

## Ideas from the Managing and Recruiting Volunteers workshop - 26 November 2014

At this training day held at Taunton Heritage centre, participants from museums across the region shared ideas around volunteer motivation, recruitment, induction and and recognition.

### Why do people volunteer?

- Sense of community
- To feel valued/for self esteem
- Sense of purpose
- Avoid loneliness
- Feel part of a team
- For incomers to an area - get to know people
- For long term residents in a town - feel they “own it”
- “professional volunteers”
- To support a cause
- To spend more time on a hobby
- Visitors who love the museum/site & want to be part of it
- Interest in the subject
- Family volunteering
- Fun!
- Sense of entitlement
- Job Centre volunteers - varying motivation
- Get experience for work - both in the sector and general
- To gain a qualification / CV / Duke of Edinburgh’s Award
- To put on personal statement for University
- People, young and old, who just want to do “something”
- Learn new skills
- People who have worked in the field and feel they can enhance the museum
- People who want to do something completely different to their usual work

Thinking about why people volunteer can help you to develop appealing roles and write attractive recruitment message.

## Places where you can promote your volunteering opportunities?

- Local colleges - relevant course directors
- Posters for coffee and cakes morning
- Women's Room - can list yourself as an expert in your field willing to talk to the media <http://thewomensroom.org.uk/>
- Ads in local papers / parish magazines
- Press releases with picture / human interest stories
- Partnerships with local groups that meet the objectives of both organisations (e.g. partnership with groups supporting adults with learning difficulties, or mental health needs, to open up volunteering opportunities)
- Talks - by staff and volunteers to local groups
- Word of mouth
- Libraries
- Local shops
- Do-It website
- Local radio
- Museum makers (for an interesting case study/example) <http://www.museummakers.co.uk/>
- Links with local companies, for example retirement programmes and corporate social responsibility
- Museum of Leicester job board - good for fixed term project volunteers
- Town website
- Museum's own website
- Volunteer centres. Example of formal links given where volunteer centre staff member acted as the volunteer co-ordinator carrying out recruitment etc.
- Volunteer fairs - mindful that if you have a stand you need to make it attractive and give people a reason to visit
- Social media
- Local history societies

## Ideas for Livening up Induction

The framework of visual, auditory and kinaesthetic intake styles was used when thinking about ways of inducting and training volunteers. Many of the effective methods were those that appealed to more than one style.

### Visual

- “Who is who” notice board
- Handbook
- Tour of museum and see exhibits
- Familiarisation with materials and technology
- Induction checklist
- Introduction to people
- “Your first day” video
- Visitor experience video
- Shadowing/buddy system
- Showing the materials
- PowerPoint
- Showing how to complete data forms - volunteers complete their own examples
- Interesting views
- Reminders/task lists etc

### Auditory

- Greeting. Quiz - trails interact
- Explaining: Policies - and questions / Roles - and questions
- 1-2-1 regular intervals - feedback
- Tour - showing and explaining
- Tour with existing costume guides
- Feedback/talks at social events
- Listen to volunteers
- Podcast and audio interviews / aural history

### Kinaesthetic

- Tours with talk
- Walk around to show for example: fire exits, refreshments areas and desks (introductions), collections / stores
- Hands on use of radios / equipment
- Promote wellbeing and sense of sharing, i.e. coffee mornings
- Tasters of different roles
- Mentoring and shadowing
- Induction trail/quiz
- Role play
- Have a go (with support)

## Ideas for recognising and rewarding the work of volunteers

- Long service awards
- Show volunteers outcomes, how what they do links to the bigger picture
- Presentations with slides/images, to share information with a group
- Asked volunteers for feedback, fed into Award application for project
- Advertise new opportunities to pool of existing volunteers
- Good biscuits!
- Pass on positive feedback received from visitors etc.
- Remembering birthdays
- Xmas lunch - staff serving the volunteers
- Summer thank you events
- Twinning entry with another museum, so volunteers can visit free
- Entry to the site for volunteers
- Free fossil walks
- Invitations to staff coffee mornings
- Thanks you - personalised cards with specific positive feedback - sent out in Volunteers Week (1 - 7 June)
- Personal letter - handwritten - when a volunteer has contributed something extra
- Personal - handwritten - thank you letters to fundraisers