

Volunteering Support

Tackling Inequalities Network Event
6 December 2023

Content

Top Tips

Free Resources & Support

Active Kent & Medway

Club Matters

Kent Volunteers

Table Discussions

The 3 R's

Recruitment – the process of attracting, selecting and enlisting volunteers to work for your organisation

Retention – the process of making volunteers feel good about what they are doing and themselves

Recognition – the process of identifying or remembering the actions of others with gratitude

Recruitment

Be Clear – communicating clearly to volunteers from the outset; advising of expectations when speaking with volunteers, having clear policies in place to help inform volunteers and ensure uniformity throughout your organisation > letting volunteers know where they stand

Understand what Volunteers want – to feel welcome, good training, to do fun and meaningful work, to be appreciated, good communication, to learn something new

Know where to find potential Volunteers – local volunteer centres, social and community groups, colleges,

Let them know – local volunteer centres, local media, social media, neighbourhood message boards, libraries, Chamber of Commerce, local st



Retention

Begins with....

- The interview and onboarding process
- Providing an atmosphere that is welcoming and inviting
- Providing sufficient support and training

Considerations

- Retention doesn't happen by accident
- Retention is an outcome, not a task
- Let volunteers do the work they want to do
- Thank volunteers for their efforts – REWARD + RECOGNITION > (supports) > RETENTION
- Don't assume your volunteers feel appreciated

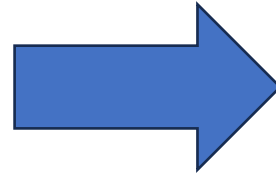
Volunteer Motivation

- Listen
- Give volunteers a reason to participate
- Provide an environment that will encourage
- Skill development and personal growth
- Challenges / Goals
- Connection with others
- Recognition and reward



Recognition

Demonstrating care for your volunteers, ensuring that the tasks and jobs they are assigned **meet their needs** and **recognising their contribution**



will increase a volunteer's **satisfaction** and willingness to **further participate** in your organisation



Ideas and Suggestions

- Host a recognition event for volunteers and their families
- Send a thank you note – to the volunteer directly or to employer to show your appreciation
- Work with local media to highlight outstanding volunteer stories
- Listen and actively seek feedback
- Highlight volunteers on your website / social media
- Offer gift vouchers



"Volunteers make a difference in the lives of others. They bring hope and leave sunshine."

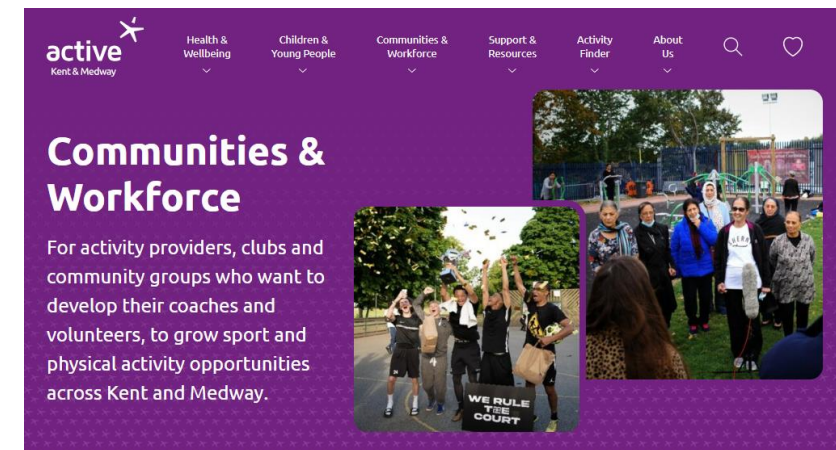
Free Resources & Support

Active Kent & Medway
Club Matters
Kent Volunteers; local volunteer centres

Active Kent & Medway

Communities and Workforce

- **Coaches**; development, training opportunities, coaching and officials' bursary fund
- **Organisations**; recruitment, policies and procedures, governance
- **Workforce Development**; workshops, training, partner organisations, case studies
- **Funding**; coaching and officials' bursary fund, AKM Small Grants, Capital Grants
- **Volunteering – Links to resources, Celebrate a Volunteer nominations**
- **Vacancies and Opportunities**
- **Active Spaces**
- **Safeguarding**
- **Open Data**; overview and how it works



