



# Volunteering

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# What is a volunteer?

‘any activity which involves spending time, unpaid, doing something which aims to benefit someone (individuals or groups) other than or in addition to close relatives, or to benefit the environment.’



# Common misconceptions

- Volunteers can be used to replace paid staff.
- Organisations have less responsibility.
- Less staff intensive to manage.
- Training and development needs are not as important.
- Easy alternative



# LIFE+ Bid

- Volunteer recruitment essential part of most campaigns.
- Indicator of success
- Demonstrated Community engagement
- Demonstrated invested in Employability



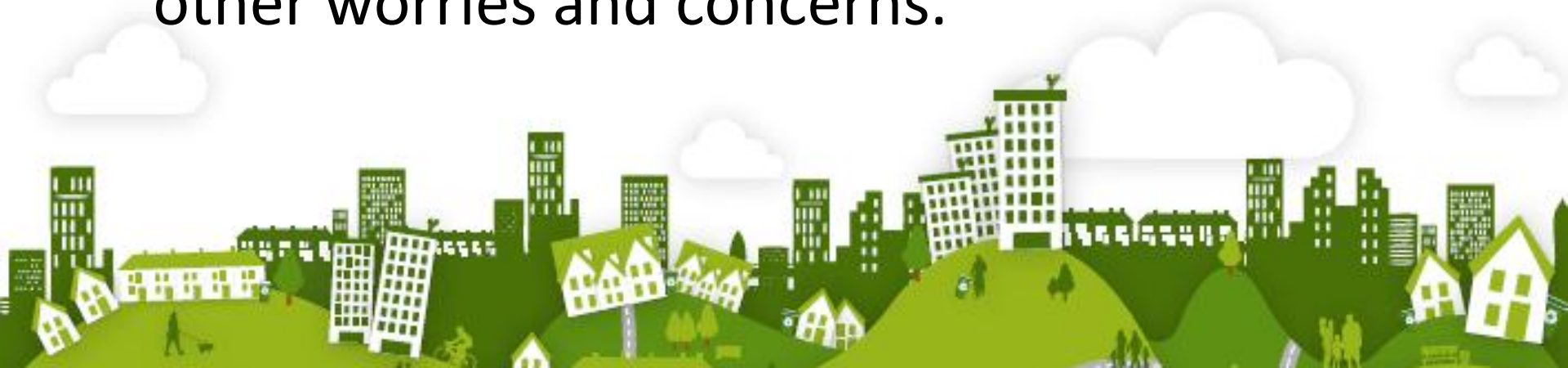
# Advantages

- Local knowledge
- Familiar face
- Bottom Up approach
- Help to staff the campaigns
- Aid in translation
- Gain access to institutions not open to non-community members
- 24 hour surveillance!



# Disadvantages

- Cannot dictate hours and tasks
- Not as committed
- Cannot always be relied upon
- Don't always have the same level of skills
- Often come from a pool of people who have other worries and concerns.



# Recruitment

- Focus Groups
- Surveys
- General Advertising – Posters
  - Articles in the paper
  - Local CVS
  - Local organisations – ESOL Classes



MANCHESTER  
CITY COUNCIL

recycle  
for Greater Manchester



# What is the incentive?

- Gives their community a voice, give their opinion
- Provides a position in the community
- Training provided which will enhance their CV
- Learn more about recycling
- Volunteering hours
- Reward card





Thank you! You are an Up and Forward Recycling Ambassador.

Name \_\_\_\_\_

Valid until \_\_\_\_\_

\_\_\_\_\_

Campaign \_\_\_\_\_



Collect your FREE  
goody bag!



Collect USB



Entry into £30  
prize draw



Entry into £60  
prize draw



Job reference  
available

**Ambassador Reward Card**

# Lessons learnt

- A formal set up can discourage – Application Form
- Need flexibility as to what is offered and what is expected
- Rewards/incentives can also discourage
- Recruitment is best done face to face and with another volunteer



# Training

- Provided with T-shirt and pass.
- Folder and log book
- Receive Volunteer training – adapt to their needs
- Visit to the education centre



# Training



# Visit to Education Centre



# Engagement

- Door knocking
- Surveying
- Shaping the campaign
- Promoting events
- Distributing communication materials



# Faith and Culture Campaigns

- Translate
- Gain access to Mosques
- Familiar face
- Essential to the Campaign



# Difficulties

## B11 – Ambassador Project

- Limited up take
- Residents kept to themselves
- Only 3 Ambassadors recruited in Phase 1





# Moving Forward

## B11 – Ambassador Project

- Targeted Caretakers as well as residents
- Installed permanent signage and monitored bins
- Housing providers rolling out the training package to other flats



# In conclusion...

- So far 138 Recycling Ambassadors recruited and trained
- Shown to improve confidence in the individual
- Increased pride in an area
- Volunteers have often been the key to the success of a campaign
- Hard work but worth the effort



# Successes – Status For All



Any Questions?????

