

Introduction

So you've decided that your charity or community group needs to recruit volunteers? This information sheet is intended to help you provide information for Volunteering Gloucestershire but will also help you with other media.

Decide What You Want

You need to decide what you want from your volunteers – what do you want them to **do**. Yes you need “help” but more detailed thinking is needed. Try and think of concrete tasks such as “meet and greet visitors to our office” or “maintain our website”. However, don't give **too** much detail – a long list of tasks like a Job Description is off-putting. A detailed “job description” is a useful document to have but keep it back until someone expresses interest in the role.

Hook them

You need to provide a *strong* reason why people would want to do the role – and you need to do it **fast**. One our favourite examples starts like this

CCP's Appropriate Adults scheme provides trained volunteers who act as Appropriate Adults to 10 - 16 year olds whose parents cannot, or will not, attend whilst their children are held in Police custody.

In a few sentences this paints a picture of children in trouble, potentially without support in a dramatic situation and suggests that you, an ordinary volunteer could be important.

While you should be offering expenses and good volunteer management, those are far less important in an advert. Try to offer something unusual and preferably emotional.

Be sensibly inclusive

Think carefully about not just wheelchair access but also:

- People who work office hours
- Could the role be done by under 18s or even under 16s?
- People with visual/hearing impairment
- People who are only available for a short time – but if you need long-term commitment, say so.
- Before asking for a DBS (criminal record) check, look at their website and check if your role is eligible – many are not.

- Note that some systems such as Do It offer boxes such as “Ideal for 18-25 year olds” or “with friends”. We don’t usually tick these because for every 18-25 they get you, it puts off ten people who think they are “too old” who you would have been very happy to have.

Be clear where the volunteering happens

People tend to volunteer close to home. If your opportunity happens at a fixed point this is fairly straightforward. If it happens out in the community or partly at home, please make this clear. If you “cover” the whole of Gloucestershire but most of what the volunteers are needed for happens in (say) Stroud please say this.

What to put where

We and the volunteers need to know about both your organisation and what the particular role is about. It helps if you **separate** out these two aspects and put them on the appropriate places on our form. Our system will make sure that both aspects get covered. Example:

Organisation: Supports lone parents in the ABC District

Opportunity: Receptionist in our office.

If you mix these two up, the advert won’t read very well.

How to get the details to us

Please visit www.volunteerglos.org.uk and follow the “I need volunteers link”