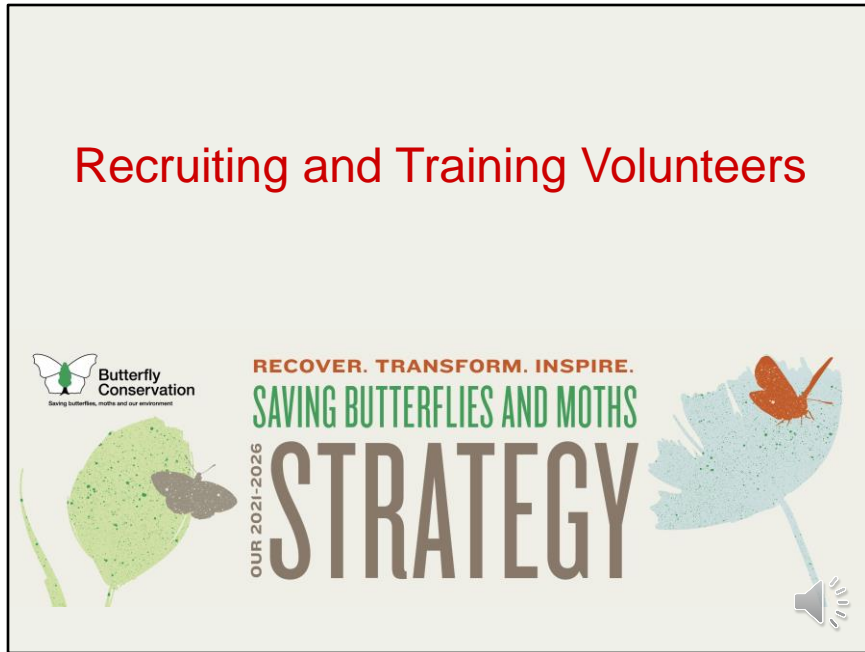


Recruiting and Training Volunteers



Welcome to this training session on recruiting and training volunteers.

Learning Goals

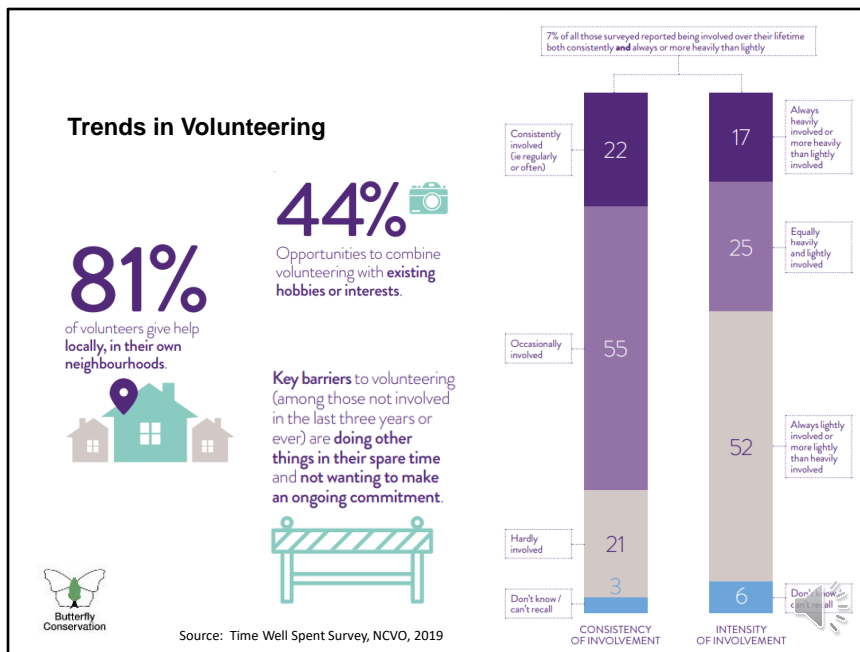
By the end of this session, you will:

- Understand the latest trends in volunteering and how this effects recruitment
- Know where to advertise key roles and how to get new people involved in our work.
- Understand your role in recruiting a greater diversity of volunteers.
- Know where volunteers can access induction and training resources and understand your role in ensuring volunteers have received key information.



The purpose of this training is to support you with volunteer recruitment and help you to understand your role in recruiting a greater diversity of volunteers.

Before we dive too deeply into this, it's useful to touch on some of the latest volunteering trends and think about how this might effect what we ask of people.



