

National
Volunteer
Management
Conference

Masterclass (*blue*)

Beyond badges - from quality assurance principles to practical volunteer management improvement

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What I want to do in this Masterclass...

- ✓ **Introduce the Investing in Volunteers (IiV) quality assurance standard**
- ✓ **Explore how the principles & 6 'Quality Areas' of IiV provide a framework for improvement**
- ✓ **Identify common problems that arise in each area & quick practical changes that can address them**
- ✓ **Invite you to think about your biggest challenges in terms of the IiV framework to help structure, prioritize & implement practical improvements.**



What is Investing in Volunteers (IiV)?

- The UK & ROI quality standard for the involvement of volunteers within an organisation – **the “industry standard”**
- **Twelve-month supported development journey** to assess & ensure the positive and good-quality involvement of volunteers
- An **externally verified award**
- A way of getting **recognition for engaging in good practice** when involving volunteers
- A **volunteer management framework** that is freely available for all to use to check their activity in line with best practice



6 Quality Areas

29 Practices



investinginvolunteers.co.uk
'Download the Standard'

1

Vision for Volunteering

Many 'volunteer problems' are really leadership clarity problems.

The Problem

Organisational Culture treats Volunteers as 'extra help' not integral to their Mission.

“just volunteers” – “only volunteers” – “use volunteers”

Interventions

- ✓ Write a Volunteer Vision and/or Volunteer Impact Statement for SMT in *their* language
 - ✓ Ask to add 'volunteering' to strategy meetings & organisational KPIs
- “What would we lose if we lost all our volunteers”



2

Planning for Volunteers

An ounce of prevention is worth a pound of Cure

The Problem

Reactive not Proactive Volunteer Management

E.g., constant firefighting recruitment & retention

Interventions

- ✓ Create (or refresh) your Volunteering Policy
- ✓ Audit/update volunteer role descriptions & recruitment pathway
- ✓ Introduce a “No role without a supervisor” rule

Volunteer Involvement Resource Guides

www.volunteernow.co.uk/resources/



3

Volunteer Inclusion

Who is missing from our volunteer team and why?

The Problem

We want diverse volunteers but only get applicants from the same demographic

Insufficient volunteers and volunteer base doesn't reflect the service user base

Interventions

- ✓ Review recruitment language for accessibility e.g., plain English, unconscious bias
- ✓ Offer taster, trial & flexible volunteering options
- ✓ Go where they are & speak their language – ask advocacy groups to advise



4

Recruiting & Welcoming Volunteers

Good volunteer retention begins with good volunteer recruitment

The Problem

Low 'conversion' rates from expression of interest to actual volunteering

OR losing new volunteers quickly

Interventions

- ✓ Reply to enquiries & expressions of interest within 48 hours in person
- ✓ Gather volunteer feedback re: recruitment & induction experience
- ✓ Create a standardised Recruitment Plan including volunteer induction, welcome journey & timelines



5 Supporting Volunteers

*Volunteers rarely
leave roles — they
leave experiences &
relationships*

The Problem

**No formal support & supervision guidance in place
volunteers feel abandoned or disconnected**

Support practices inconsistent or missing.

Interventions

- ✓ Two-way Volunteer communications calendar
 - ✓ Quarterly structured check-ins
- ✓ Facilitate 'lead' volunteer training and peer-supervision & support sessions
- ✓ Training staff how to work *with* volunteers



6

Valuing & Developing Volunteers

How often do volunteers hear the difference they make?

The Problem

Volunteer recognition becomes a rote annual event lacking impact

Volunteers get bored or are unaware if/how they're making a difference

Interventions

- ✓ Record volunteer motivations & provide 'perks' for each motivation type regularly
- ✓ Say thank you often & specifically clearly linked to impact or difference made
- ✓ Collect, share & act on volunteer stories and feedback continuously



12 Things you can do on Monday morning

Create a Volunteer Vision & Impact Statement for leadership

Research low-cost volunteer thanks & recognition ideas

Arrange a 'turn up & try' open day

Create volunteer induction checklist & questionnaire

Institute a new '48-hour response' rule for volunteering

Write or refresh a Volunteering Policy

Create new one-off, flexible or trial volunteering roles

Start a 'No new role without a supervisor' rule

Review recruitment language use for bias & accessibility

Research a Two-way volunteer communications calendar

Create or update volunteer recruitment plan with timelines

Get current volunteer feedback re: weaknesses & improvements

And don't forget to avail of the information and support that is out there. E.g., Local volunteer centres, Volunteer Ireland, Volunteer Now, Volunteer Inclusion Resource Guides, Advocacy & Support groups, your current volunteer team



Questions?

