



Plunkett
Foundation



Volunteer engagement and succession planning

Alison Macklin
Plunkett Foundation

#ComBizTogether

Volunteers our biggest asset

Plunkett
Foundation

All our volunteers do an amazing job in bringing sunshine into the lives of our community - and they all shine brightly in our eyes. We thank them again for their commitment to the shop and for giving up a few hours of their time every week. We couldn't do it without you.

East Morton Community Shop

#ComBizTogether

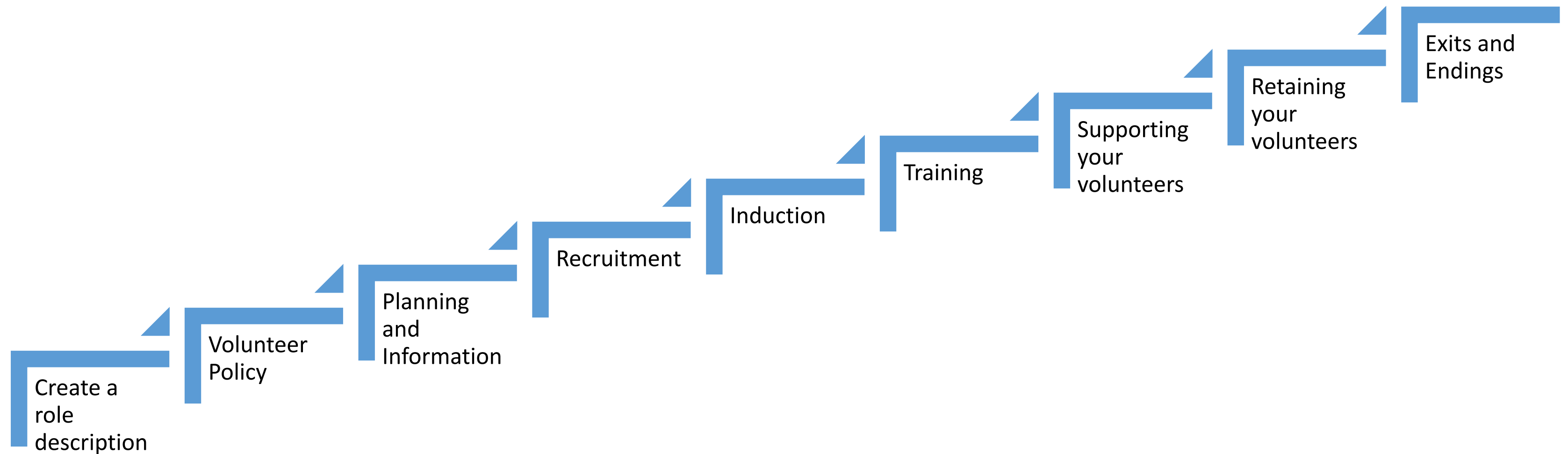
Are we volunteer ready?

- Why do we want volunteers?
- What will they do?
- Who will support/manage them?
- Do we have policies and procedures in place to keep them safe and supported?

