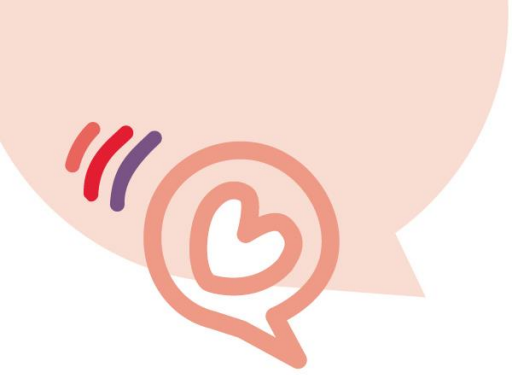




volunteering
queensland

National Volunteer Week 2022





We acknowledge our **First Nations People** as **the traditional custodians of the lands** we are meeting on today and pay respects to **Elders** past, present and emerging

Who we are

Volunteering Queensland is the **state peak body** for volunteering focusing on advocacy, sector development and the promotion of volunteering.

We have a singular and specialised focus on volunteering.

Our role is to lead the continuing development of a **collaborative, sustainable, thriving volunteer community** and movement in Queensland.



Introductions

Who are you and which organisation are you from?

What is your role?

What is your organisation's mission?

How many volunteers do you engage?



What we will cover

- Current Trends
- Planning Volunteer Recruitment
- Maintaining Interest
- Communicating with Volunteers



Volunteering Trends in Queensland





State of Volunteering in Queensland 2021 Report

- Released in May 2021 (National Volunteer Week) by Volunteering Queensland.
- Over **3 million** adult Queenslanders volunteered in 2020 (**formally** and **informally**).
- Volunteers contributed over **900 million** hours.
- **More people volunteered in 2020** compared to 2019, but reported slightly fewer hours.

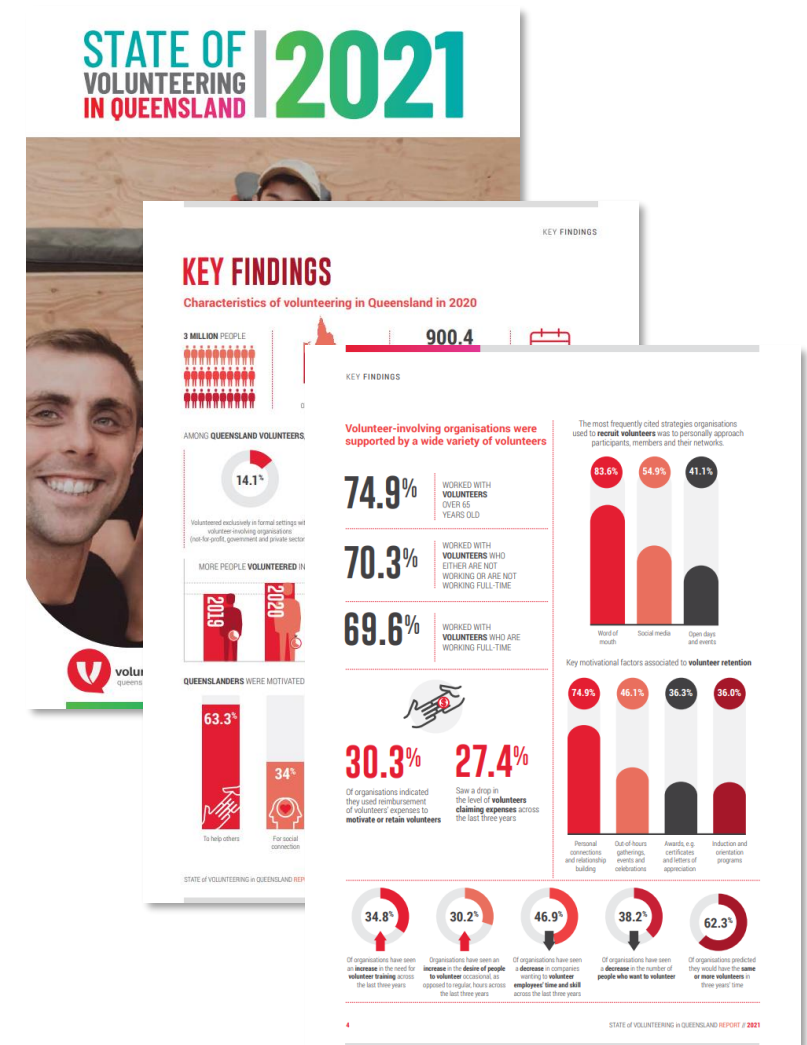




Trends

Volunteer-involving organisations say:

- the number of hours people want to volunteer is less than three years ago.
- more people want “to volunteer occasional, as opposed to regular, hours”.
- more volunteers want flexible hours than three years ago.

