

NORTH OF TYNE VOLUNTEERING AREA OF EXCELLENCE

RECRUITMENT OF VOLUNTEERS

Having a planned approach to recruitment will help your organisation find the right volunteers for the roles you need filled. Depending on the roles you are recruiting for, you are likely to engage in different recruitment processes. Implementing a broad recruitment strategy will help your organisation to understand how to approach different audiences to get the right outcome for your volunteering programs and projects.

ALIGNMENT WITH THE HEALTH CHECK FOR VOLUNTEER-INVOLVING ORGANISATIONS

The Health Check for Volunteer-Involving Organisations considers whether you have a volunteer recruitment process in place. This includes the extent to which you provide prospective volunteers with relevant information about the organisation, role, and the recruitment process, as well as whether your application and interview processes are fair and welcoming.

WHERE TO ADVERTISE

Each of the volunteer centres provide a free, online volunteer recruitment platform, which enables volunteer involving organisations to advertise for volunteers. Prospective volunteers can search for opportunities by location, key word, and other filters, making it simple to find their perfect role. If volunteer involving organisations specify that they wish their volunteering opportunities to be advertised across more than one local authority area, the receiving volunteer centre will share with other volunteer centres in the specified area.

In addition to the local volunteer centres, you can also advertise trustee opportunities on the website of VONNE (Voluntary Organisations Network North East). You can also advertise volunteering opportunities on Do-it.org, a database of UK volunteering opportunities, and Reach Volunteering, a national database of skills-based volunteering opportunities.

Outside dedicated online volunteer recruitment, your organisation can advertise for volunteers in the following ways:

- Through your website
- Via your social media, such as Facebook, Twitter, Instagram, LinkedIn and TikTok
- By word of mouth
- Through local news media (digital and print)
- Through your existing networks
- Through local schools, universities and other education providers
- Through your existing staff and volunteers

RECRUITMENT TIPS

Ensure that the advertisement for the volunteer opportunity provides enough information for prospective volunteers to understand the role and the commitment you're looking for. This will reduce the frequency of people contacting you for more information. Additionally, some people will self-screen away from a role if the information available to them is too general and does not give them a clear idea of whether they have the right skillset to be effective in the role.

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RECRUITMENT TIPS CONTINUED...

Have a dedicated contact point for prospective volunteers. This ensures that everyone that is interested receives the same level of information about the role. It also makes the recruitment process more personable and creates a good impression of your organisation, showing that you make time for your volunteers and are a good organisation to volunteer with. Ensure that other staff and volunteers in the organisation are aware of the volunteer recruitment process and can signpost prospective volunteers to the dedicated contact.

Be clear about the timetable for recruitment. Prospective volunteers want to know the timeline for recruitment, what is expected of them, and when they can start if they are selected.

Respond to applications quickly. Volunteers are motivated to give their time to your organisation. Take advantage of this motivation by contacting them as soon as possible after they apply to confirm the next steps and to get an understanding of whether the role is a good fit for you both. If you don't reply promptly you are likely to lose interested volunteers.

If there is likely to be a delay between recruiting your volunteers and them starting (for example, because a Disclosure and Barring Service (DBS) check needs to be undertaken), try and keep in touch with the volunteer to reassure them that you are still interested in them joining your organisation.

Ensure your ads are accessible and easy to understand. Be clear about the requirements of the role and where there may be flexibility. Invite people experiencing barriers to contact you to discuss how the role might be able to be adapted for their circumstances.

Get feedback on the process so you can improve your recruitment practices over time.

