



# Volunteer Recruitment

*Top tips for recruiting volunteers and a script to use for going door to door.*

Written by Louise Delmege for Southern Brooks as part of the Love your Patch Project



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PATCH**

# Top Tips

Recruiting and training volunteers is the bulk of the work of any voluntary group. It's never easy but there are better ways to do it.

1. To keep your groups sustainable in terms of members you should be spending most of your time recruiting new volunteers and training existing ones to take on new responsibilities.
2. To find volunteers you need to meet them where they like to spend their time. Social media volunteers will be online, garden volunteers will be outside.
3. Expect something like 3 new volunteers for every 100 you talk to.
4. It's easier to ask someone to take on a big task that gives them a feeling of purpose and value, than it is to get someone to take on small tasks, even if they're easier.
5. Tension is good actually! If members of a group disagree about how to do things it means they care deeply about them.



# Going Door-to-Door

Nothing beats a face-to-face conversation.

The most important thing is that you listen to people and their interests. People are more likely to remember your conversation well if they do most of the talking.

Do have simple leaflets with you that have your group's contact details on them.

Do have a pen and paper with you so you can collect their contact details (if you do that you'll need a simple GDPR statement to read to them before they give you their details)

# A simple Script

Having a plan of what to say means your doorknocking will be more successful.



## Introduce yourself

Hello, my name's \_\_\_\_\_ and I'm just coming to speak to everyone on your street about our community project \_\_\_\_\_. Don't worry, we're not asking for money.

## Ask them about their opinions and ideas.

Are there any environmental issues that you're worried about?

Do you use \_\_\_park at all? What do you think of it?

## Listen to their issues.

Have you ever tried to do something about this issue?

What stopped that working?

What's making you feel like it's hard to change?



## Encourage collective action

I spoke to your neighbour, and they said the same thing to me, it seems like lots of people round here have the same issue/want the same things.

## Imagine a positive future

What would it look like if your issue was solved?

How would you like this area to be?



## invite them to join in

Would you feel up for bringing this issue to one of our group meetings?

We could invite your neighbours who feel the same and talk about getting a project off the ground.

## Get their contact details

Is it alright if I take your number or email so I can contact you about future meetings?

I just need to read our GDPR statement to you before I get your details.

# GDPR Statement

you can use this to create your own to read out and put on your website

We will keep your personal details safely stored in our organisation's contact list which is hosted on our google/outlook/yahoo email/in our record book.

We will only use your contact details to contact you about our activities. We will never pass it on to anyone else or any other group without your permission.

We will update your details as soon as you tell us they change.

We will delete your contact details as soon as you ask us to. The only exception to this is if you're involved in a safeguarding incident and we need to first resolve the issue.

# Safety Tips

1. Always go out in groups of 2 or more
2. Everyone in the team should have each other's phone number in case you need to get in touch.
3. You may be invited into someone's house. Don't feel like you must if you don't want to. If you do decide to go in, don't go in alone and always make sure someone else in the team knows what you're doing. Have an excuse prepared for when you want to leave.
4. Trust your gut. If someone invited you into their house but you feel at all uncomfortable about it, don't go in.

If you want more support for this or other activities that bring you face to face with the public, contact CVS. Their job is to help organisations like yours to grow and flourish.

# Other Places Too Look

If you need volunteers with specific skills, like an accountant to do your finances, there are places you can post adverts.



## Institute For Chartered Accountants in England & Wales (ICAEW)

Advertise the vacancy for free Click on to [this link](#)

## Women on Boards

Their 'basic' recruitment plan' is free to advertise non executive board vacancies. Click [here](#)

## Can Do Bristol

Set up a page for your organisation on this Bristol Council led volunteer matching website then advertise the volunteer role

## Good Gym

can arrange for a group of keen athletic types to come and help you with physical tasks. This is particularly good for gardening, moving compost or otherwise carrying objects around.





## **Benevity**

can advertise your organisation to large businesses who can offer help with things like social media, marketing or admin support. They're generally looking to work with larger and more established organisations.

## **Neighbourly**

can advertise your organisation to volunteers of all sorts. Generally, this is where you will attract volunteers with professional skills, like finance, looking for short term volunteering that makes a big impact.



## **Charityjob.co.uk**

Click [here](#) If you scroll near to the bottom of the page, you'll see an option to post a free volunteer ad.

## **Voscur**

Free to advertise voluntary roles on their website (the roles also go out in their newsletter with a wide reach) – Details on how to advertise [here](#)

# Ask

# Southern Brooks



We can connect you with teams of corporate volunteers who often contact us asking for help finding a community group to help with a day or two volunteering.

- For Yate contact [alexandraswatton@southernbrooks.org.uk](mailto:alexandraswatton@southernbrooks.org.uk)
- For Patchway contact [lizevans@southernbrooks.org.uk](mailto:lizevans@southernbrooks.org.uk)
- For Kingswood contact [jessicabrassington@southernbrooks.org.uk](mailto:jessicabrassington@southernbrooks.org.uk)
- Not sure, contact [louisedelmege@southernbrooks.org.uk](mailto:louisedelmege@southernbrooks.org.uk)