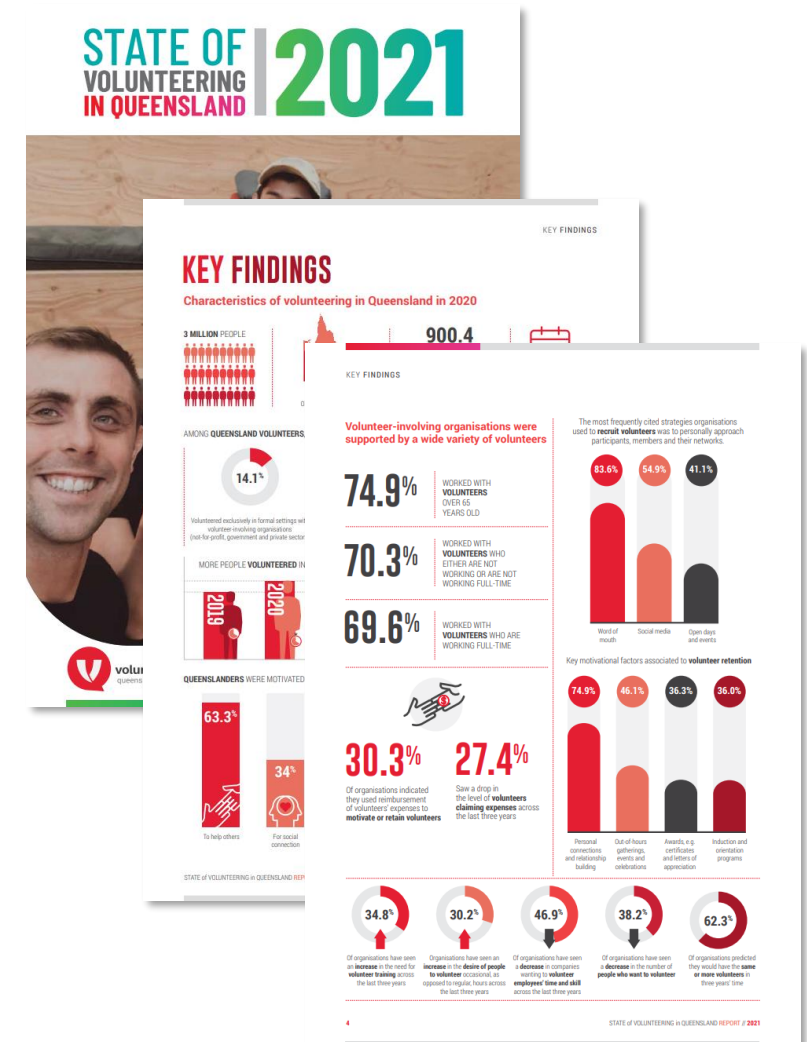




Trends

For Volunteers:

- there was a **15.2% increase** in **online/remote** volunteering between 2019 and 2020.
- were **more likely to have volunteered informally** in 2020 than 2019 (5.7% increase).





State of Volunteering in Australia (2016)

2016 State of Volunteering in Australia report details the trends, demographics, challenges and successes in the volunteering sector in Australia

Key Finding 1

Responses suggest there is a **disconnect** between the volunteering **roles that people are interested in** and the **roles that organisations are offering**.

Key Finding 2

There is **misalignment** between the **sectors volunteers are interested in** and the sectors with the **most positions advertised**.





State of Volunteering in Australia (2016)

KEY FINDING 3

Volunteers are deterred from volunteering because of **lack of flexibility**, personal **expenses** incurred, lack of reimbursement for out of pocket expenses, and burdensome **administrative requirements**.

The biggest barrier to people volunteering into the future is work commitments (27 per cent), and out of pocket expenses being overbearing (27 per cent)

KEY FINDING 4

Volunteers are **not getting responses** from volunteer involving organisations about opportunities fast enough.

KEY FINDING 5

Online methods of recruitment and volunteering could complement the needs of future volunteers.