In 2019, the National Council for Voluntary Organizations conducted a national survey on volunteering (https://www.ncvo.org.uk/images/documents/policy_and_research/volunteering/Volunteer-experience_Full-Report.pdf) which helps give us some general insights into who volunteers and how they want to be involved. The survey found that 81% of volunteers do so locally, in their own neighbourhoods. 44% combine volunteering with their existing interests or hobbies and only 22% of people have been consistently involved in volunteering, whereas 55% dip in and out of activities. Only 7% of people are consistently and heavily involved in volunteering.

Key barriers to volunteering have been found to be a lack of spare time (people are doing other things with it) and not wanting to make an ongoing commitment. Among those who have never volunteered, the most common reason is that they've never thought about it or never been asked. Therefore, it makes sense that participants in the survey reported that they are more likely to volunteer if there is flexibility in the role or task, and if they are asked directly.

There's a lot of research out there if you'd like to know more about this. The National

Council for Voluntary Organizations (NCVO) is a good place to start. Links to their websites and the most useful reports can be found on the Volunteer Co-Ordinator training page.

Recruitment Framework

1. **Identify which roles or tasks you need to advertise.**
2. Think about the skills and experience needed.
3. Consider what will motivate volunteers.
4. Remove barriers.
5. Research advertising opportunities.
6. Respond to enquiries promptly.
7. Complete induction




So, on to the recruitment process itself. We will use the following framework as we go through this session to talk through the steps involved in recruiting volunteers, starting with identifying which roles or tasks you need to advertise.

It sounds really obvious but before you start recruiting volunteers, it's important to make sure you know what roles or tasks need to be advertised, the skills which are needed for that role and that you understand how it contributes to the delivery of Butterfly Conservation's Goals. It's also useful to think about what might motivate people to volunteer in that role or help out with that task, and what barriers they might face to doing so. This will help you to focus your efforts and ensure that it's clear to potential volunteers what the task is, how and why they should get involved and how they contribute to our work.


The need for volunteers can arise because you need to backfill a role which a volunteer has recently left, or as a result of a planning exercise which has highlighted where you need more volunteers. If you are carrying out a planning exercise, it's useful to think about where you have existing gaps, where you're overly reliant on one key volunteer or where you have a gap between where you currently are and where you'd like to be. The latter might come about as you consider what you need


to deliver to Butterfly Conservation's Strategy. For example, you may want to recruit volunteers to work in one of our priority landscapes, to monitor priority species or help create more Wild Spaces in your local area.



Volunteer Roles and Tasks

- Check existing roles
- Be aware of your obligations if you change any roles:
 - Provide updated training
 - Evidence training has taken place
 - Avoid language which implies the work is paid, such as "Officer".
 - Leave staff as Key Contacts where applicable.
- You can also look for volunteers for individual tasks.
- How does the work contribute to our goals?





Once you've understood what you need, the next step is to see if there's an existing role which covers this. The Volunteer Co-Ordinator training page has a document which lists all the roles and their purpose and will help you to see which role delivers which activities. All roles can be split according to local need and we would encourage you to look for multiple volunteers to fill roles, especially those which ask more of individuals. Deputies should agree how they can contribute in discussion with other role holders.

We appreciate that there is occasionally the need to tweak the standard volunteer roles and this is fine, but please be aware that all training materials will be based on the set provided. **If** you make any changes you must ensure the following:

- You must provide updated training to volunteer to ensure we are legally compliant and the volunteer knows how to fulfil the role.
- You must be able to evidence that this training has taken place, who has received it, when, and ensure refresher training is provided at the right time.
- You must avoid any language which could imply that the roles are paid. E.g. The word "officer" has been removed from all role profiles. Please avoid stating that any duties must be completed – it should always be clear that all elements of the role are

voluntary.

- Ensure that Key Contacts are not changed if they are members of staff; these roles have legal, reputational or health and safety responsibilities and will need to have regular contact with staff.

Please email branches@butterfly-conservation.org if you would like a member of staff to check or advise on any changes you wish to make.


You can find all of Butterfly Conservations role descriptions on our website.

You might also want to advertise a one off task which you need help with. In this case, consider how you can break tasks down to bitesize pieces to make them more appealing to others. Make sure you're being clear on what's needed, when and what skills are required to do the task. If you can offer help or support make sure you say so, but try and keep the initial advert simple and brief.



If you are creating any new opportunities, it should always be clear how they contribute to our three key goals; To halve the number of the UKS threatened species of butterflies and moths, to improve the condition of 100 of the UKs most important landscapes for butterflies and moths or to transform 100,000 wild spaces in the UK for butterflies, moths and people. If you're not sure about this, speak to your Branch Chair, Key Contact or your Line manager (for staff).