Preparation is key

Putting in place a volunteer programme

Plunkett
Foundation



#ComBizTogether

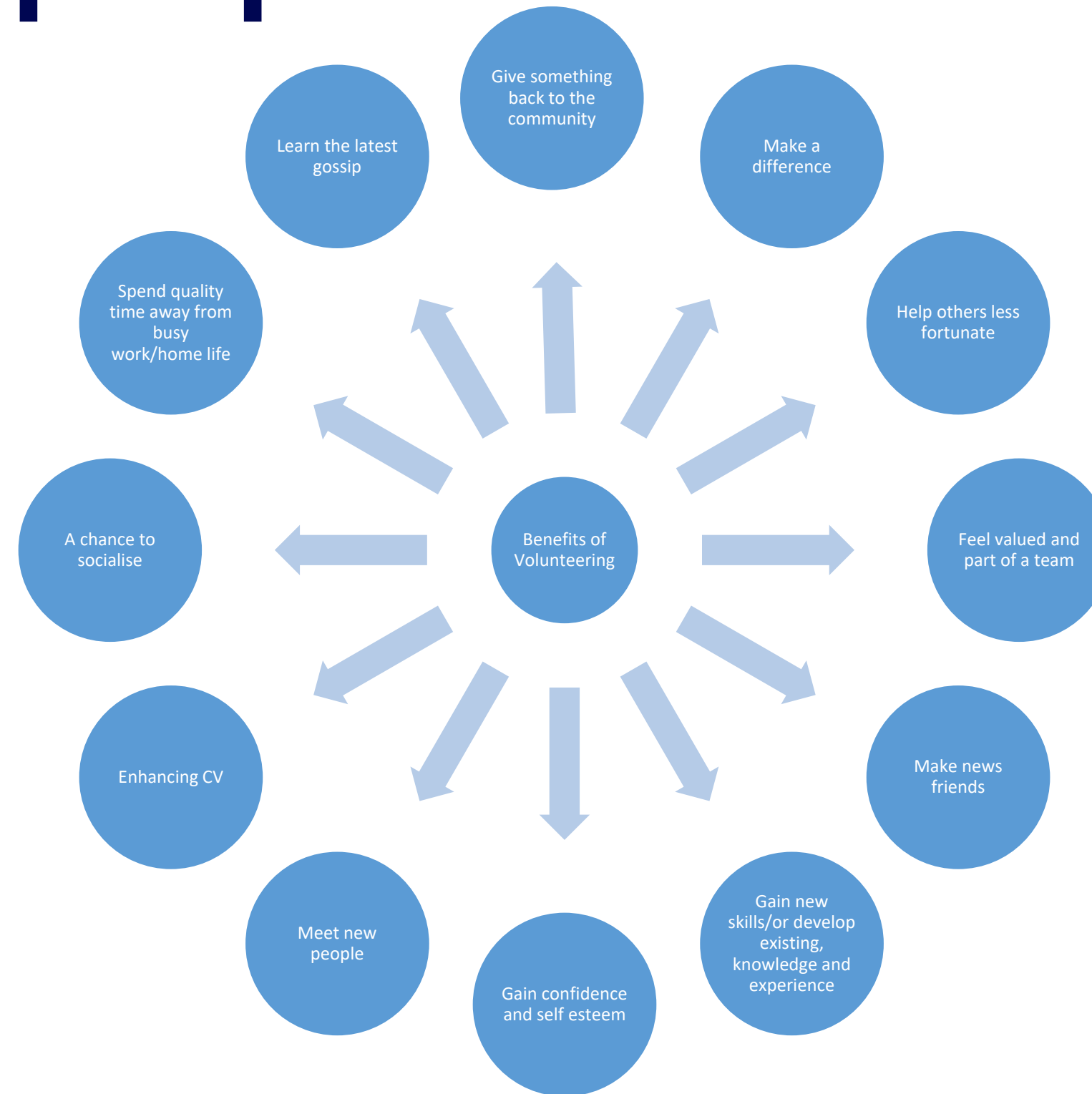
Why do people volunteer?

Plunkett
Foundation

#ComBizTogether

Why do people volunteer?

Plunkett
Foundation



#ComBizTogether

Best ways to recruit volunteers

Plunkett
Foundation

- Mass appeals
- Targeted recruitment
- Networking
- Your immediate circle

Five ways to find volunteers

- “Position available”
- “There's a lot you can do”
- “Would you help?”
- “Bring your friends”
- “Thanks for your interest”

Induction and support

What ideas can you suggest to help new people settle in and feel welcome?

Remember ... the better your induction, the happier your volunteers will be.

Five things volunteers love

The logo for the Plunkett Foundation, featuring the name in white text on a green rounded rectangular background.

Plunkett
Foundation

“So glad you're here”

“We are doing it because...”

“Thank you so much”

“Whatever works for you”

“Time's up”

#ComBizTogether

Five things volunteers hate

The logo for the Plunkett Foundation, featuring the name in white text on a green rounded rectangular background.

Plunkett
Foundation

“We don’t need you after all”

“We just need to find/sort”

“Good luck”

“Just another hour”

“You’re doing it wrong”

Five ways to get the most out of your volunteers

The logo for the Plunkett Foundation, featuring the name in white text on a green rounded rectangular background.