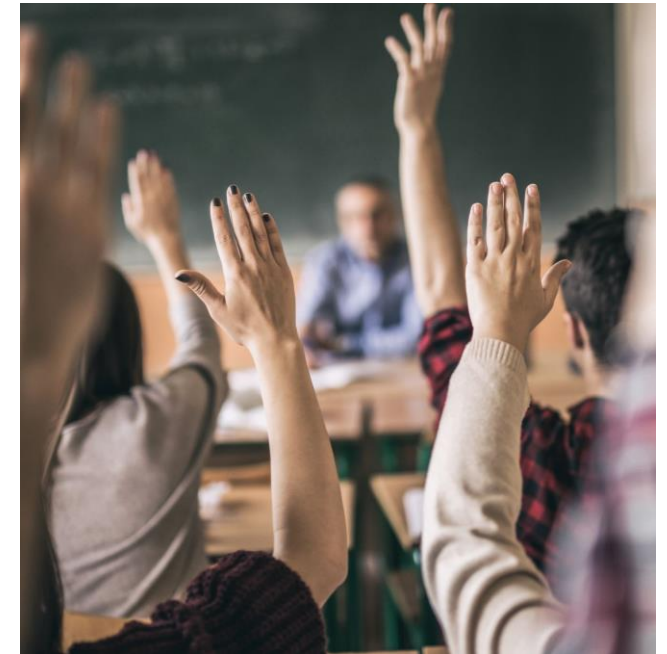
Planning your Volunteer Recruitment





Not just 'a set of hands'

- Organisations often say “*we want more volunteers*”.
- Should be saying “*we want more of the right volunteers for the right role*”.
- Are there any areas of your organisation that need more support?
- Volunteers can provide more than cleaning up properties following a disaster.

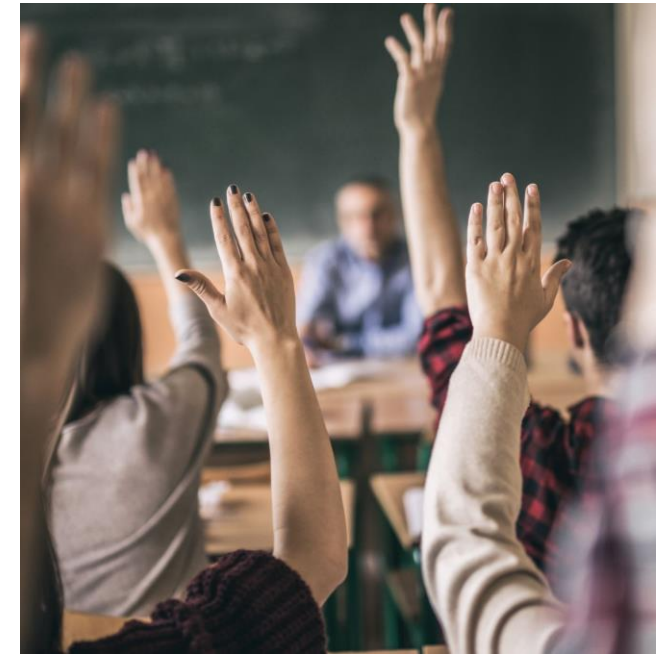




Not just 'a set of hands'

Clearly identify and articulate:

- What specifically would these volunteers be doing?
- What impact does their volunteering have on our mission/operations?
- Which values does this role appeal to?
- What does success look like?
- Are volunteers being supported?
- Is this a good use of volunteers' time?





Why invest time in defining volunteer roles?

Well-designed roles communicate:

- The scope of the role
- Its interactions with other roles
- Necessary skills or credentials
- Time commitment
- How to achieve success
- The impact of the role
- Benefits for volunteers
- Who will oversee the role





Volunteer Roles

Write down all tasks that need completing at your organisation

- What is your organisation doing now?
- Include all your 'needs' and 'wants'
- Consider new needs that have emerged as a result of pandemic and disasters

Consider the needs of:

- Organisation
- Community
- Volunteer Services
- Volunteers





Position Descriptions

- Quick summary of your organisation
- Role Overview
- Key tasks
- Any essential requirements
- Location
- Time required
- Additional benefits





Position Description Tips

- Don't make roles too large
 - Could functions be split?
- What is required for the role
 - Don't include things that might be a barrier and that aren't necessary
- Change your “have to’s into “get to’s.”
- Read your role description back to yourself





Who are you Targeting?

