Attracting dedicated volunteers

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THINK’s Community Forums

Community Forum

- The Royal British Legion
- Breakthrough Breast Cancer
- British Red Cross
- MND Association
- RNIB
- Barnardo's
- Diabetes UK
- British Heart Foundation
- The Children's Society

Community Forum

- UNICEF
- Guide Dogs
- Mind
- Breast Cancer Campaign
- Age UK
- Marie Curie Cancer Care
- Oxfam
- HFT
- Action for Children
- Think
‘Innovation in a crowded market place can be a challenge for any organisation. This session will show how a variety of charities have stayed ahead of the curve and continued to attract dedicated volunteers in a rapidly changing environment.’
Thoughts and examples from the Community Forum

- Ignore groups and committees at your peril
- The power of DIY fundraising
- Stewardship is key
- CFRs need to be skilled in volunteer management
Innovate yes, but make sure you’ve got the basics right
- In 2011 had 130 groups
- New strategy to ‘productivise’ the groups offering
- Clear offer, training and resources
- Average of 117 new groups per year, each raising £5-10k
- Innovation can include second to market
- Collaboration and culture are critical
- Supporters are the best innovators!
- Worth a quarter to a third of CF income
- Average donations around £750
- Online pushes up averages
- Viral fundraising
- Tap into what people do already!
Have you a supporter journey?

How many key supporter relationships do your CFR’s manage and what proportion of time do they spend on the phone/f2f with supporters?

What elements of stewardship are you measuring?

What does your R&R for volunteers look like?

Breakthrough example
Skilling up Community Fundraisers

• Formal training in:
  - How to say no
  - Making the ask
  - Influencing
  - Communication
  - Management

• Induction
• Experts
• Skills of others
• Coaching, mentoring, shadowing
Investing in Volunteers
Our experience
Volunteering at The Children’s Society

- Involving volunteers for 134 years
- 2,500 in our network of shops
- 750 in our direct practice
- 6,000 Box Co-ordinators
- 2,200 Committee Members
- 15,500 Campaigners
- 200 Volunteer Speakers
- Average of 3 hours per week over 5 years, some a lifetime
What is Investing in Volunteers and why did we say yes?
How did we do it?
CHANGES AHEAD

CHALLENGES AHEAD
We did it together!
Next steps

CELEBRATE

ANNUAL REVIEW

COMMUNICATE

MONITOR IMPACT

AUDIT FRAMEWORK
THE END
A new approach to groups at Diabetes UK
Where we were

• Organisational review of local groups
• Peer support focused, fundraising to cover costs, formal structure, some really successful fundraisers, but not a focus
• Feedback – structure too rigid and formal
• Restructure and new strategy in Community and Events team – relationship led model
Volunteer Communities

• Work alongside Volunteer Development team to create a new type of group that worked for all areas of the organisation – peer support, campaigns and fundraising

• Informal

• Led by a key volunteer

• Focused on one area

• Part of volunteer framework of organisation e.g. volunteer comms, conferences, training
Next steps

• Target of 30 groups for 2015, with £110k income
• 42 groups in the pipeline
• Good – Adaptable e.g. satellite groups. Support framework saves work for RFs.
• Challenging – getting a structure and agreement that works for everyone. Harder than just doing it ourselves!