Plunkett
Foundation

“Let me show you”

“It’s written down”

“Let’s work together”

“You can do this at home”

“This is what you can expect”

#ComBizTogether

Keeping volunteers engaged

Provide induction, training and support

Offer progression and responsibility for those who want it

Look after their wellbeing

Listen to their ideas

Communicate with them and keep them informed

Celebrate and appreciate them

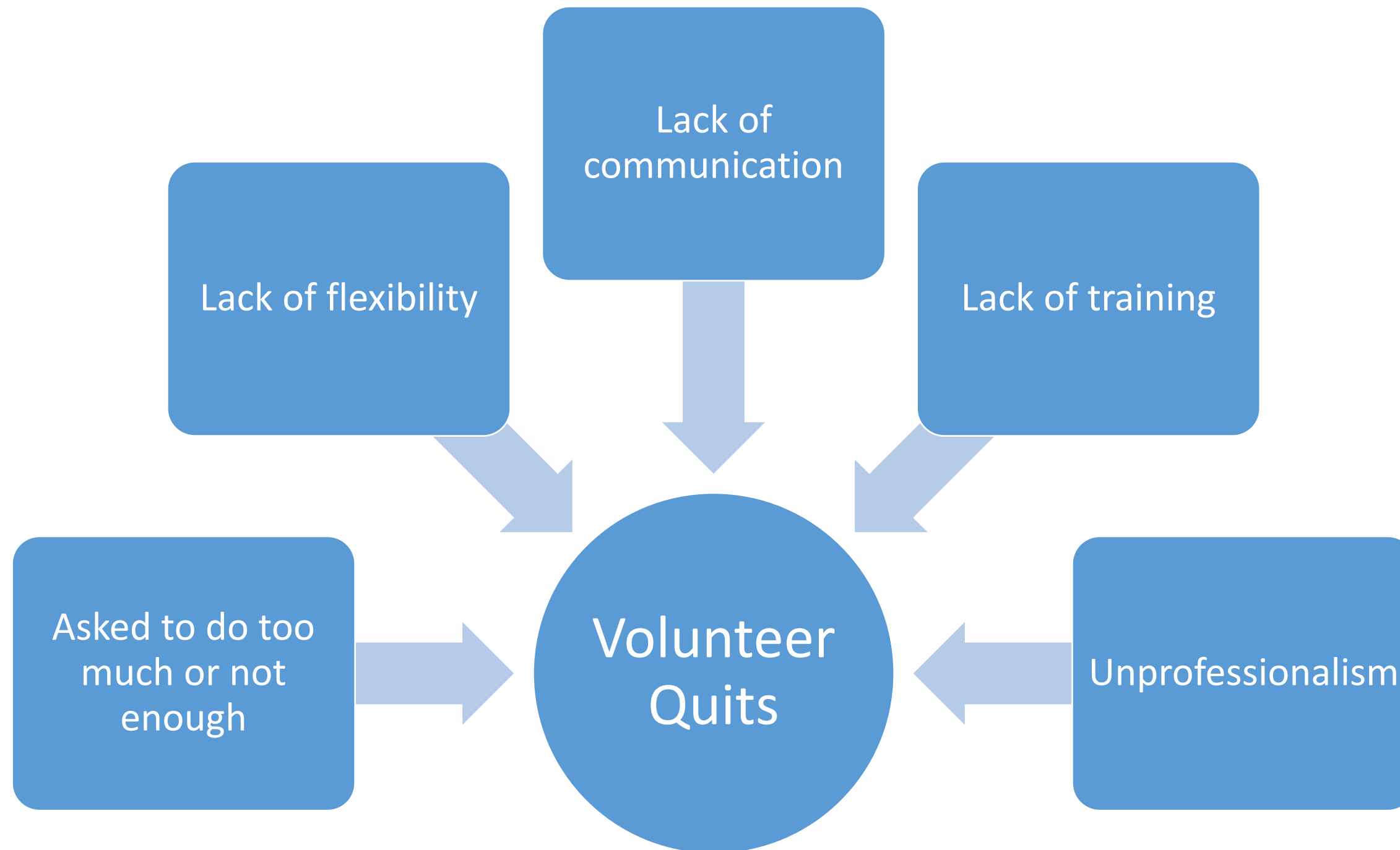
Respect the times they are giving

Make it fun, flexible and rewarding