- Volunteers will have different motivations and barriers depending on their age, income, employment, location and many other factors
- Consider who your ideal volunteer would be for a role.
- Why would they want to undertake this role?
- What might be stopping them?
- How can you word your position description to appeal to their motivations and barriers?



Who are you Targeting?

Motivations

- Helping Others – 63.3%
- Social Connection – 34%
- Use skills and experience – 26.9%
- Support a cause – 20.5%
- Enjoyment – 20.4%
- Develop new skills / gain work experience – 15.0%





Barriers to Volunteering

Non-volunteers.

- 20.8% of non-volunteers say they're **not interested** in the volunteering options in their area.
- 17.2% of non-volunteers say they have **never been asked to volunteer**, or they're not sure why they don't volunteer more often.

Top-ranking barriers

- No time / other commitments
- Health
- Costs





Spontaneous Volunteers



Volunteering is changing



Spontaneous volunteering: same same but different



What is the motivation for spontaneous volunteers

Spontaneous Volunteer Motivations

- Impacts are front and centre
- Can see the damage
- Want to make a difference
- Work and lifestyle impacted so may be more available
- Taking back control
- Curiosity





Planning for Spontaneous Volunteers

- What are your triggers?
- What areas are you not going to utilise volunteers?
- When will you engage volunteers?
- Any specialist skills required?
- Any equipment required?
- Who will oversee the volunteer operations?





Risk Management for Spontaneous Volunteers

- Consider the appropriate insurance is in place
- Capture the potential risks, consequences and mitigating actions
- What PPE is required?
- Consider:
 - Risks for volunteers, persons affected by the event and other responders
 - Organisation reputation
- Conduct regular reviews



Risk Management

EXAMPLE:

Concern and Risks	Mitigating Action
People entering a disaster zone without registering	Ensuring a central point of registration.
Not managed appropriately	A process put in place for the management of volunteers.
Suitably qualified to complete the task	Qualifications to be checked when qualifications are required.
Workplace Health and Safety	A concise safety induction to be conducted by the managing organisation.
Harm to the volunteer	Information regarding the risks to be included in the safety induction.
Harm to the community member	Information regarding the risks to be included in the safety induction.
Not insured correctly	Information regarding the risks to be included in the safety induction. Ensure that the managing organisation has the correct insurances for their own volunteers and Spontaneous Volunteers.
Incorrect use of equipment	Information to be included in the safety induction regarding the risks.
Inclement weather	Ensure that volunteers are only active when it is safe to do so. Ensure that appropriate breaks are given in extreme heat. Ensure that appropriate protection is provided for volunteers.
LDMG rejects the activation of the plan	If the LDMG rejects the plan, then another plan should be developed to mitigate the gaps and risks to the community.

