



4.0 Volunteers

Developing a Volunteer Strategy

Overview

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This information sheet aims to take you through a process of structured thinking to enable you to construct a volunteer strategy if you are considering bringing volunteers into your organisation or formalising volunteering with your organisation.

Introduction

Consider the questions below; meet with others and note your responses.

These can be written up into statements, a plan or flowcharts or a timeline which will help you prepare for volunteers and review your progress. Together this will result in your organisation / project's volunteering strategy.

You may wish to speak to your local CVC Volunteering Team for help with this.



Image: Two woman at a table, showing how to find volunteering online

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Questions to Consider

Why do you want to involve volunteers or formalise volunteering?

What will this add to your organisation?

Do you feel that you can meet or work towards best practice standards outlined in Investing in Volunteers framework?

What is the capacity of your organisation to support volunteers (in terms of time and resources)?

What do you estimate to be the cost of involving volunteers, including recruitment, training, supervision and reimbursement of expenses?

Are you considering looking for funding to develop volunteering?

Who is/are the designated person(s) who will be confident and competent to train, support and supervise volunteers?

Do staff understand and agree with the decision to involve volunteers?
If not, how can you address staff concerns?

Do service users and / or the community you serve understand the role and function of volunteers?

Are funders aware, and supportive of volunteer involvement in 'adding value' to the activities and services of the organisation?

Do you need to devise or review your volunteer policy, other policies and procedures, ensuring that they are 'fit for purpose' for volunteers?

What training and support is needed for the designated person/s who will train, recruit, supervise and support volunteers?



Information

Supporting volunteers should explicitly be part of the designated persons job description and staff supervision should include time to discuss the challenges and successes of managing volunteers.

What will volunteers do?

What skills are you looking for?

What will make these roles attractive to volunteers? Can you devise a range of roles that will appeal to a broad diversity of people?

For example, think of short term as well as long term opportunities and general, easy access roles as well as more specific and challenging roles.

Can you appeal to volunteers who have different motivations for volunteering and may have different support needs?

How will volunteers make their voices heard, give feedback or voice a complaint, and be part of the team?

Can you think of other ways to involve your volunteers and to capture their suggestions?

For example, an annual review survey, participating in consultations and planning days or introducing a suggestions box.

How will you evaluate the success of your volunteer programme?

How will you recognise and reward the achievements of volunteers?

Role Description Structure

Role or task descriptions help define each role. Structuring a role description in the format below will also highlight what volunteer management procedures you need to have in place.

Title	This should clearly describe what the volunteer would be doing.
Purpose	The context, how will the volunteer contribute to a broader overall aim.
Suggested Activities	Main tasks which when undertaken will be effective in achieving the purpose.
Time Scale	How often, how regular, what days and times and if necessary how long the volunteering opportunity will exist for. (N.B. it is important to demonstrate flexibility in the use of language so as to avoid an unintentional employment contract. For further information, please see WCVA's guidance on Volunteering and the Law)
Site/Location	Location and accessibility of volunteering site (and training /supervision)
Supervision/ Opportunities to Discuss Your Volunteering	Is there a regular pattern or an expectation concerning supervision. Give the name or a role of the person responsible for supervision.
Qualities	Skills, attitudes, knowledge that could be useful, any dress code or conduct requirements. State whether there is an opportunity to use the Welsh language.
Benefits	Role specific training provided, Reimbursement of travel and other of pocket expenses, Provision of references after stated time period, Recognition of volunteering, such as; thank you - certificates, Volunteers' Week recognition events, national awards nominations where applicable, Making a difference, Being part of a team, Skills development.
Risks	Highlight any key information that volunteers need to know, from your risk assessment of this role (N.B for further information please see WCVA's guidance on undertaking risk assessments)

Advertise volunteering opportunities on the [Volunteering Wales website](#), either by registering on the website as an organisation and uploading opportunities, bilingually, yourself. If further support is required your local volunteer centre can provide guidance on this.

You can also promote your volunteering opportunities via social media.



External Link

An example role description is available at the link below
[Example Volunteer Role Description](#)

Further Information

Investing in Volunteers - Standards

Investing in Volunteers

<https://iiv.investinginvolunteers.org.uk/download-the-standard>

Additional Information Sheets

Third Sector Support Wales

- 4.3 Creating a volunteer policy
- 4.4 Recruiting, selecting and inducting volunteers
- 4.7 How to ensure volunteer satisfaction
- 4.8 Keeping volunteers safe
- 4.11 Volunteers and the law
- 4.13 Volunteer expenses
- 4.26 Managing concerns relating to volunteers



Cefnogi Trydydd
Sector **Cymru**

Third Sector
Support **Wales**

Third Sector Support Wales is a network of support organisations for the whole of the third sector in Wales.

It consists of the 19 local and regional support bodies across Wales, the County Voluntary Councils (CVCs) and the national support body, Wales Council for Voluntary Action (WCVA).

For further information contact
<https://thirdsectorsupport.wales/contact/>

Disclaimer

The information provided in this sheet is intended for guidance only. It is not a substitute for professional advice and we cannot accept any responsibility for loss occasioned as a result of any person acting or refraining from acting upon it.