Skills and Experience


- Check the role profiles
- Be clear about the skills needed and what they can learn from us.
- Consider who might have, or be looking to develop these skills.




Most users aged 25-34





TikTok
Most users aged 18-24




When thinking about where to advertise your volunteer opportunity, it's important to think about the skills needed for the role or task, who might have these skills and why they might want to volunteer for us. The main skills needed for a role are listed in the role profiles, so you shouldn't have to spend long on this, but there are a few things it's worth considering as they may affect where you look for volunteers.

A lot of people assume they'll need to know about butterflies and moths to volunteer with us so it can be useful to explicitly state when this is true – and to be equally clear when it is not. If you're advertising a role the skills required are included in the role profile, but if you're looking for someone to help out with a task then you need to define this yourself. It's important to be clear about what a volunteer would need to be able to do when they come to us, and what they will receive training for. The opportunity to gain new skills and experience is a big motivating factor for many volunteers so being clear about this will help you to attract a wider range of people.

Understanding the skills and motivations which might match the role or task can also influence where you advertise a role. For example, the majority of Facebook, Twitter and Instagram users in the UK are aged 25 to 34, and the majority of TikTok users are aged 18-24. Those aged over 65 are the least likely group to use social media

(<https://dontdisappoint.me.uk/resources/technology/social-media-statistics-uk/>). This is important information when choosing where to look for volunteers to help manage social media channels - with colleges, universities, and social media itself being the places you're most likely to find people who have the skills you need for the role. We can also offer young people the opportunity to develop their experience of managing social media channels in a professional environment, which will look great on their CV, so it makes sense to point that out when you advertise for the role, too.


Your Key Contact should be able to help you think about the best places to advertise your volunteer roles or answer any questions you have about this.



Butterfly Conservation
Saving butterflies, moths and our environment

Branch Media Editor	
Location:	Home based
Purpose of role:	Promote Branch activities and Butterfly Conservation's national campaigns by managing the Branch social media accounts and working with the Communications team to coordinate publicity for the Branch.
Key Contact:	Digital Manager
Tasks:	<ul style="list-style-type: none"> Post regularly on social media about local butterflies, moths and Branch activities. Publicise Branch successes, projects or calls to action. Identify potential local publicity opportunities or stories (eg rare species sightings, new project etc) for discussion with the Communications Team. Promote and support the use of social media within the Branch. Reply to queries and comments raised via social media, share relevant posts and/or photos. Support the Communications Team in the promotion of national campaigns such as Big Butterfly Count and Moth Night.

Notes for Branches

This role could be fulfilled by several people, with one person co-ordinating posts across the team. You may wish to consider how you can support your social media editors with butterfly and moth ID if they are not very experienced in this area.





To start to put this into practice, I'm going to imagine that I want to find a volunteer to help me run a social media account. I've found a volunteer Social Media Editor role on the Butterfly Conservation website and checked that this is the right role for me. I can see that the Key Contact is a member of Butterfly Conservation staff, so I'm going to leave that as it is. I can see that there's a note on the profile which has prompted me to think about how I could support any volunteers who lack confidence in their butterfly or moth ID, as I know they'll receive queries from the public about this. I don't want to restrict myself to only asking for volunteers who already have these skills, so I'm going to make sure that someone else in the branch is happy to help support any new volunteers with this at first.

Before I place an advert, though, I need to think about how I'm going to make this appealing for people so I get lots of applications. To do this, I need to understand a bit more about volunteer motivations.

Recruitment Framework

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This is the third step in our recruitment framework.

Motivation to Volunteer

- **Understanding** (learning new things)
- **Values** (what's important to individuals)
- **Social** (the desire to meet new people and because volunteering is a socially desirable thing to do)
- **Enhancement** (gaining personal improvements through volunteering)
- **Protective** (to reduce negative feelings or address personal problems)
- **Career** (to gain experience that will benefit their future careers)



We'll look at the key types of motivation here, but there is a lot of information on the internet about volunteer motivations and you'll find some useful links to this on the Volunteer Co-Ordinator training pages. A study on volunteer motivations was carried out in 1999 by Clary and Snyder, and they found that there are six types of motivation, as shown on the slide.

It's very difficult to anticipate what will motivate individuals so it's important to think about how you can appeal to a wide range of different motivations. This will also help you ensure that you're not unintentionally excluding people by only communicating a volunteer opportunity in a particular way. For example, if we're only ever pointing out Values motivations (such as the need to help save butterflies and moths) then we might unintentionally be skewing who our opportunities appeal to, whereas there may well be other reasons to volunteer in a role which might be more important to other people. It's important not to make assumptions about what might motivate individuals or groups of people, but instead to try and think about how we can appeal to as many people as possible.