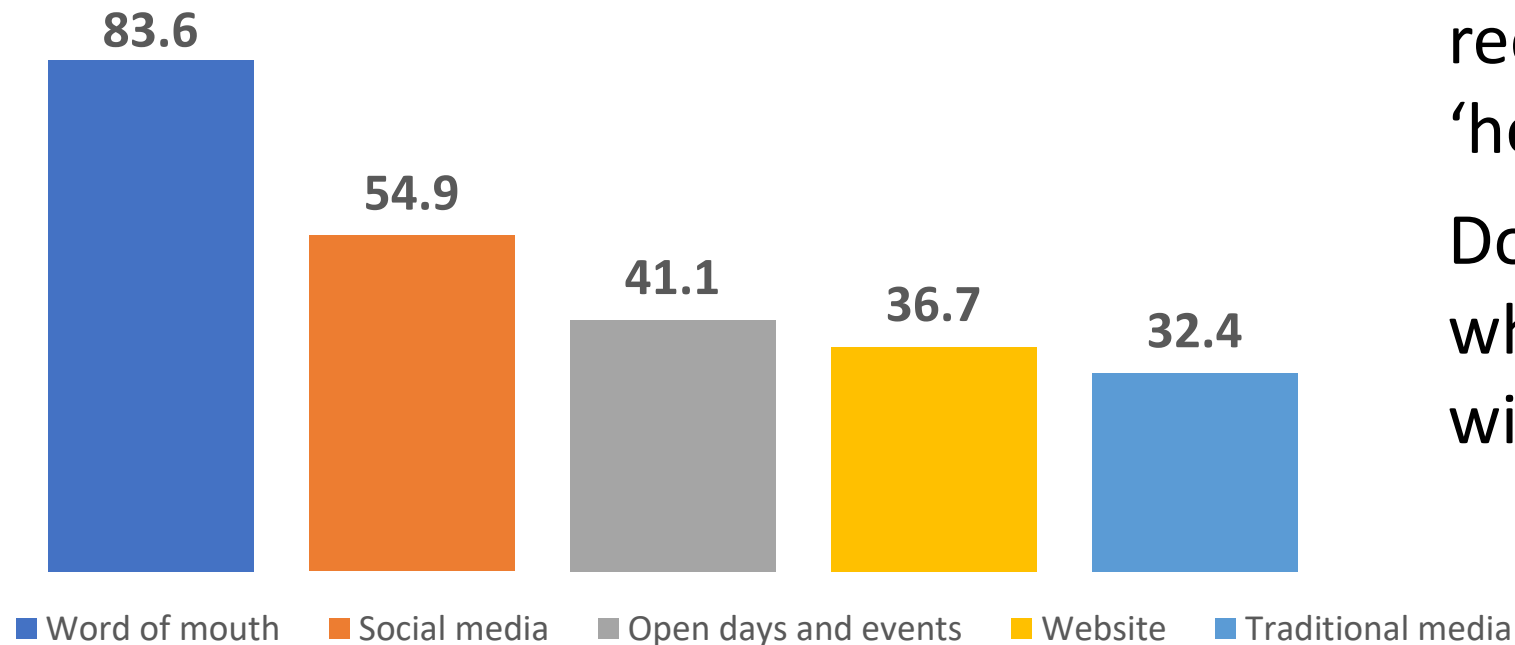
Recruitment Methods





Volunteer recruitment

- **Popular recruitment methods** from State of Volunteering in Queensland 2021 Report (% of VIOs):



How are you currently recruiting?

Do you track sources of recruitment using a 'heard about' field?

Do you ask volunteers why they volunteer with you?



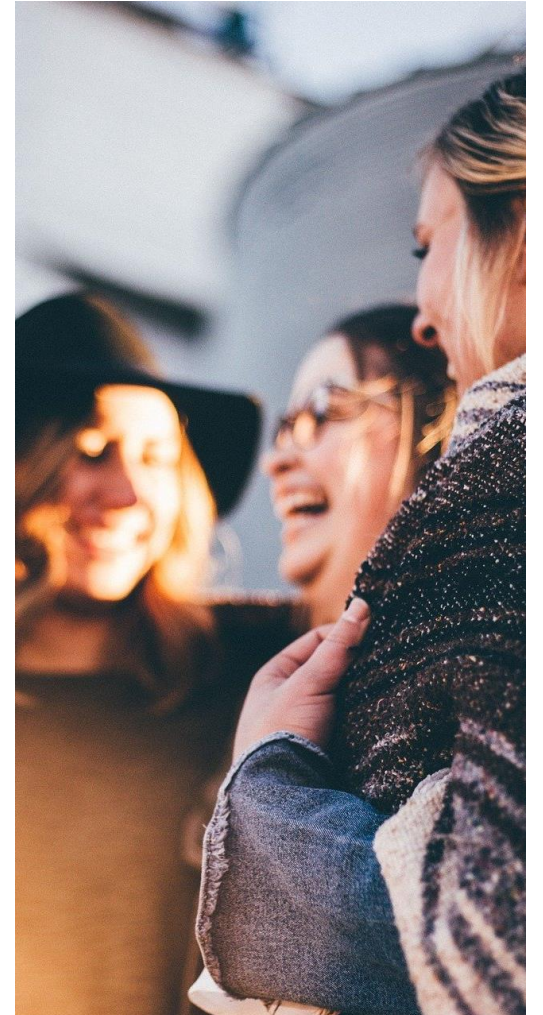
Word of Mouth Recruitment

Word of mouth is the most common method used by organisations as part of their volunteer recruitment.

Benefits of word of mouth recruitment:

- 'Free' marketing
- New recruits may be more trusted ('friend of a friend')
- Confirms positive reputation of organisation
- Can bolster open days or a 'bring a friend' campaign

There are many limitations to word of mouth recruitment.





Word of Mouth Recruitment

Word of mouth recruitment is **less likely** to expose you to:

- New demographics
- Diverse groups
- Alternate skillsets
- New ways of thinking.

