



**Microfinance**  
Conference 2017

# **In the business of humans: mastering volunteer recruitment & engagement**



Good Shepherd  
**Microfinance**



**Microfinance**  
Conference 2017

<https://www.youtube.com/watch?v=eNGjTrMGJ0A>





## We're going to look at:

- Motivations and barriers for volunteers
- How to plan and develop your volunteer needs and roles
- Where and how to attract volunteers
- Ways to increase volunteer engagement

**Why do you volunteer?**



**What stops you from volunteering?**



# Before you recruit

## National Standards for Volunteer Involvement

Includes things like:

- Risk management
- Policies
- Workplace safety
- Organisational commitment

# How can volunteers add value to your organisation?



Survey

- Very Satisfied
- Satisfied
- Neutral
- Unsatisfied
- Very Unsatisfied

COMMUNITY  
**BBQ**

MATRIX

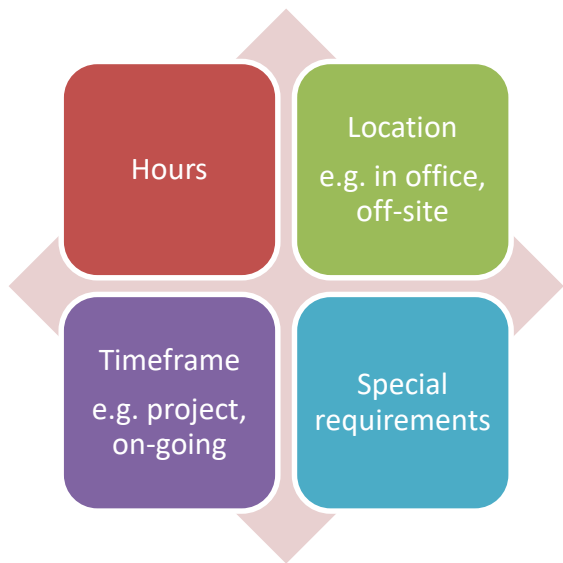




# Planning for the role

<b>Step 1: Identify the role</b>	Manage client survey
<b>Step 2: Identify the tasks</b>	<ul style="list-style-type: none"><li>– Identify what you want to measure</li><li>– Choose survey method</li><li>– Design survey questions</li><li>– Undertake survey</li><li>– Collate and analyse results</li><li>– Write report</li></ul>
<b>Step 3: Identify skills &amp; experience necessary</b>	<ul style="list-style-type: none"><li>– Knowledge of survey methodology</li><li>– Experience in designing surveys and using survey tools</li><li>– Ability to analyse data</li><li>– Report writing skills</li><li>– Ability to interact with a range of people</li></ul>

## Structuring the role:



## Other considerations:

- Reporting line
- Training
- Desk space
- Computer access





**All of this feeds into**

**a position  
description**

# Where do you find volunteers?

- Current volunteers
- Local community organisations, e.g. neighbourhood/community house, schools, sports groups, childcare, notice boards, newsletters
- Radio – community service announcements (free)
- Social media
- Newspapers (media article w/ photo)
- Volunteer resource centres (usually provide a matching service)
- Advertise online, i.e. Govolunteer, GoodCompany, university or TAFE websites, your own website
- Promotional events, talks
- Corporate/ local business partnerships



## What are your selling points?

1. Sell volunteering – highlight what they'll get out of it
2. Sell your cause
3. Sell your organisation

### Community Leader (voluntary)

Employer: ActionAid

Location: Perth

We're building a connected, skilled, diverse and vibrant activist network that will stand in solidarity with the women we work with around the world and we want you to be a part of it.

The logo consists of the word "act:onaid" in a bold, lowercase, red sans-serif font, with a colon between "act" and "onaid".

### Oxfam Trailwalker Event Volunteers

Employer: Oxfam Australia

Location: Perth

One person in three in the world lives in poverty. But we know that you see a future in which no one does. Changing the world starts here.





## Determine your process

- Establish overall timeline
- Accept applications
- Interviews
- Decision
- Checks
- Induction / orientation
- Training



## Other things to consider

- Do you recruit as required or at scheduled intervals?
- Consider trying different methods and use what works best for your program
- Don't assume volunteers will stay for a long time (this is not a bad thing)

# Engagement

- Understanding volunteers' motivations is key
- Recognition
- Training
- Communication and sharing information
- Clear understanding of role and expectations
- Managing workload
- Meaningful work
- Supervision and feedback
- Trust and responsibility
- Involved in decision-making
- Understanding different working styles
- Review period – 'check-in'
- Social activities
- Be inclusive and make things fun!



## Trouble with retention?

- Review role structure
- Review your recruitment and selection process
- Ask people why they are leaving
- Review how you engage current volunteers
- Adjust to short term volunteer stints