This is important because if we can match initial motivations to the tasks or roles we're recruiting for, then we're more likely to be successful in our

recruitment. People are also more likely to stay on and volunteer with us for longer if the benefits of volunteering for that individual match their motivations.

Motivation to Volunteer



For example, managing a social media account could:

- Help save butterflies and moths (values)
- Help build an individuals CV (career)
- Improve the individuals understanding of wildlife conservation, butterflies and moths (understanding)
- Allow them to work with new people in the sector (social and career)
- Help them develop their skills in creating content for social media channels (enhancement)



Taking our example of a social media volunteer, when we advertise this we could appeal to value motivations by asking people to help us spread the word about our work so we can save more butterflies and moths, and we can also point out that volunteering in this role will give the individual experience of managing social media in a professional environment, increase their knowledge of butterflies and moths in the local area and allow them to work with new people in the sector. Working with our communications team may allow them to develop new skills, which also appeals to Enhancement motivations.

You don't need to know all the types of motivation to recruit volunteers, but they can be a useful checklist when thinking about how you can present new opportunities.

Recruitment Framework

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So we've looked at the task and skills that we need to find, thought about who might have those skills and why they might want to volunteer with us. It's also very important that we understand potential barriers to volunteering with us and what we can do to remove them.

Your role in recruiting a greater diversity of volunteers

- Let's be honest - we're not as diverse as we'd like to be.
- Diversity drives improvements in quality, innovation and performance.
- It keeps our doors open and is essential to achieving our goals.
- You can make a real difference.



In April 2022, we carried out a survey of our volunteers and, to be honest, we're not currently a very diverse organisation.

We're not alone, though. Conservation is the second least diverse sector in the UK (second only to farming) and we all have a part to play in changing that. We want to create a varied, vibrant and diverse volunteer community where a range of views, experiences and values are welcomed. Increasing the diversity of our volunteers is not only the right thing to do, it also drives improvements in quality, innovation and performance. It keeps our doors open to everyone, which is obviously an incredibly useful approach to finding new volunteers and essential to achieving our aims for butterflies and moths.

If you are recruiting volunteers, then you have a significant influence over how our opportunities are presented, where they are advertised and how we treat people who are interested in volunteering with us. We've already looked at how pointing out different reasons to volunteer with us can appeal to a wider range of people but you should also think about the language you use when describing a task or role - and the requests you make of people and whether they are unintentionally excluding some groups.

We'll start by looking at some common barriers to volunteering and how we might be able to overcome them.

Barriers to Volunteering

Barrier - People don't have much spare time

Solutions

- Consider breaking down a task into smaller chunks
- Think carefully about inviting people to meetings
- Be as flexible as you can.

Barrier – People don't want to make an ongoing commitment

Solutions

- Think about what you're asking for.
- Be clear about the commitment.
- Embrace a flexible approach to volunteering



Barrier - People don't have much spare time

Solutions

- Consider breaking down a task into smaller chunks. This will make it much more likely that you'll find someone to help you out. Saying "we need some help with booking a hall for an event" or "we're looking for someone to order us some more events materials" sounds more manageable than asking for a volunteer to help plan an entire event.
- Think carefully about inviting people to meetings – if a person is only active in their role a couple of hours a month, by asking them to join a committee or a meeting you might be doubling their commitment. Challenge yourself as to why they need to join the meeting and whether you can achieve what you want without the person there. If they really do need to join, can the meeting be held online to reduce their travel time and can their item be first on the agenda so they don't have to wait for an hour before reaching their item?
- In general, being as flexible as you can will mean more people can be involved in our work. Think about what you're asking for and whether it has to be done that way. Can you be flexible about when a person volunteers, whether they bring

their children along, for example? Can they volunteer from home? Can you arrange phone calls or meetings outside of working hours? Can an activity run at the weekend or in the evening instead of during the working day?