Preventing loss of volunteers

Plunkett
Foundation



#ComBizTogether

Succession Planning

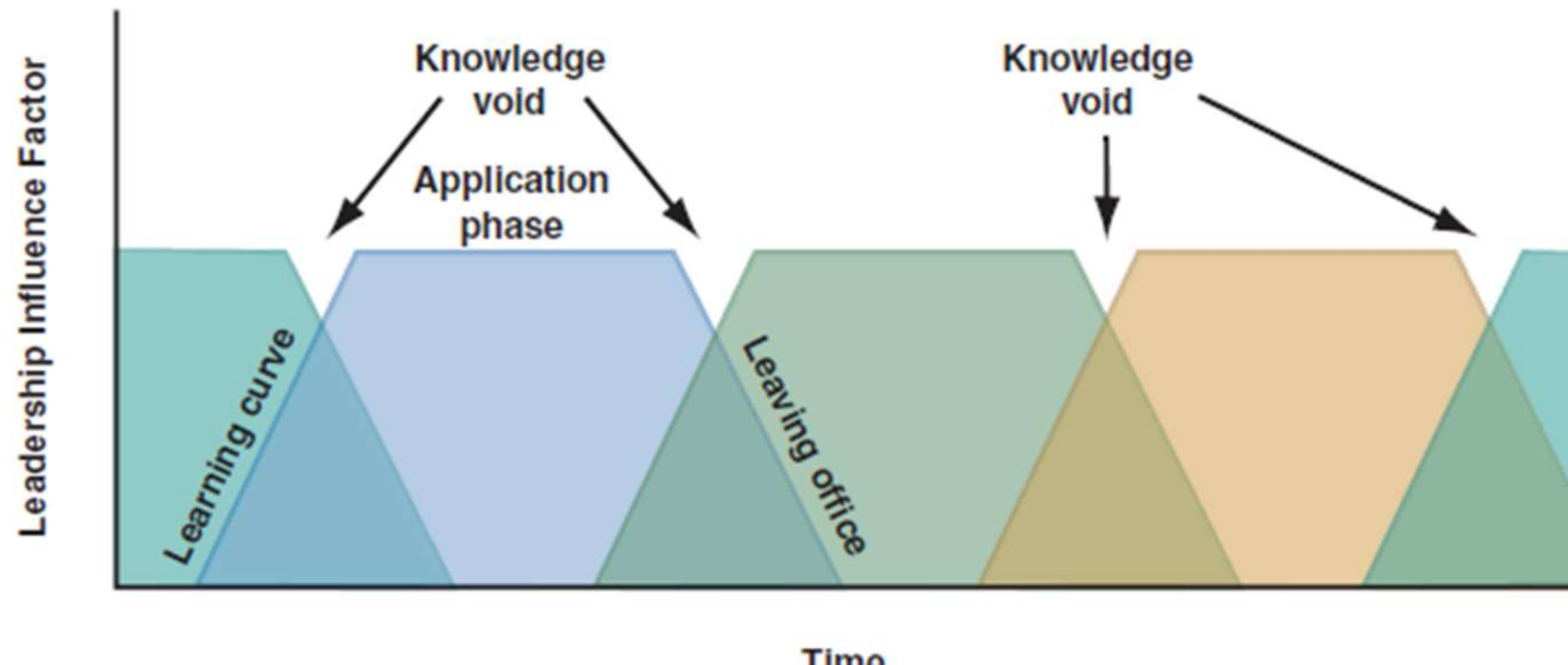
Planning ahead generally is vital; creating a Business Continuity Plan and a Risk Register will allow you to see where the vulnerabilities in your business are.

One of the major risks to your project is the loss of staff and/or volunteers.

Succession Planning is a ***systematic approach to building replacement workers*** to ensure continuity, by identifying potential successors in critical work processes.

