

Recruitment Retention and sharing the workload

Murrindindi Shire Council
19 January 2021

Volunteering Victoria



Volunteering Victoria is the state peak body for volunteering, focusing on advocacy, sector development and the promotion of volunteering.

Volunteering Victoria has a singular and specialised focus on volunteering. We see our role as leading the development of a collaborative, sustainable, thriving volunteering community and movement in Victoria.

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Introduction (via chat)

1. Your name
2. Your organisation/club
3. And one (or all) of:
 - Book/series binge recommendation.
 - The last thing you planted in your garden
 - More “X” would make the world better



Meet Your Presenter



Sara Sterling
Sector Development
Manager



My summer reading recommendations



Reconnected by
Andrew Leigh and
Nick Terrell

State of Volunteering
report, VV



Today's agenda

- Mapping your groups needs
- Considering your target group
- Establishing partnerships
- Getting the word out
- Sharing the workload with existing volunteers and members
- Where to from here with the community group sessions?



Steps to successful recruitment

- Why
- What
- Who
- How
- When and where



Mapping your group's needs

- It's important to think about what you need moving forward
- VV has a template to assist with this in our Volunteer Management Toolkit
<https://www.volunteeringvictoria.org.au/resources-guides/toolkit2020/>



Considering your target group

- Who are they?
- CALD
- Students
- Seniors
- Skilled volunteers
- ... anyone with a pulse?



Activity - What is the top reason they would want to volunteer with YOU!

Establishing partnerships

- Is there a local organisation that you can partner with to assist?
- Can Murrindindi Shire Council help connect you to resources?
- Local TAFEs? Unis? Schools?
- Consider staying in touch with this group and sharing practice



MEN WANTED for Hazardous Journey. Small wages, bitter cold, long months of complete darkness, constant danger, safe return doubtful. Honor and recognition in case of success — Ernest Shackleton.

You need a catchy ad ...



We are desperate for volunteers

We are a charity that helps poor people

We need you to come and help us with a really boring fundraising event

You must to commit to volunteering for 8 hours without a break and to obey all our regulations

Send your application and resume to our CEO and we'll eventually let you know if we want you



Getting the word out

- Social media
- Word of mouth
- Local newsletters
- Local advertising (eg fliers)
- Local markets
- Local radio
- Your agency's website
- Council websites and newsletters
- GoVolunteer
- Your existing volunteers/supporters/donors



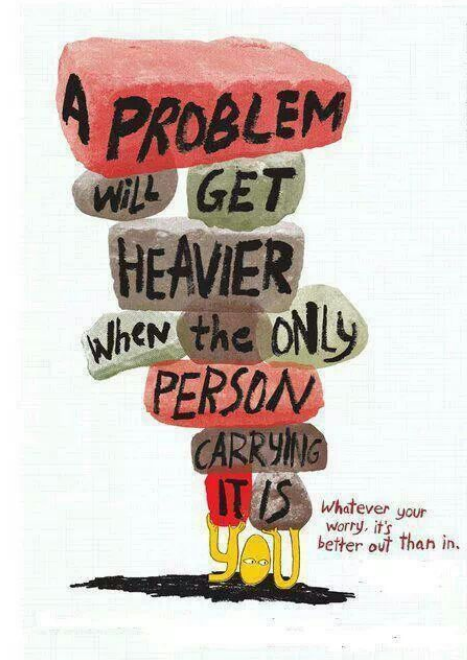
Barriers to Volunteering

- Limited meaningful volunteering opportunities that utilise skills and knowledge
- Regulatory barriers, including insurance, police checks etc.
- Unable to make a long term commitment
- Competing time demands e.g. work and informal caring
- Do not know how to get involved
- No-one asked me



Sharing the workload

- Role mapping and division – start with COVID duties and carry out into business as usual
- Get new members to contribute – ask directly!
- Focus on action – not words
- Try different models of working
- Culture sits above organisational structure – even if volunteer roles shift doesn't mean you group wont be the same



Gone are the days when "A Problem Shared Is A Problem Solved".

These Days "A Problem Shared, Becomes A Trending Topic"

Start succession planning

Why is it important?

How do you start?

When should you start
succession planning for your
position?



Retention strategy – we are GIVERS!



G is for Growth
I is for Impact
V is for Voice
E is for Experience
R is for Recognition
S is for Social



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A simple rule

In the short run, most volunteers will agree to do anything that needs doing.

In the long run, most volunteers will prefer to do work they find satisfying.