Barrier – People don't want to make an ongoing commitment

Solutions

- Think about what you're asking for. Remember that only 22% of people will volunteer consistently and a tiny 7% volunteer both consistently and are heavily involved, whereas 55% dip in and out of activities. Asking people to help with individual tasks will seem less daunting to them. Once they've met other volunteers and understand more about the task, they may be happy to get involved in other areas too, over a longer period of time.
- It's also important to be clear about what you're asking for. Taking our earlier example, **you** may know that you only need someone to post on social media once a week, which will only take an hour of their time, but unless you state that, potential volunteers might imagine that it's a daily commitment and be put off.
- As the way people want to volunteer changes it's important to embrace an approach to volunteering where people can come and go. It can be a lot of work to find and train a volunteer, so you might find that some roles really do need a certain level of commitment, but try to keep this as low as possible. Once someone has been in a role for 3-6 months, for example, there's a good chance they'll stay longer of their own accord, but if you ask for a year up front then you're unlikely to find anyone who will commit. Volunteer recruitment and training resources are being developed for all our roles, so the time you need to give to individual volunteers should be greatly reduced, which should help to facilitate this approach. The more people you engage, the more will volunteer and some of those might stick around and take on more significant roles over time.

https://www.ncvo.org.uk/images/documents/policy_and_research/volunteering/Volunteer-experience_Full-Report.pdf

Barriers to Volunteering

Barrier - People can't afford to volunteer

Solutions

- Be flexible about how people volunteer (see previous slide)
- Be clear about our volunteer expenses policy

Barrier - People don't know what to expect / it's not for me

Solutions

- Be clear about what you're asking for
- Make sure you point out toilet facilities
- Be clear about how sites are accessed
- Share pictures of a range of people volunteering



There's a certain irony that volunteering allows people to boost their personal, social and financial resources through skills and career progression – but that volunteering also requires some of these things to take part. Many people can't afford to volunteer because they lack the time to participate due to work commitments, they can't afford to travel to volunteer or they're worried they'll need special clothes or equipment to get involved.

Being flexible about how individuals volunteer is a big part of the solution, but you should also always clearly state that volunteer expenses will be paid and make sure potential volunteers can find out what's covered by the policy and how to submit a claim. It's also important to be clear about what's need for the role. For example, does the volunteer need their own computer and access to the internet in their home, or can they use a public computer to carry out their role? Are you asking volunteers to wear sturdy shoes or can they help out in trainers?

On a similar note, it's also important to be clear about what it's like to volunteer with us, so that people who are new to the organisation know what to expect. To people outside of the conservation sector, a "work party" is something very different to what you might mean when you advertise these. Be clear about what a task involves and

avoid using jargon. People will understand you much better if you say you want volunteers to come and help cut back vegetation, for example. Often, when advertising volunteer opportunities, we don't need to go into huge detail, but keep things simple. This also applies to the language we use. Using words like "caterpillar", "butterflies" and "moths" will engage a wider audience than using terms such as "lepidoptera" or "larva", which may be technically correct, but unfamiliar to others.

When people go somewhere new, they're often also concerned about whether there are toilets where they are going, or nearby. Make sure you're clear about this, and if there aren't toilets on site be sure to state where the nearest ones are if travelling from various directions. Similarly, it's important to explain how accessible facilities are. Are there disabled toilets? Is the ground uneven or steep? Is there parking on site or nearby? How do you reach the site by public transport?

If you can, it's also helpful to include pictures of other people carrying out the same task. If you have access to photos of a range of different people volunteering then this is even better, as people may have preconceptions about what it's like to volunteer with us and this can help show people what it's actually like.

Barriers to Volunteering

Barrier – I never thought about it / Nobody asked me

Solutions

- Advertise far and wide!
- Be explicit about the benefits to the individual
- Use eye catching images and text



Finally, another common barrier to people volunteering is that they have never thought about it or have never been asked. This one is easily overcome by advertising the role or task as widely as possible, and repetitively. We'll look at this in more detail later.

We've already looked at people's motivations to volunteer, so make sure you're being explicit about the benefits to the individual. These can be found in our role profiles but you may need to think about this if you're advertising a task.

Finally, try to keep your adverts short and concise, with a catchy title and eye catching images. Our role profiles all come with some text to advertise them, so you can use this to save time, or adapt them if you're advertising for a task rather than a role. Less is more when advertising a role, task or activity – the detail can come later once you've already caught a person's interest.

Recruitment Framework

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OK, we've covered a lot so far and we're almost finished. We're going to look at advertising opportunities next, then we'll finish off by liaising with potential volunteers and making sure they can find the information they need to get started.

