the work of your organisation**


- **Hours and location**
- **Skills and abilities needed**
- **Benefits to the volunteer**
- **A bit about your organisation**
- **What support/training will be offered**
- **Any restrictions? Can under 18s carry out the role? If not, specify this so you can manage volunteers' expectations.**

- **Allow volunteers to try it out – Promoting taster sessions for volunteering roles can be more appealing for people who like to ‘try before they buy’. This can alleviate any fears people have about the role.**

# **Planning for volunteers: See your line manager**

- **Who will be supporting/supervising your volunteers**
- **Out of pocket expenses**
- **A volunteer policy - lone working?**
- **Insurance**
- **Risk assessment**

- **Give great customer service! – People now expect things to happen a lot quicker so make sure and get back to potential volunteers quickly even if it is just to give clear timescales for the next steps. You are more likely to attract volunteer by providing an efficient, friendly experience.**
- **Promote the benefits of volunteering for volunteers!**  
**Share the great benefits like:**
  - **Making friends**
  - **Giving back to their community**
  - **Increased confidence and skills development**
  - **Offer training or other opportunities.**



out of  
office



# Work with CWVA

Use our Team Kinetic platform to promote opportunities to a wider range of volunteers.

Let us know if there is something specific you want to promote so we can support using our social media as well.



Home Login Register About Us Get In Touch Events Search



Search Opportunities

Enter your search here

Home Opps ?

Yes

Within

Any distance

From

Enter Location

SEARCH



Across the UK, our 270 local groups play a **vital** part in supporting people affected by MS. They provide sense of **belonging, unity** and **friendship**, and deliver services and support for their local MS Community.

As our Volunteer Driver you'll **support** people with MS to attend local activities. You'll drive the group minibus or van, and make sure your passengers get safely to and from their destination.

You may also help them get in and out of the vehicle.

In this role you'll be able to use your minibus driving experience, **develop your communication** and **interpersonal skills** as well as learn more about Health and Safety. **Most importantly you'll be able to support people affected by MS get where they need to go.**



**Volunteer  
Role  
Description**

## What the role involves:

This role may vary depending on needs, but is likely to include:



- **Enabling people** with MS to attend local activities by driving the group transport and assisting passengers getting in/out of the vehicle and during the journey
- Ensuring that the vehicles are safe and roadworthy, completing all relevant safety checks as identified in the transport risk assessment process
  - **Being responsible** for any arising first aid or emergency evacuation needs and following our procedures

**We can support you to develop the skills you need** for this role, including an induction into all the areas outlined. You will have a chance to discuss your role and any additional needs with us.

# **Where to promote**

## **Use assets in your community**

- **Parish Council**
- **Libraries**
- **Community Groups**
- **Church Groups**
- **Local Shop**

# Selection Process

**Make sure you find the right person for the role**

**- Don't be afraid decline unsuitable volunteers.**

- **Ask for references.**

- **Trail period - go for a drive with them**

- **Bank of volunteers in place: Fair weather drivers.**

## First Impressions Count

**Now that you've recruited your volunteer, your personality will play a big part as to whether people feel positive about continuing to give their time to your organisation.**



- **A full induction - opportunity to meet the team and understand where their role fits in.**
- **Don't underestimate the importance of a friendly, personable approach and good humour.**
- **Create an inclusive atmosphere. Seeing other staff members and volunteers enjoy their roles will send out a positive message.**



- **Think about providing opportunities for potential volunteers to have a trial session and shadow a volunteer.**
- **Organise a taster day.**

## Helping Your Volunteers to Flourish

**Volunteering is a two-way street. Your volunteers should feel respected and appreciated by everyone in your organisation. It's not just the job of the volunteer manager.**

