

Finding volunteers

Different people have different reasons for volunteering. Interestingly the most common trigger for people starting to volunteer is “because I was asked”.

Look at your volunteer role description – who is your target audience and what might motivate them to volunteer for you?

Are you offering training? Is it a caring role? Will they be helping to change or improve something? Will they be outdoors? Will they gain practical skills?

You want people to want to volunteer for you because it is the best match for them. Boil your recruitment message down into a direct ask.

Your message will probably include:

- What the voluntary role is
- What the organisation as a whole does
- How a new volunteer can make a difference
- How to find out more

Getting your message out there:

Talk - word of mouth is the most cost effective tool there is. Make sure that everyone who knows about your organisation knows that you need volunteers. Ask friends and family first and ask them to pass it on.

Register - with Volunteering Telford – we’ll tell potential volunteers about your opportunities and will also advertise them on the volunteering website (<https://volunteertelford.co.uk/>).

Plan - decide which methods of communication suit your target audience(s). Write it down, this is a marketing plan. It can be helpful to do things in stages so you can work out what has gone well and what hasn’t and make suitable changes.

Think about:

- Leaflets and posters – in community centres, local shops, libraries, places of worship, front windows etc.
- Websites and social media such as Facebook and Twitter – change your messages often to keep them fresh.
- Events, talks and presentations – use every chance to say you need volunteers.
- Local media – volunteering makes a good story and gets you free publicity.
- Partnerships – team up with schools, colleges, employers, places of worship etc.

Remember you are competing with other organisations, so sell what you do.

Open to everyone

How will you communicate with hard to reach groups? Do you need to translate things into other languages? Will people with disabilities know that you will support them to volunteer with you?

If you know your message is not getting to specific groups in your community go and talk to them and find out why.

Useful links

www.volunteertelford.co.uk

For further information on volunteering

Contact

Email: get.involved@telford.gov.uk

Tel: 01952 382133

www.facebook.com/volunteertelford