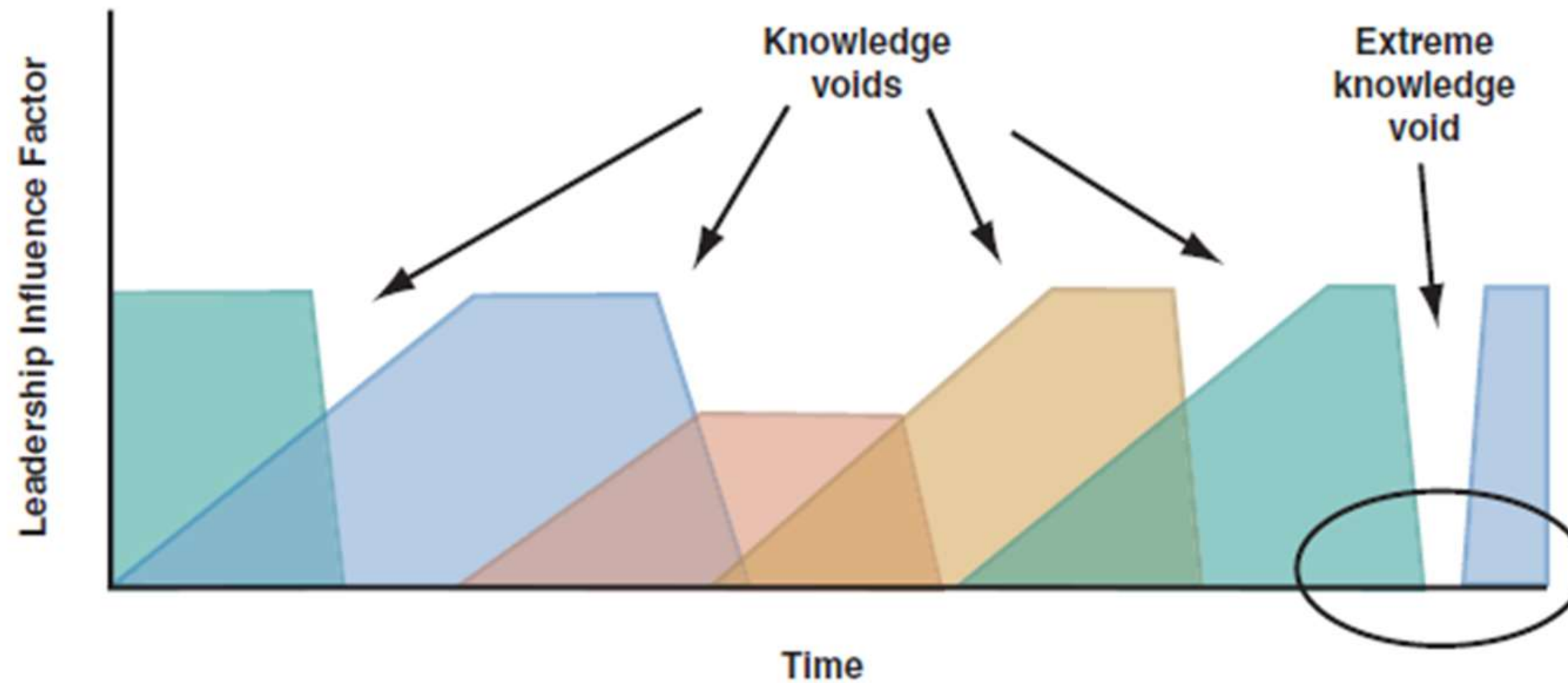
Succession Planning

FIGURE 1 The effect of leadership change on a generic organization



Succession Planning

FIGURE 3 The effect of leadership change on a utility without succession planning



Write a Role description

You have 10 minutes to work as a group to think of what you would put in a role description for either

- A volunteer
- A manager for your community project
- A member of the committee

Diversity and Inclusion

An inclusive volunteer environment is not just welcoming - it's fair. Equality is about more than ticking boxes; it's about recognising that individual volunteers are different and ensuring equal access to the opportunities available. Every volunteer brings something special to the table, and the more you diversify, the more your society gains.

Having a more diverse range of people volunteering with your organisation will mean that you will have more skills and experiences to draw upon and the organisation will become more inclusive and welcoming to all.

People with different backgrounds and experiences will bring a broader range of ideas which could lead to developing new projects or reinvigorating existing ones.

Encourage a diverse range of volunteers

- Have an Equality, Diversity and Inclusion policy
- Ensure you have resources, equipment and devices to support volunteers
- Have representation on your committee from under-represented groups
- Remove barriers such as paying expenses
- Adapt roles and be flexible
- Ensure your recruitment methods are suitable ie; is the form difficult for those who do not have English as a first language, or a learning difficulty?
- Use a cross section of society in your images
- Think about where you advertise
- Use everyday language

Come up with a slogan

Plunkett
Foundation

You have 5 minutes to work as a group to think of a slogan to encourage people to volunteer or to think of 5 words that best describe your volunteers



#ComBizTogether



Plunkett Foundation provides practical advice, support and training to help communities establish and run successful community businesses with long-term survival rates.

To get information and support for your community business, please contact the Plunkett Helpline on 01993 630022 or info@plunkett.co.uk