Volunteer segments.



Pioneers

- Retired or semi-retired
- Fit and active
- "can do" attitude
- Want to give-back based on services received by their parents
- Want to contribute to society
- Value freedom for travel and leisure
- Have other commitments, eg other charities, family
- A wealth of work place experience



Employers in local area

- Employers looking to fulfill Corporate Social Responsibility (CSR) goals.
- Small local businesses, eg Fields, Potburys
- Large regional businesses, eg Met Office, Exeter Uni
- Employers who need to provide advice to those they are making redundant



Local workers

- Sidmouth employees working from home
- Self employed
- Those who may have reduced their hours (voluntary or forced)
- Those who have 1-3 days of CSR time to utilise



The Skill Builders

- NEETs
- Younger adults / uni students OR
- individuals looking to change careers OR
- Individuals who are in the redundancy process
- Individuals looking to re-enter the workforce.
- Young offenders / those on probation
- People with learning needs / disabilities

Volunteer segment needs.



- A flexible or structured approach
- Can help on days that suit them
- A purpose after retiring
- Feel good from pay back
- Ad hoc "jobs"
- A sociable environment / social opportunities
- Feeling part of a community



- Help employers meet their "CSR" objectives through....
- Team based volunteering days
- Individual volunteering days
- Skills based activities, eg 2 days to develop online campaign for specific project, eg legacy leaflets, 2 days to draft grant application, etc



- Short term, specific skills based project, split into chunks of work to fit into lunch breaks etc
- highly specific, short-duration operational roles that fit into a working day, eg lunch deliveries, community car
- Escape the screen
- Social contact
- Hidden benefits of activities, eg time to do shopping whilst waiting to take person home, free parking at hospital



- Gaining new skills
- Increase social skills
- Build confidence
- Re-integrate into a workplace
- Networking
- Building a CV
- Providing evidence of skills acquired
- Gaining references
- Fulfill a qualification requirement, eg DofE, guides/scouts badges

Ideas for revising the volunteer offer.

IT review (Optimise +?)

- Ensure we don't "over ask" volunteers
- Improve efficiency for transport manager
- Learn from other organisations – what do they use, how do they use it
- Identify most useful reports
- Consider additional uses, eg volunteer database – include previous/current profession, willingness to do ad hoc projects etc
- GDPR requirements

Reporting

- What measures are the most beneficial
- How best to capture non-financial benefits
- How to "measure" these
- Owner of "metrics" - trustees?
- Opportunities to share them – case studies for comms?

Training

- Potential volunteer to champion and deliver specific training areas? Optimise, Safeguarding, GDPR etc
- Trustees to "own" training themes?
- Structured induction
  - Optimise training
- Standard information capture when volunteers join (survey to gather the same info for existig volunteers)
- Annual refresher courses

Communication / social

- co-ordinate messaging – timeliness and content
- Integrate structured feedback process
- "red alert" channel vs nice to know information
- Regular (monthly?) newsletter for volunteers
- Social committee – social events but at zero / low cost
- Reduce silos across teams

List of "roles"

- Consider operational and non-operational roles
- Current focus is on operational, eg transport, kitchen.
- Non-operational can reflect any area of running a business, eg Communications (inc social media), IT, Property management, HR, Finance, etc
- Identify specific projects, eg develop a legacy leaflet
- Write a project specification for each (inc: objective, background, budget, internal & external stakeholders , etc
- Consider a standard project template
- Keep a central list of projects and review / update at management meetings