**Create a friendly and safe environment where all staff and volunteers support each other to flourish in their roles.**

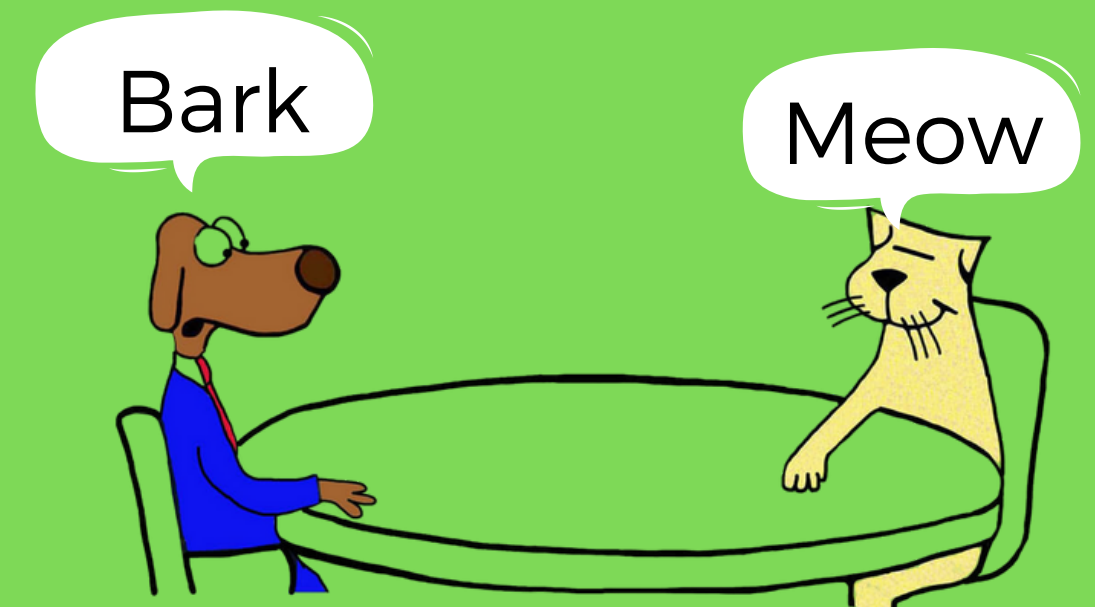


- **Invest in your volunteers** - provide quality training opportunities relevant to the role.
- **Casually** check to see how they're getting on both personally and in their roles.
- **Try to be as flexible as possible so volunteers can offer their time without feeling that they must overcommit.**
- **Offer quality time through supervision.**

- **Recognise their talents - by creating a Lead Volunteer role, where possible, to support volunteers.**
- **Boost their career opportunities; check for jobs that may develop their confidence & experience.**
- **Workable rotas - ideas for break out**

# How to support your volunteers

It's all about communication



- **Connection & communication, both to your organisational aims and to the people who work and volunteer within it, is key to retaining volunteers.**
- **One of reason people volunteer is to meet new people and give back to their community, so try to create plenty of opportunities for people to work and socialise together.**

**In addition to creating a friendly and welcoming working environment, use a wide range of messages to communicate with your volunteers (ask what their preferred method is).**

- **Tell them how they're making a difference to your organisation.**
- **How they fit in the bigger picture.**
- **Facilitate ways for volunteers to socialise with each other.**
- **Involve volunteers in planning, ask their input.**  
**They are often the front line and really understand what is happening on the ground.**



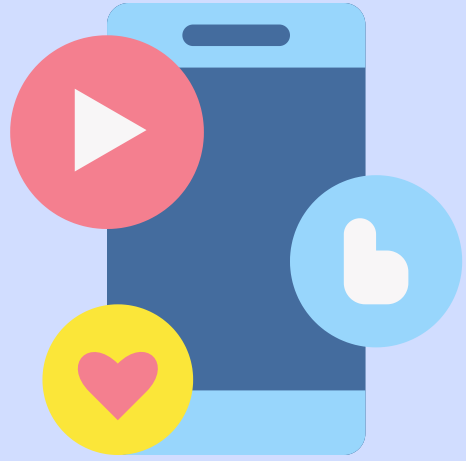
- **Plan for volunteer meetings at various times so they all have the chance to attend one.**
- **Have structures where volunteers can be heard and be part of the organisation.**
- **Think creatively of ways to connect people who may feel excluded, try to match personalities.**

**Shout about how great your  
volunteers are.**

**All volunteers want to know that  
they are making a positive  
contribution, so be explicit about  
their impact.**

**Without volunteers, your pilot will  
fail...so think about how you support  
them.**





- **Media platforms to communicate the work your volunteers put in. Local newspapers or radio. Share stories and pictures to your audience.**
- **A dedicated twitter feed to celebrate the work your volunteers do.**
- **Set up a closed social media group for your volunteers to share their experiences.**
- **Ensure that the staff understand the benefits volunteers bring.**
- **Parish councils, local websites.**

**Eye on the end user:**

**The person you are  
supporting is at the heart  
of what you want to  
achieve.**

**How was your journey?**

- **Carry out an impact survey with volunteers, staff, and beneficiaries to assess the impact your volunteer programme has on your organisational aims and the volunteers themselves.**
- **Appraising your volunteers to show them their value.**
- **Seeking feedback from your volunteers - both informally and through volunteer surveys. Show that you value their opinion and ensure this feedback is fed into planning.**





## **Further support of volunteers**

**If your volunteer is off - keep  
in contact.**

**Check for burn out.**

**Watch you don't overburden volunteers. Share the rotas.**

**They should feel that they can give their time on their own terms and take a break if they want to.**

YOUR MENTAL HEALTH MATTERS.

# HOW TO SET BOUNDARIES TO PROTECT YOUR MENTAL HEALTH



1

GIVE YOURSELF PERMISSION TO  
FOCUS ON YOURSELF

2

PRACTICE SELF-AWARENESS

3

BE CONSISTENT WITH THE BOUNDARIES  
YOU HAVE SET

4

IF SETTING BOUNDARIES MAKES YOU  
UNCOMFORTABLE OR ANXIOUS, START SMALL

5

BE DIRECT, CLEAR, AND SIMPLE

6

MAKE IT ABOUT YOUR NEEDS  
INSTEAD OF THEIR FAILURES

**What happens next?**

**The end of the volunteer journey**

- **Talk to your volunteers if they leave early or at the end of the project - either through a questionnaire or an informal chat. Informal exit interviews are a useful tool to receive feedback.**
- **Signposting volunteers to other opportunities in partnership organisations after your project has finished promotes positive volunteering experiences and good practice.**

**Don't forget to say.....**

*Thank  
you!*