Advertising Your Role

Where to advertise

- Branch or staff newsletters
- Social media
- Universities and colleges
- Large corporate organisations
- Volunteer Centres
- Local newspaper websites
- LinkedIn and other job sites
- Micro-volunteering sites



It's been proven over and over again that the more contact you have with a person, the more likely they are to take action. This has applied in the world of marketing since the 1930s, where the Rule of 7 states that an individual has to see or hear an organisations message seven times before they act. In most cases organisations use this to sell goods or services. We're going to apply that rule to recruiting volunteers! We obviously don't have the huge marketing budgets that corporate organisations do, but we can still apply the theory that the more we can get the message out there that we need help, the more likely it is that people will come forward to volunteer. Therefore, it's a good idea to advertise for volunteers in as many places as you can think of. This can create quite a bit of work up front but it's something that can be tackled little and often. Often, once a role has been posted on a site it's easy to repeat this for new roles, or you can just keep extending the end date of the advert, so once you've done the initial work it doesn't take as much time to maintain it.

There's a huge range of places you can advertise for volunteers. Many branches and staff share details of opportunities through their newsletters and this often works well, but I would strongly encourage you to advertise in as many of the places listed here as possible. Analysis of recruitment data by Jobvite


(<https://www.jobvite.com/blog/recruiting-process/7-benchmark-metrics-to-help-you-master-your-recruiting-funnel/>) showed that recruiters are doing well if 11% of visitors to their recruitment website applied for a paid role. We can assume that the rate will be much lower when the role isn't paid. For example, the conversion rate for those looking for a product and going on to buy it is much lower, at around 2-5%. Even if you get 5 responses to a plea for help, you can assume that some volunteers will show an interest but not go on to volunteer, or will volunteer for a short time. You can see why it makes sense to cast your net as widely as possible.

The slide lists some places where you might consider looking for volunteers and the Volunteer Co-Ordinator training page also has a list of links to websites to advertise on. Some of these will be local sites which you'll need to spend a little bit of time finding out about. For example, there is a network of volunteer centers across the UK – it shouldn't take long for you to find your local one. The National Council for Voluntary Organisations (NCVO) has a web page which lists the main websites for volunteer opportunities and also helps you to find your local volunteer centre - <https://www.ncvo.org.uk/ncvo-volunteering/i-want-to-volunteer>.

Similarly, there are lots of groups and communities on social media, so it's worth spending some time exploring these. You could try looking for local wildlife groups for a warm audience, or local community pages, hashtags or accounts where you can let people know about volunteering opportunities in their area.



Many universities and colleges have online student volunteering boards where you can post opportunities, and many large organisations will have corporate volunteering days, or will allow staff a certain amount of time off work per year to volunteer, so it's worth approaching any large organisations in your area to see if they run similar schemes.

Finally, the national volunteering website Do It (<https://doit.life/volunteer>) now allows you to post micro-volunteering opportunities, as well as more significant tasks, so this is worth a look too.



Butterfly Conservation
Saving butterflies, moths and our environment

Branch Media Editor	
Location:	Home based
Purpose of role:	Promote Branch activities and Butterfly Conservation's national campaigns by managing the Branch social media accounts and working with the Communications team to coordinate publicity for the Branch.
Key Contact:	Divisional Manager
Tasks:	<p>Description for Advertising</p> <p>Our social media editors inspire people to act for butterflies and moths.</p> <p>At Butterfly Conservation we want to create a world where butterflies and moths are enjoyed by everyone, forever. We rely on social media to educate people about these beautiful creatures and how they can help them. Having a local voice is very important to us and a <u>key way</u> for us to achieve our goals.</p> <p>In this role, you will work with Butterfly Conservation's Communication Team and local volunteers. You will learn about wildlife in your local area and develop social media skills in a working environment. We'd love to hear from you if you enjoy using social media, working with people and can represent our values.</p> <p>Help us save butterflies and moths and make the environment better.</p> <ul style="list-style-type: none"> • Keep your advert short – 200 words or less. • Start with a short sentence or "hook" • Include our vision • An outline of the role, how it supports our work, and which skills are required – or not. • End with a call to action. • Check for readability.

Let's look at this using our example of recruiting a volunteer to help with social media.

I want as many people to apply for this role as possible, as ideally I'd like to have two or three social media editors, so I'm going to advertise this role in all the places I usually advertise, and I'm also going to check colleges and universities in the area to see if they have any student volunteering websites I can use. I'm also going to see if there are any local wildlife groups on social media, where people with the right skills and interests might see my advert.

The role profile has some suggested wording for use when advertising the opportunity. I'm going to check it, add some contact details and use that to copy and paste into all my adverts.

If you need to create advertising text from scratch, it can help to follow these principles:

- *It should be no more than 200 words and include:*
- *A strong opening sentence explaining why people would want to do this role. This is*

your “hook”.