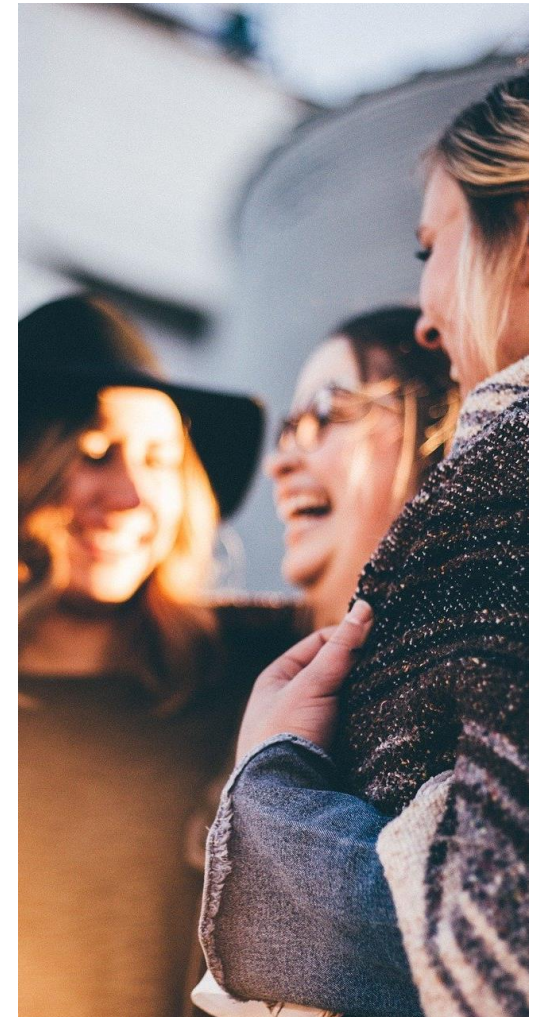
If you only engage in **one form of recruitment**, you'll probably only get **one type of volunteer**.





Recruitment Methods

- **Online Databases**
 - Volunteering Qld Website
 - Seek Volunteer
 - Go Volunteer
- **Social Media**
 - Use your networks to spread the message
 - Encourage your existing volunteers/members/users to share
- **Traditional Media**
- **Referrals from other organisations**
- **Open Days and Expos**
- **Corporate Volunteers**



EV Crew



Community members register online to volunteer



<https://emergencyvolunteering.com.au/qld>

EV CREW publishes shifts on website on behalf of organization



Volunteers choose shifts

EV CREW sends information to the organization about volunteers



The right help
At the right time





Targeted Recruitment

- Volunteers with disability
- Regional, rural and remote volunteers
- Newly-arrived migrants
- School seniors
- Corporate and pro bono volunteers
- University-aged volunteers
- Young professionals
- Cultural groups



Break...



Onboarding





General Principles

- What do volunteers need to know?
- Introduce the reason your organisation exists
- How does the role contribute to the organisation's mission?
- What will they be doing?
- Who will they report to and how will they contact them?
- Safety information





Map the Volunteer Journey

- What do volunteers need / not need at each stage
- Where are volunteers experiencing difficulties or dropping out
- What support do you have available at each stage
- How can you make volunteering easier, not harder?

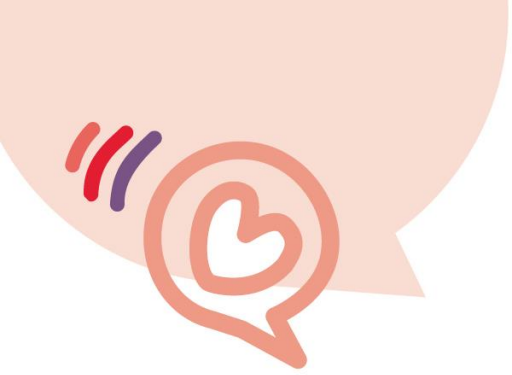




Spontaneous Volunteer Briefings

- What needs to happen today?
- Where does their work fit into the bigger picture?
- Health & Safety concerns
- Welfare & self care
- Contact details
- Privacy and confidentiality & reporting