The screenshot shows the 'Communities & Workforce' page on the Active Kent & Medway website. The page has a purple header with navigation links: 'active Kent & Medway', 'Health & Wellbeing', 'Children & Young People', 'Communities & Workforce', 'Support & Resources', 'Activity Finder', and 'About Us'. The main content area features the title 'Communities & Workforce' and a sub-header 'For activity providers, clubs and community groups who want to develop their coaches and volunteers, to grow sport and physical activity opportunities across Kent and Medway.' Below the text are three images: a group of people playing basketball, a group of people standing together outdoors, and a group of people playing tennis. A sign in the bottom left of the images reads 'WE RULE THE COURT'.

What is Club Matters?



- Sport England Lottery funded programme
- FREE advice, guidance, support and learning opportunities
- Bite-sized and simple to use
- Grassroots organisations and the professional workforce
- Equips volunteers with the tools, skills and knowledge to:
 - Start
 - Run
 - Check their progress (health check tool)
 - Develop and grow
 - Be safer and more inclusive
 - Improve their long-term sustainability
- Networking, discussion forums and CPD for the professional workforce
- Currently going through a re-brand to reflect support for community organisations, as well as clubs – this is due to launch on Thursday 14th December 2023



The Club Matters offer



- Online content
- Toolkits, YouTube videos and resources
- Updates and newsletters
- Stakeholder events and updates
- 1:1 partners; stakeholder hubs
- Community of practice
- Open workshops and learning opportunities
- CPD sessions
- Help with general enquiries
- Programme evaluation

Resources



Welfare and safeguarding

Volunteer development

Governance

Financial management

Coronavirus resources

Facility development

Environmental sustainability

Planning for your future

Participant development

Club Matters training

www.sportenglandclubmatters.com



www.sportenglandclubmatters.com

Volunteer Development – Resources



Meeting the needs of volunteers

Meeting volunteer motivations

Understanding your clubs needs

Roles and responsibilities

Retaining volunteers

Maximising volunteer retention

Developing skills and knowledge

Effective volunteer management

What makes a great volunteer experience?

Volunteer management tools

Recruiting volunteers

Finding new volunteers

How to engage new volunteers

Welcoming volunteers

Clubs top tips on recruiting and welcoming volunteers

Training and learning opportunities

**Maximising
great
culture and
values**

**Planning for
your future**

**Volunteer
experience**

**A club for
everyone**

**Financial
sustainability**

**Legal
structures
and
governance**

**Participant
experience**

**Engaging
your
community**

**Marketing
strategy**

**Dealing with
increasing
costs**

**Build back
stronger**

**Leadership
teams**

**Raising
money to
sustain your
organisation**

Time to Network (PW only)
- **Culture and values**
- **Governance**
- **Volunteers**

Who are Kent Volunteers?