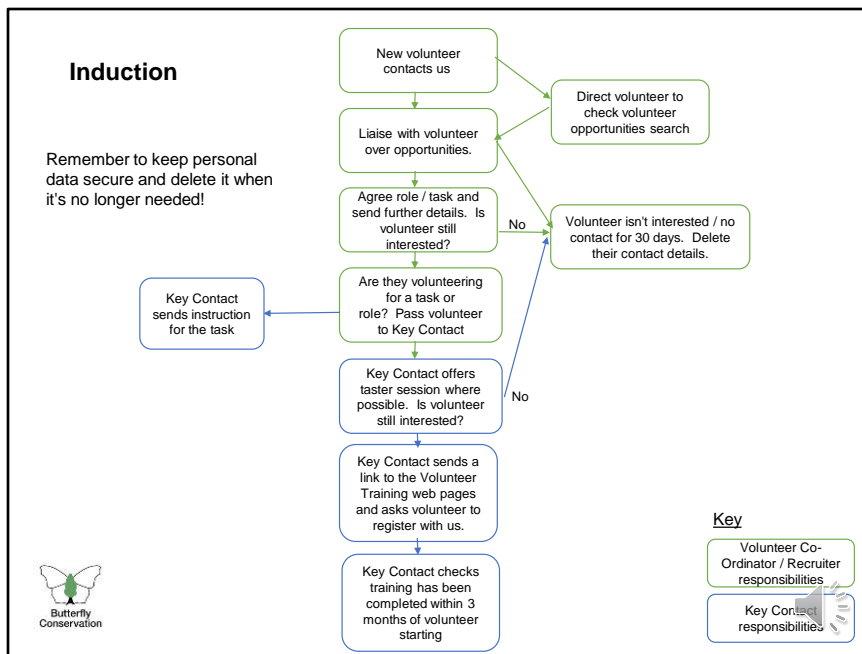
- *The following sentence to outline what Butterfly Conservation do: “At Butterfly Conservation, we want to create a world where butterflies and moths are enjoyed by everyone, forever.”*
- *Three to four supporting sentences which outline the role and how it supports this aim or one of the organisational goals.*
- *A couple of sentences outlining who the role would be suitable for. Remember to be as inclusive as possible, and be clear about any aspects of the role which may impact who can take part (e.g. physical / ability considerations, location restrictions, age, times the role has to be done, how long the commitment is).*
- *End with “Help us save butterflies and moths and make the environment better.”*
- *Once you have written your advert description, check how accessible it is by using a website such as Readable (<https://app.readable.com/text/>), or <http://thefirstword.co.uk/readabilitytest/>. You should aim for a Flesch-Kincaid or Gunning Fog grade level of 10 or lower, or a Flesch Reading Ease score of 60 or above.>*

Recruitment Framework

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2. Think about the skills and experience needed.
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- 6. Respond to enquiries promptly.**
- 7. Complete induction**



We're onto the last two steps of the process now, where we start to see the fruit of all our labours. We've advertised our role or task in lots of different places and are getting lots of enquiries from people who are keen to help. It's important to respond to potential volunteers as soon as you can – people will often contact a range of organisations and will volunteer with the first to respond to their enquiry.



Once you've got potential volunteers who are interested in helping out with our work, it's important to make sure they have the information they need to do the role. This information is held on the Butterfly Conservation Volunteering web pages. Some may still be in SharePoint or held by individual members of staff while we move this over to the website.

Let's have a look at the process.

At the top we have a new volunteer getting in touch with us. They might have seen a specific task or role advertised, or they might be getting in touch to find out what's available. The process is the same regardless of who the volunteer initially contacts. If it's a general enquiry, you may need to spend a bit of time finding out what the volunteer is interested in – you can direct them to our volunteer opportunity search facility (**link**) to check for local opportunities or direct them to information about our recording schemes if appropriate.

Once you have an idea of what the volunteer could do, you'll need to send them further details. If they're interested in helping with a specific task they can be directed straight to the key contact for that task. If they are interested in a role, you

might spend a bit more time checking that the role is right for them before passing them to the relevant Key Contact.


The Key Contact might also offer the person an opportunity to join a taster session before registering them as a volunteer. For example, they might join in with a practical conservation task to see if they like it. If everyone is happy to go ahead, the Key Contact is then responsible for making sure the volunteer has all the information they need and that volunteers who are taking on a role register with us and complete their training within 3 months of starting. At present, we don't have a volunteer database, so the Key Contact is responsible for holding contact information for their volunteers, and for keeping a record of the training they have completed. Remember that all personal data, such as names, contact details and volunteer role should be kept securely. If a volunteer leaves after completing activities with us, their personal data, including their training record, should be sent to Head Office by emailing branches@butterfly-conservation.org and your own copy should be destroyed.

