

Training Support Information

This handout aims to give you top tips on how to use stewardship and volunteer management to recruit and retain volunteers who have come forward during COVID-19, as well as other volunteers who you want to keep engaged in your organisation. We've also included some top tips on fundraising.

What is stewardship?

Stewardship refers to the way your charity connects and attracts its supporters to ensure they have the best possible experience. The aim is to deepen your relationship with them and to encourage them to continue to support your charity.

Why should people volunteer for you? What volunteering opportunities do you offer?

These are the questions that must be constantly reviewed throughout your relationship with those who come forward to help your organisation.

- Think about the reasons why someone wants to get involved in YOUR organisation, what is your unique selling point (USP)? This could be because you're the local food bank in their neighbourhood, or the only group that supports wheelchair basketball.
- Make your charitable objective clear to all volunteers from the start and make sure they buy into these objectives. You might even have to repeat them to ensure the message sticks.
- Percentages and figures are good at making an impact, but follow this up with what you want the volunteer to do about it.
- Survey your volunteers – find out why they joined your organisation. Can you in some way continue to give them that same experience, even in a small way? This can also be a good way of understanding and managing expectations.
- Barriers to volunteering for you, both before COVID-19 and now – what has changed? Was it time, opportunity, type of opportunity, need, situation? Can you develop a new role around this change? Try to find a way to make it easier for that volunteer to connect or reconnect with your organisation?

Bringing people in and then keeping them

- Bring a Friend Days are a good way to get more volunteers but also allows people to feel more confident. Perhaps any volunteers who didn't get the chance to contribute to your COVID-19 response projects could be invited.
- Has COVID-19 brought in new demographic to your volunteer pool? Do you need to think about recruiting more to develop that?
- Celebrate your volunteers, think about how they are thanked – have they been thanked?
- Keep person-to-person contact at the start and throughout the journey.
- Give your volunteers something which gives them a connection with your organisation – a digital pack, volunteer ID, a sticker for their car.
- Tell your volunteers they are needed, thanked and be authentic.
- Try not to send out blanket emails if you can. But keep that contact going no matter what so invite them to join the newsletter or social media group.
- Divide the calls/email around your team so it's not just one person's job to keep those links. It also allows everyone to value your volunteers.
- Is there a way you can pull volunteers together, perhaps via a volunteer WhatsApp group or Facebook group? Use this to identify the right volunteers for other roles.
- Many of those who have volunteered for you during COVID-19 will have careers. These may link in with what your organisation needs. Find out what skills people have and what they want to offer.
- You can't keep everyone engaged all the time, and if a volunteer drifts away to let them go. It will cost a lot of energy, time and resource to try to keep someone who is not interested.
- Make sure all your volunteers are involved in any successes. Make sure you directly appeal to them by clearly speaking to them using words such as 'you made' 'thank you' 'if it wasn't for you'.

Links

Not For Profit Hub : nonprofithub.org

NCVO Time Well Spent : www.ncvo.org.uk/policy-and-research/volunteering-policy/research/time-well-spent

Fundraising Quick Wins

- Guide people but let them choose the way they want to raise money for your organisations.
- Return-on-investment – ask how much people are hoping to raise and link this in with your resources.
- Fundraising campaigns work better when they say less about what people do and more about the impact of what they are doing.
- Make sure you give people a tool to fundraise with. If it's a quiz, can this be done with a large and small group?
- Share good practice.
- Start fundraising small and build up capacity.
- Do you have a fundraising policy/plan?

Ideas of small roles with big impacts

- Fundraiser – this can be bake sale through to a marathon.
- Newsletter editor – if you have a newsletter or always wanted to have one, perhaps a volunteer can pull all the sections together to create a monthly newsletter.
- Proofer – do you need an outsider's point of view on marketing, emails etc?
- Contributor – can they find materials for your website, social media platform, newsletter?
- Community marketer – will those around you take your promotional materials and put them up at work or around a local town?
- Event volunteers – if you have any community events, are they happy to sit on a list and get called on to come and support?
- Back-up befrienders – if your organisation is providing 1:1 support, are these volunteers happy to fill in when the regular volunteer is on holiday, ill or unable to visit?
- Skill sharer – if you can see there is a skill you'd like to share with your team, turn the tables and set up an informal lesson where the volunteers teach the staff. This could be around customer support, marketing, social media, people management. This can develop your relationships with that volunteer. If they enjoy it you could share them with another charity.