Briefing - SMEACQ

S- Situation

M- Mission

E- Execution

A- Administration/Logistics

C- Control & Communications

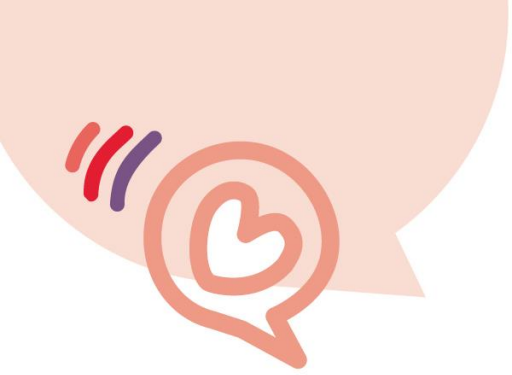
S- Safety

Q- Questions



Maintaining Interest and Retention





Retention

The quality of the volunteer experience is the critical factor....

therefore have planned strategies that enrich the volunteer experience....

(Henderson; 2012:50)





Retention Basics

- Closely linked to volunteer motivation and satisfaction
- Important to understand why your volunteers volunteer with you
- Motivations may change over time
- Be appreciative of volunteers' contributions
- Give volunteers a real voice within your organisation
- When they have done a good job, tell them!





Recognising Volunteers

What do you do to recognise or reward your volunteers in your organisation?

- Consider any experiences you offer?
- Do you offer any extrinsic benefits?
- What intrinsic benefits do volunteers gain from volunteering with your organisation?





Valuing your Volunteers

- Build personal connections and rapport
- Always have meaningful work for your volunteers to do
- Give volunteers an opportunity to debrief
- Provide constructive feedback
- Allow volunteers to get involved in solving problems
- Ask volunteers to train other volunteers
- Make sure volunteer supervisors / co-ordinators are easily accessible





Rewarding Volunteers

- Ask volunteers themselves how the organisation can show it cares?
- Encourage them to be involved (committees and attend meetings)
- Allow volunteers to take on more challenging responsibilities.
- Share the results of program evaluations with volunteers
- Have regular Performance reviews
- Provide excellent training and coaching.
- Reimburse out-of-pocket expenses.
- A note to say 'thanks' for a job well done.
- Thank them in a newsletter.





Recognition

- National Volunteer Week and International Volunteer Day
- Annual volunteer award ceremony.
- Feature your volunteers at special events throughout the year.
- Conduct an exit interview when a volunteer leaves.
- Farewell volunteers when they move away from the area or leave the organisation.
- Share successes online





Reasons Volunteers leave

- Are you part of the 'clique' that makes decisions without having it debated with new volunteers?
- Do you have a full meeting, or just a few attend to make decisions?
- Do you use Terminology that newcomers don't understand.
- Induction content.....
- Are you always doing things the way they have always been done.

Dr Megan Paull, Murdoch University





Recognition

Recognising Volunteers

- [Volunteer Pro – Volunteer Recognition](#)
- [Energize Inc – Recognizing Volunteers](#)
- [Volunteering Australia – 101 Ways to Recognise Your Volunteers](#)



Spontaneous Volunteers

- Motivating factors will not always align with everyday volunteering.
- Interest will decline quickly.
- Be clear in your messaging with volunteers
 - What are the longer term needs of the community and those impacted
 - How can volunteers assist





Debriefing Volunteers

- What went well?
- Any concerns that people have seen or observed?
- How do people feel?
- Remind people to take some time for themselves?
- Privacy, sharing stories



Communicating to Motivate





Communicating to Motivate

- Who has value?
- What image are you projecting?
- Would you sign up for your own volunteer team?



Consider these roles:

URGENT!!!

Due to a series of dropouts, we desperately need three volunteers this weekend to run our market stall. **NOT HARD WORK, JUST NEED TO COMMIT!!**

- Who has value?
- Would you sign up for these teams?

Three hours' help to raise valuable funds

Our market stall has more customers than ever and we're looking for a few extra people to join the team.

- Could these be the same role
- What image is projected?



What image are you projecting?

Critically analyse the image you project to others – because potential volunteers probably are!

- Volunteer numbers and long commitments are **signs of value**.
- **Stress and dysfunction** trickle down.
- No one wants to board a sinking ship.
- What **outcomes** do your volunteers actually achieve?





Communicating to Motivate

- **Too authoritarian – only organisation has value**
“You need to do six more hours this week to fulfil your volunteer agreement.”
Might encourage more compliance, but less cooperation.
- **Too accommodating – only volunteer has value**
“It’s fine that you didn’t make any of your shifts—we’re just so grateful that you’re in the team.”
If you convey that it’s not worth turning up, they’ll hear it.
- **Mutual value**
“We think you’re great in this role. And look at what we’ve done together!”