Recruitment Framework

1. Identify which roles or tasks you need to advertise.
2. Think about the skills and experience needed.
3. Consider what will motivate volunteers.
4. Remove barriers.
5. Research advertising opportunities.
6. Respond to enquiries promptly.
7. Complete induction



So, we've reached the end of our framework now. I hope that helps to give some structure and useful resources for recruiting volunteers. It may seem like a lot of work but much of this has been done for you if you use our standard role profiles and advertising text, which can be found on the volunteer web pages ([link](#)). As mentioned previously, you can easily break this down into smaller chunks. For example, you could aim to advertise one role in one new place per week – or make the first opportunity that you advertise a task, and ask other volunteers to help you place one advert each! You'll be surprised how quickly you start seeing results and your work will be repaid as our volunteer base grows!





Young Volunteers (under 18)

13 – 15 year olds to be accompanied by a parent, guardian or responsible adult (e.g. teacher).

16 & 17 year olds can volunteer unaccompanied if their parent gives written permission.

No lone working for anyone under the age of 18.

Check our Safeguarding Code of Practice for more information and complete our Safeguarding training.



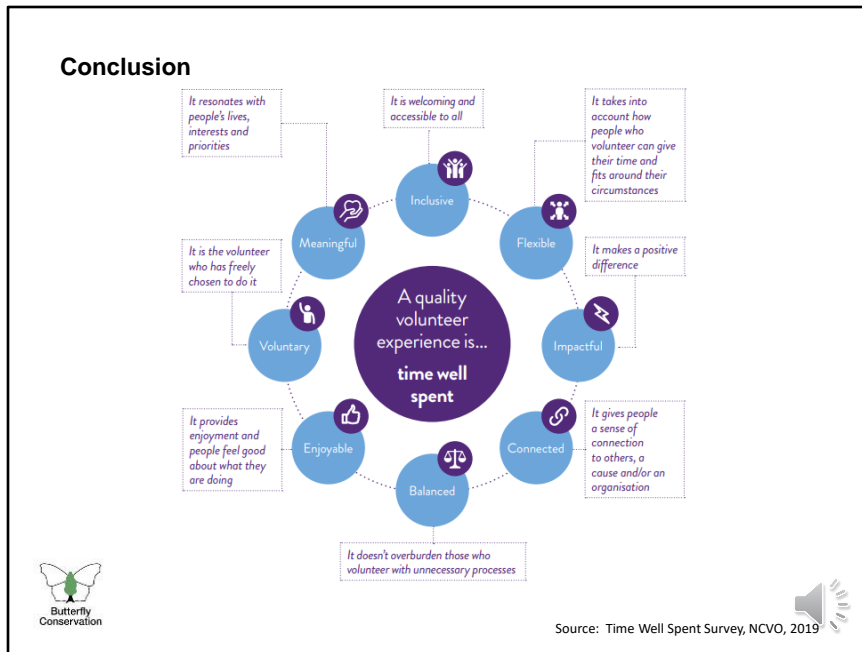
We want to support young people who wish to get involved in our work but we have a duty of care to ensure they are safe. We are not able to hold data about children under the age of 13, so therefore children under that age cannot register with us as a volunteer. They should be encouraged to join in with our citizen science programmes as a family, Wild Spaces (once launched) and resources for children if they want to get involved in our work.

Children of any age can join their parents while they volunteer, but please make it clear that parents or guardians are responsible for any children they bring along. Children can participate in activities too, provided the person leading the activity has carried out a risk assessment and made appropriate adjustments where necessary.

Once they are over the age of 13, children can register with us as volunteers, but must be accompanied to activities by a parent, guardian or responsible adult until they are 16. At that point, their parent can give written consent for them to volunteer unaccompanied by a parent or guardian. Young people under the age of 18 must not be left to volunteer alone, so please bear this in mind when thinking about which roles might be suitable for them. If they are over 16 and have

parental consent they can be accompanied by a friend or they can volunteer in a group.

Please ensure you complete our Safeguarding training and check the Safeguarding Code of practice, where you will find more details about this and copies of parental consent forms.



That concludes our module on recruiting and training volunteers. I thought it might be nice to leave you with this graphic, from the Time Well Spent Survey which was carried out by the National Council of Voluntary Organisations in 2019 . It shows the different elements which make up a quality volunteer experience, many of which start at volunteer recruitment and induction.

Thank You!!!



Thank you very much for completing this training session. We hope you found it useful. Please complete the Skills Check for this module to help you check what you've learned and to provide feedback on the course.