



Tūao Aotearoa
Volunteering New Zealand

Tūao manaaki whanaungatanga e manawaroa ai.
Volunteering of care, of nurturing growth and enduring relationships.

Empowering volunteers to enrich Aotearoa.

A little about Volunteering New Zealand

- New Zealand's peak body for volunteering
- Membership organisation & government funded
- Value, advocate and lead volunteering in New Zealand
- Advocacy, research, Best Practice Guidelines, annual gathering, workshops, webinars and more

Volunteering New Zealand and the RAS



- An ongoing partnership
- Here to provide support and guidance in volunteer management
- Opportunities for webinars
- Opportunities for more tools

Resources on RAS website: examples



RAS Volunteer Role Description - Guidelines

The below summarises what you could include in a role description for your RAS volunteers. It includes pointers on what each section could cover.

The more enticing you can make this sound the better! Throughout the creation of your role description, keep front of mind – *why* would someone volunteer for you? *What* will their impact be? Setting these expectations clearly will really help you to recruit and retain the volunteers you need.

If you need any advice on creating your role description(s), reach out to Heidi, Volunteer Management Lead at Volunteering New Zealand via heidi@volunteeringnz.org.nz.

Position Title: What title accurately reflects the role that you're seeking a volunteer to fulfil? It needs to be clear; any ambiguity here could put applicants off or create more questions for them. And bear in mind that you don't necessarily need to use the word 'volunteer'* in a position title.

Main Purpose of Role: Can you summarise what the RAS role entails? What is the core purpose of what's required? Does it reflect the mission and values of the organisation? What impact will the role have?



Royal Agricultural Society

Tip Sheet: Effective Recruitment and Retention of Volunteers

Recruitment

Recruiting volunteers should follow the same process as securing full-time employees: application, screening, interview and offer. You could consider approaching your local Volunteer Centre who can post volunteer adverts for you. Find your local centre [here](#).

Another opportunity to explore, is advertising your volunteer roles (which is free of charge for not for profits) on Seek Volunteer. [Here](#) is their website.

Another website that you can use to advertise and recruit volunteers is Do Good Jobs. You'll find their website [here](#).

Research insights

- Insight from the State of Volunteering Report 2022 (which you can read from mid-December 2022 [here](#)) reveals that 52% of people found out about their volunteer role via 'word of mouth'. Could you ask your existing volunteers to each shoulder tap someone they know to

Useful training page listing

- On the Volunteering New Zealand website here:
<https://www.volunteeringnz.org.nz/resources/regional-training-opportunities/>
- Topics for the community & voluntary sector
- Free or low cost
- In person or virtual

State of Volunteering in Aotearoa New Zealand

2022



How did people find out about volunteering?



State of
Volunteering
in Aotearoa
New Zealand

2022

- 52% found out via word of mouth
- But for those aged under 35, 58% found out via a social media post or advertisement
- 42% found out about their role via an internet search

Motivations for volunteering

- 90.4% a desire to contribute to the community
- 17.9% to make friends
- 10% to gain job experience or enhance their CV

Regional insights

State of
Volunteering
in Aotearoa
New Zealand

2022

- Volunteer retention rates differ in rural versus urban areas
- Different rankings for the state of volunteering in the north versus the south island
- Rural volunteers feel more valued

Global trend in volunteering



- More episodic and project-based
- Time bound with a specific start and end point
- More individualistic and ‘on demand’

Top 3 tips to recruit volunteers



Tip 1: Offer a variety of volunteer opportunities

Tip 3 tips to recruit volunteers



Tip 2: Optimise your website/social media presence to be a useful volunteer tool

Tip 3 tips to recruit volunteers



Tip 3: Set-up a volunteer recognition program/initiative

Younger volunteers



Ascertain *why* you want to involve younger volunteers?

Today's young people are increasingly looking for "tribes that make a difference" - they want something more than just to belong to a "happy gang"

TIP: Reach out to organisations that work with youth and young people already; e.g. The Princes Trust, Scouts, Youthline, Surf Lifesaving, NZ Football

Top tips for recruiting younger volunteers



1. Share your causes story
2. Explain their role
3. Go to the young people
4. Leverage young influencers
5. Offer incentives
6. Enjoy their energy!

Top 10 ways to make your volunteers feel valued



1. Give them encouragement
2. Connect them with others
3. See more in them than they see themselves
4. Resolve team conflicts quickly
5. Show the value of serving
6. Record a behind the scenes video! Volunteers could do this for you
7. Set volunteers up for success
8. Honour all volunteers annually, e.g. through National Volunteer Week
9. Highlight current volunteer stories once per month (e.g. on your website, Facebook)
10. Could you create a volunteer incentive programme?



Point to note

To recruit **today's** volunteers, you need
today's **tools** and **systems**



The power of storytelling



The people you introduce should reflect the people
you want more of

Value volunteers' contribution and time

- Giving time is a valuable donation. It's important to respect this
- Take an interest in your volunteers and get to know them, where this is possible
- Listen to and seeks volunteers' thoughts, ideas and suggestions
- If there are complaints or problems, make sure to handle these fast and with fairness

Taking volunteers to the next level



- To improve the performance of any volunteer, you need to understand the motivation(s) of each volunteer
- Do you have systems in place to *ask* volunteers questions to establish their motivation(s)?
- What can you do to encourage more and constructive dialogue between volunteers?

Volunteers are GIVERS

An easy acronym to remember



- GIVERS is six step evidence-based approach to influencing volunteering behaviour
- Through GIVERS we can Recruit, Retain and Realise the potential of volunteers
- Realise the potential of volunteers by maximising their impact

(Download for free via <https://www.sportandrecreation.org.uk/policy/research-publications/givers-research>)

Volunteers are GIVERS

An easy acronym to remember

Growth (in themselves + their community)

Impact (from their time and effort)

Voice (to be heard and involved)

Experience (memorable)

Recognition (of course)

Socially (rewarding)



Discuss

Growth (in themselves + their community)

Impact (from their time and effort)

Voice (to be heard and involved)

Experience (memorable)

Recognition (of course)

Socially (rewarding)



What next?





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