

Digital Skills Day



How digital can support the volunteering journey

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DIGITAL TOOLS FOR THE VOLUNTEERING JOURNEY

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THANK YOU FOR INVITING ME!

Volunteer motivation

Recruitment

Management



VOLUNTEER MOTIVATION

Why do people volunteer?

NEW THEATRE, CARDIFF



Over 60
volunteers



Public facing –
meet and greet



Tour guiding



Profile events

THREERINGS



Volunteer managed and run software company – over 20 volunteers (no paid staff)

UK's first 'Armchair Volunteering' organisation – now called 'Digital Volunteering'

Provides free/low-cost management software to volunteer organisations

Supports 550 organisations with over 60,000 volunteers

VOLUNTEERING PROFILES

Data sourced from 78,529 volunteer accounts (2005 – 2018)

(42,984 active volunteers, covering 400 + organisations)

Female	70%
Male	29%
Unidentified	1%

Hours per month:

Up to 10 hours	24%
11-20 hours	19%
20-30 hours	16%
30-40 hours	13%
40-50 hours	9%
50-60 hours	9%
60-70 hours	10%

Age

Under 18	0.31%
18-24	24.07%
25-29	5.49%
30's	8.61%
40's	10.89%
50's	17.69%
60's	21.18%
70's	9.92%
80's	1.82%
90's	0.06%



UNDERSTANDING MOTIVATION

A volunteer (on average) stays with an organisation for 2.6 years

5% volunteer for more than one organisation (tends to be 50+)

People volunteer for a range of different reasons:

Work Experience / Networking

Altruism

Passion for the 'cause' or organisation

Social

UNDERSTANDING MOTIVATION

Volunteers are Ambassadors for your organisation

Motivation comes from a very different place

Passionate about your organisation

DIGITAL MOTIVATION

Supporting volunteers to feel involved:

- Closed 'Facebook' Group
- Encourage volunteers to promote social activity and engagement
- Promote volunteer engagement and activity on social
- Social Takeover by volunteers
- Pre-launch briefings
- Develop new initiatives



RECRUITMENT |



UNDERSTANDING MOTIVATION

Really important to understand what motivates volunteers when trying to recruit.

Target your recruitment campaign to the motivational factors.

RECRUITMENT USING DIGITAL TOOLS

Digital tools are just that! Tools!

Facebook Ad/boosted post campaign

Think about your target market

Push to a dedicated volunteering page on your website pointing out the (a) benefits to the volunteer and (b) benefits to the organisation

Combine this with increased social comms activity – part of the campaign mix

THE CAMPAIGN MIX

Facebook ads

Social promotions

Maybe a press/blogger article

Short, sharp focussed campaign ... maybe follow it through with a recruitment journey story/diary

RECRUITMENT USING DIGITAL TOOLS

Target Market

Just having a website page isn't enough – people only go there if they already know about you and are interested!

Use social and paid to create interest and drive interest to the recruitment webpage.

Think about age, people with the free time, inclination, interest, demographics etc

RECRUITMENT USING DIGITAL TOOLS

Timing!

September & January are the most active recruitment times for volunteering

Be prepared – don't take too long in the recruitment and training process

Turn the motivation and enthusiasm into action



MANAGING VOLUNTEERS



MANAGING VOLUNTEERS

People volunteer to do! Not to administrate!

You need to make the process of managing volunteers as seamless and as easy as possible, from recruitment through to exit

Managing the Recruitment Journey – from sign up and training through to shifts and exit.

Rotas? Can people just sign up on line for a 'shift'? Do they have to phone in, or answer an email? Do they have to come in and 'sign up'?

Communication: with GDPR regulations, communicating with individuals digitally and securely is even more important.

VOLUNTEER MANAGEMENT SOFTWARE

There are a number of volunteer management and communications software packages available dealing with everything from rotas to communications to HR.

Range from free/low cost to £000's of pounds a month

Pick the one that is right for you! What do you need a package to do?

Think about your volunteer journey, from recruitment to exit. How can you best manage this effectively and efficiently with little input from the volunteer themselves?

VOLUNTEER MANAGEMENT SOFTWARE

RECRUITMENT: Direct input from the trigger to volunteer – sending out info packs, managing interviews, emails to prospective volunteers etc

TRAINING: Managing training and induction, mentoring and ongoing training

SERVICE: Rotas, full rota management, communications, gap filling

HR: Volunteering CV, personal details, record keeping, data

ACCESSIBLE: Fully accessible across a range of devices

DIGITAL VOLUNTEERING

- People volunteer for lots of different reasons but have strong personal emotional motivational triggers
- Digital is a Tool! The social aspect of volunteering is a key motivator
- Make the admin around being a volunteer and managing volunteers as easy and accessible as possible.
- Make recruitment targeted, open and accessible.



THANKS FOR LISTENING

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