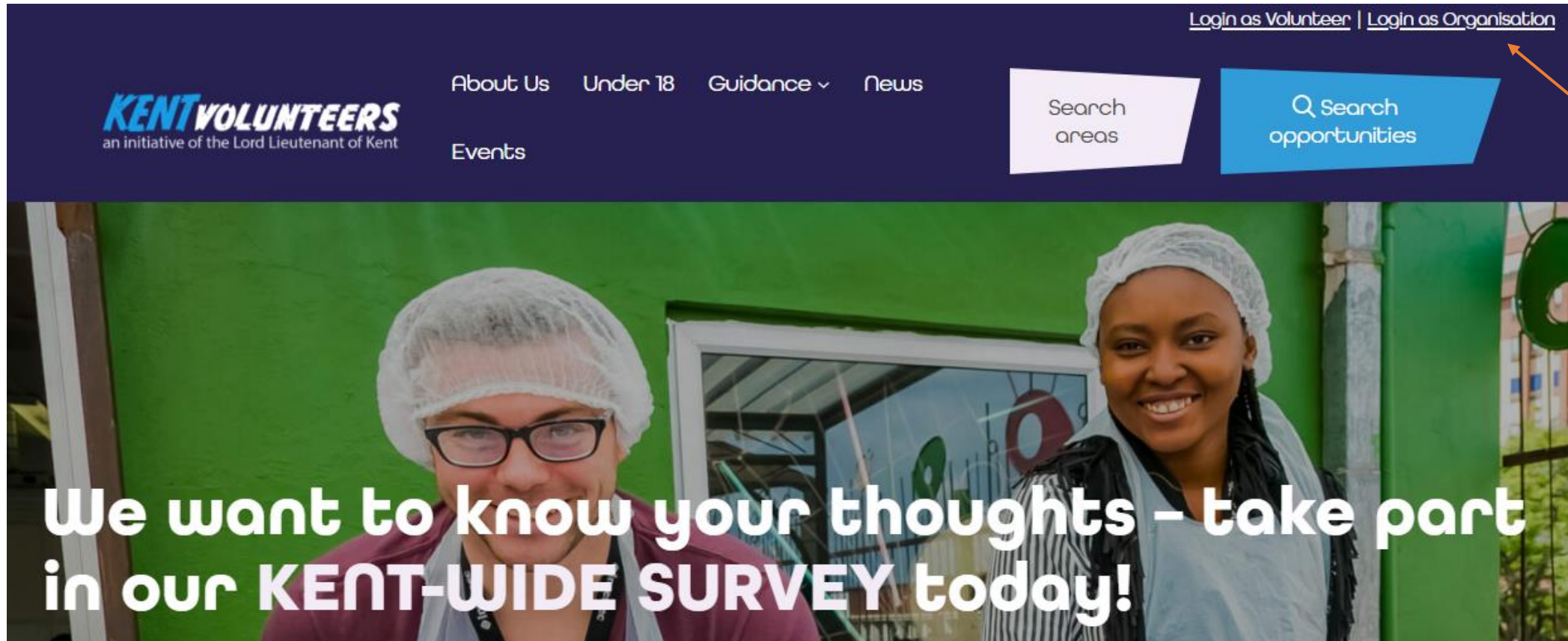
The one-stop-shop for all things volunteering

The Lord Lieutenant's Office works in partnership with the Kent Volunteer Partnership to help people connect with local volunteering opportunities.

Kent Volunteer Partnership

The Kent Volunteer Partnership is funded by a grant from Kent County Council to develop volunteering across Kent. The grant has helped develop their website, run a survey about volunteering in Kent and develop the local volunteering offer across the county.

Homepage Layout



Register Here

Guidance for volunteer-involving groups

[Charity Mentors](#)

[Expenses](#)

[Governance](#)

[Impact and insights](#)

[Inductions](#)

[Involving young volunteers](#)

[Keeping information safe \(GDPR\)](#)

[Policies and procedures](#)

[Recruitment](#)

[Reward and recognition](#)

[Safe volunteer environment](#)

[Trustees](#)

[Funding](#)

info@kentvolunteerpartnership.org.uk

Links

Active Kent & Medway – www.activekent.org/communities-and-workforce

Club Matters – Rebranding launch: Thursday 14th December 2023

Kent Volunteers – Homepage - Kent Volunteers

Medway Volunteer Network – www.mva.org.uk

Kent Coast Volunteering – www.kcv.org.uk

National Council for Voluntary Organisations – www.ncvo.org.uk

Carly Miles – Community Development Officer – Active Kent & Medway – carly.miles@kent.gov.uk

Table Discussions

Does your organisation recruit volunteers? If so, how?



What challenges do you face with volunteering?



How can we better support each other?