Volunteer Makers is a tool for audience and supporter engagement that can increase participation and grow volunteer numbers.

- Nationally rolled out (supported by Creative England / ACE)
- Works across partnerships
- Can be used by a single organisation
- Can be use for a project or programme where there is co-production
- Started life as an engagement model – driven by an inspired idea from Luton Culture/Museums Makers
Why?

• It’s a heritage-led idea
• 20 million volunteers – billions of ££££
• 1 in 3 not satisfied
• Highest number is 65-74
• 1 in 2 work barrier
• More people do want to volunteer, but have less time
• Digital – connects us / engages us
• Volunteer for us vs be part of our community
What?

- Training and support from the outset
- Tech – dedicated and customised
- Strategic and operational
- Disruptive