Building a Community

- Building a community amongst your volunteers can support them to stay engaged.
- Do you communicate regularly with your volunteers?
- How engaged are they?





Picking a Platform

Lower the barrier of entry and avoid splitting your community further.

- What does your organisation use already?
- What are your volunteers comfortable with?





Engaging with Volunteers

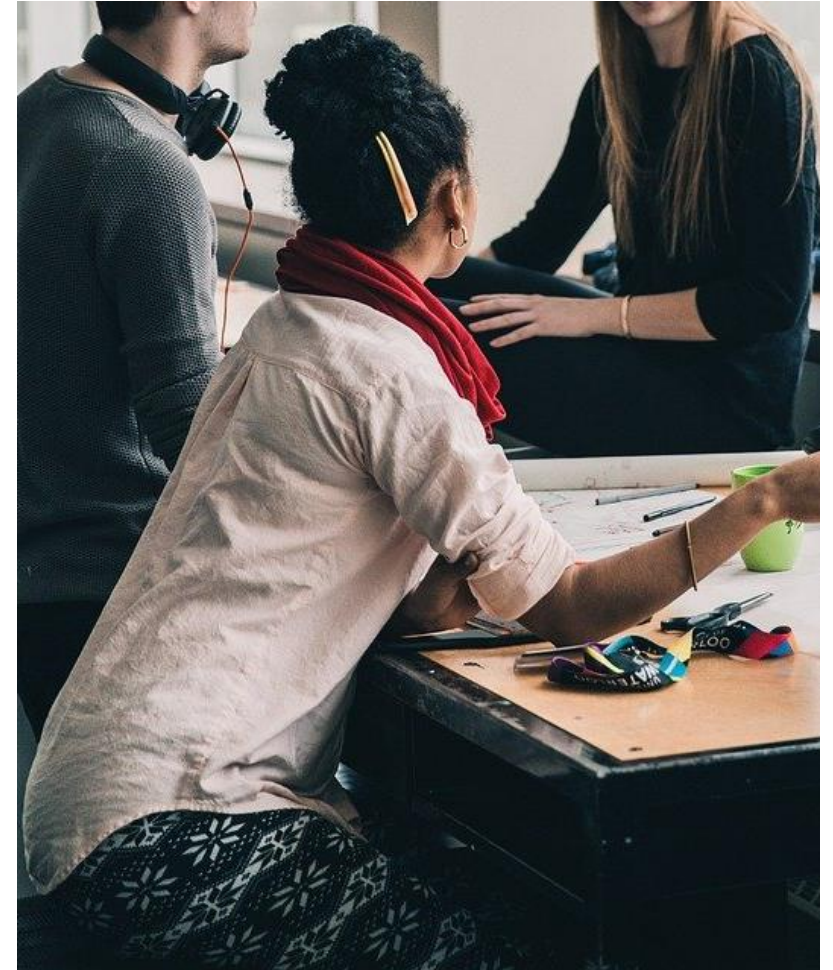
- Make it social - don't just 'talk shop'
- Ask some trusted volunteers to help **keep the conversation going** and **react** to other volunteers' posts.
- **Photos and videos** are 'rich' content and help with engagement.
- Would you keep reading your own posts, if you were someone else?
- **Volunteers will follow your lead** on how best to engage.
- Try to establish consistency, so volunteers know where to find valuable information.





Why not engaging?

- No clear invitation or call to action
- Group dynamic is negative
- Engaging with the group involves signing up for more work
- Barrier using technology
- Volunteers feel their content is unimportant
- No time





Keeping your Volunteers

- Keep a personal approach
- Adaptive programs
- Re-engagement of the workforce
- Ongoing engagement
- Explore other ways for them to volunteer



Final Thoughts





- Volunteer Motivations
- Know your audience
- Make volunteering easier
- Messaging matters

What actions are you going to take after today's workshop?





Additional Resources

General Volunteering

- [NFP Law Guide – Managing Volunteers](#)
- [Volunteering Australia Resource Hub](#)
- [National Standards for Volunteer Involvement](#)

Spontaneous Volunteers

- [Role Scope Template](#)
- [Organisational Plan – Guide](#)
- [Template Debriefing](#)



Thank You

Questions



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