

TAKING ON VOLUNTEERS – SOURCES

There are loads of ways of getting the recruitment message out there. The methods you choose will depend on who you are trying to reach (which will depend on what you want them to do).

Some have the advantage of being very easy to target at ‘known quantities’ but can limit your pool of volunteers; some are much broader in their target but can give you more work selecting those who will thrive in a particular role.

It is helpful to look at

- the role and what sort of person it will suit
- the number of volunteers needed
- the time frame – is it urgent or a long term project?

You can then decide where and how you would be most likely to attract suitable volunteers.

<p>Advert in the church pew sheet</p>	<ul style="list-style-type: none"> ☺ Easy to do and means that people will probably take the details home with them ☹ Some people just don't read them or don't think the information applies to them
<p>Mention in the spoken notices</p>	<ul style="list-style-type: none"> ☺ Means that everyone in church is aware that you are looking for a volunteer, not just those 'in the know' ☺ Doesn't limit audience to those who like reading things. ☹ Not everyone listens! ☹ Not everyone is in church
<p>Article in church magazine</p>	<ul style="list-style-type: none"> ☺ May get out to people beyond those in church on a particular week ☺ May go to people in parish who are not regulars so might be more inclusive and access a bigger pool ☹ Not everyone reads things ☹ Sometimes people read things and don't realise it's addressed to them

<p>Website</p>	<ul style="list-style-type: none">  Can get out to a broad audience  Easy to keep updated and can make relevant documents easy to download for people  Can be a very broad brush approach and so can end up with lots of very speculative enquiries.  Not everyone has web access.
<p>Word of mouth</p>	<ul style="list-style-type: none">  Often incredibly effective – people like to be asked  Often a speedy way of recruiting as it's so direct  You can target people you know have the skills/vocation  You can encourage people to think of other people who might like to do something  Can lead to lots of similar volunteers – people tend to ask people like them  Can end up always asking the same people to do things and overlook those who are less established
<p>Via your existing volunteers</p>	<ul style="list-style-type: none">  If your existing volunteers value their roles they are likely to be good at encouraging others to get involved  If you are wanting to recruit, your existing volunteers should be kept in the loop anyway and they may have ideas about advertising that you've never thought of  Like word of mouth, there is the danger of 'more of the same'.
<p>Posters</p>	<ul style="list-style-type: none">  Eye catching and can be widely distributed  Can be ignored if they're up for too long  Not great if they just say 'we need volunteers'!
<p>Article in local paper</p>	<ul style="list-style-type: none">  Gets beyond the usual audience  Helps raise awareness of what you're doing which can bring long term benefits even if not short term volunteers  Can mean there's more work in selecting if you have very specific criteria for the role
<p>Facebook</p>	<ul style="list-style-type: none">  Easy to put things up if you have a Facebook page and easy to update  Can link to documents like role descriptions or application form if you have them  Can reach a wide audience  Not everyone is on Facebook – but then not everyone reads the papers or goes to church either!

<p>Twitter</p>	<ul style="list-style-type: none">  Quick to send out to your followers  Can be retweeted and reach a wide audience  Can direct people to more information or a contact person  Very broad brush approach won't suit every role
<p>Local volunteer centre</p>	<ul style="list-style-type: none">  Recruiting volunteers is what they do!  They can advise about other sources for specific things like business expertise, pro bono work etc.  Gives access to a wider pool with a huge range of skills, including some people who need to volunteer for their own personal development, skills development, confidence etc. This can be a strong act of outreach.  A volunteer centre will expect you to have some documentation in place – but should also be able to help you put it together if necessary.  If you are open to a broader selection of volunteers you will need to select carefully and consciously – will someone fit with the ethos of how you work? If they have extra support needs are you equipped to meet them?
<p>Local school/ college/university</p>	<ul style="list-style-type: none">  Many universities, and some schools and colleges, have teams specifically employed to encourage students to volunteer because they know how valuable it is for them.  This can help you access an age range and set of skills not always well represented in church congregations and enable you to help support young people in building their skills base, CVs and confidence.  Can be time consuming to set up and manage.  Can end up being short term commitment from student or restricted to term time.
<p>Church Urban Fund Volunteer Page</p>	<p>Available for groups involved in tackling poverty around England. For more information, contact julia.hill@cuf.org.uk</p>
<p>Do-it – National Volunteer Database</p>	<ul style="list-style-type: none">  Can give you access to a huge range of volunteers  Can set up entries on Do-it either via Volunteer Centre or can upload them yourself (www.do-it.org)  A larger pool can mean more work selecting and can open you up to a lot of very speculative enquiries.

If you have suggestions of other common scenarios or solutions that you are happy to share, please send them to julia.hill@cuf.org.uk