

Recruiting volunteers: extend your reach, build your workforce

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What is the method you currently use to get most of your volunteers?

Why recruit?

- Increase capacity
- Increase capability
- Refresh your organisation
- Be closer to your community

‘Most people who don't currently
volunteer say that they would if
they were asked.’

Volunteering England

The business case for volunteer diversity

- Widen skills base
- Be more representative of potential audiences
- Access to greater capacity
- Make links into different communities

Before you advertise

- Clarity about what you're looking for in new volunteers
- Recruitment materials and process
- Volunteering policy and procedures

Need guidance or resources?
www.volunteering.org.uk Good practice bank

Pros and cons of different recruitment channels

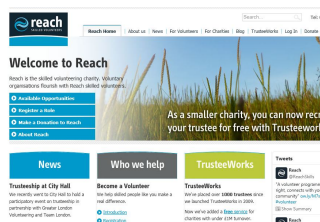
Word of mouth	Press	Education partnerships
Volunteer centre	Talks	Museum newsletter
Regimental newsletter	Local companies	Posters

Some web based volunteer recruitment portals

- Reach www.reachskills.org.uk
- Do-it www.do-it.org
- Museums Journal www.museumsassociation.org
- Charity Job www.charityjob.co.uk
- Career volunteer www.careervolunteer.org.uk
- Leicester Jobs Desk <http://www2.le.ac.uk/departments/museumstudies/JobDesk>

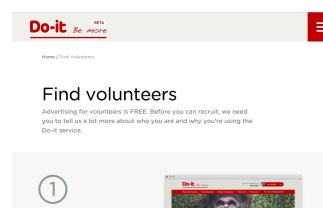
Reach

- Skilled volunteering charity
- Useful guidance
- Matching service free to charities with turnover of less than £1m
- Must agree to meet T&Cs e.g. pay reasonable expenses to volunteers
- Trusteeworks



Do-it

- Charity with the aim of modernising volunteering and social action through the use of new and emerging technologies
- Volunteer opportunities are free to list, paid-for enhancements

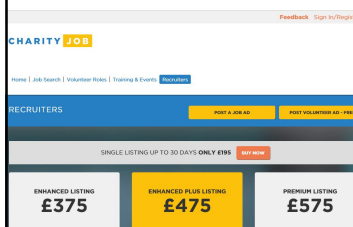


Museums Journal



- Widely read in the profession
- You can advertise unpaid roles for free
- Advert will be placed both in the printed publication and online

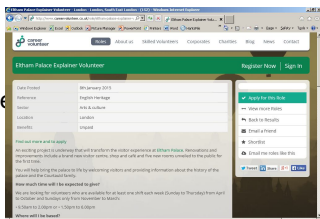
Charity Job



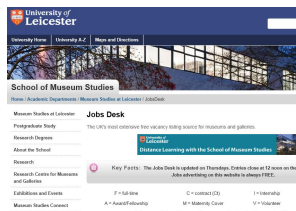
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Career volunteer

- Organisation that designs volunteering programmes for companies
- Currently offering free advertising for all charities and social enterprises to post Board positions and skilled volunteering roles



University of Leicester Museum Jobs Desk



- Run by School of Museum Studies
- All adverts posted for free

Discussion