

How to find, recruit, and manage volunteers

from existing and new audiences

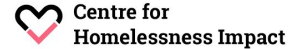
Laura Elson

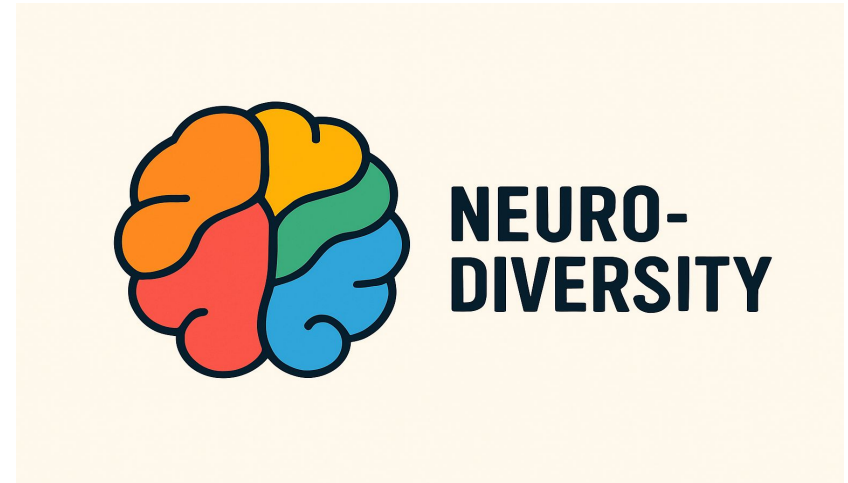
What we'll cover

- What's happening in volunteering right now?
- What does this mean for community fundraising?
- What are successful organisations doing?
- Taking a marketing approach
- Top tips



About Laura





We're less likely to give time, or money

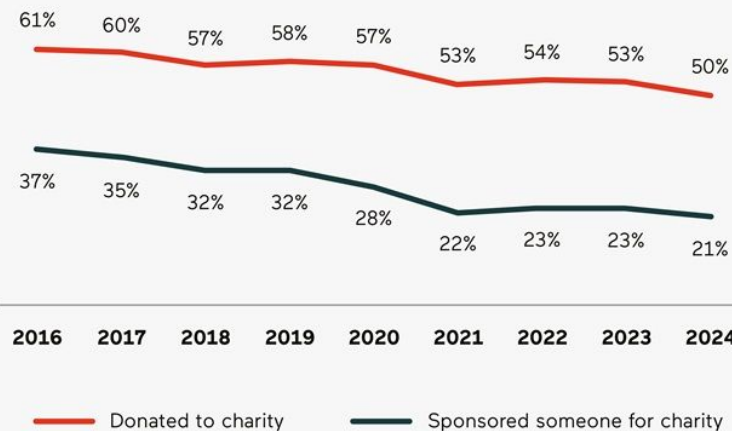
Formal volunteering rates, 2013/14-2021/22 (%)



Source: Community Life Survey, 2021/22 • [Get the data](#) • Created with [Datawrapper](#)

Time Well Spent Report 2023, NCVO

Proportion of people who donated and sponsored in the past 12 months



Base: All respondents. 2016, N=8,137; 2017, N=12,211; 2018, N=13,277; 2019, N=13,499; 2020, N=13,406; 2021, N=13,575; 2022, N=13,140; 2023, N= 13,164; 2024, N=13,459.

UK Giving Report 2025, CAF

What does this all mean for Community Fundraising?

Biggest decline in interest for:

- Running a group
- Running events
- Fundraising
- Campaigning
- Shift in volunteer demographics
- Increased micro and virtual volunteering



What do cold audiences say?

95% - “I would consider volunteering”

64% - “ It’s very hard to find out about volunteering”

44% -”I don’t have enough time”



What does this all mean for Community Fundraising?

Focus on what volunteers achieve, not what they do

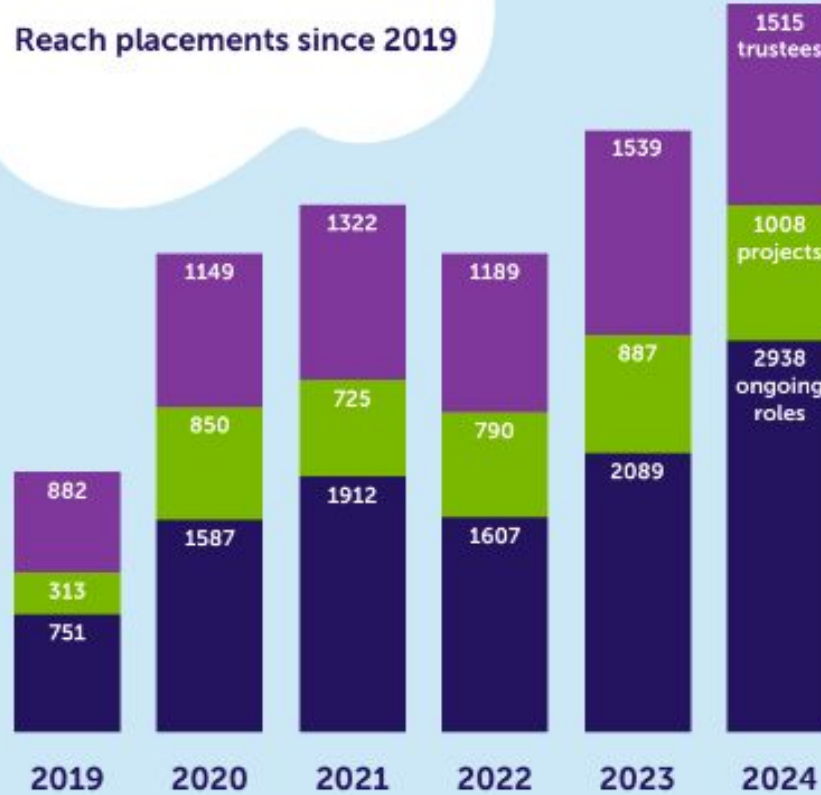
Invest in smarter marketing

Offer people an experience that:

- Helps them make an impact on a cause they love
- Use or grows their skills
- Is flexible
- Is social
- A chance to be part of a community (local or Interest)
- Doesn't take a lot of time



Reach placements since 2019



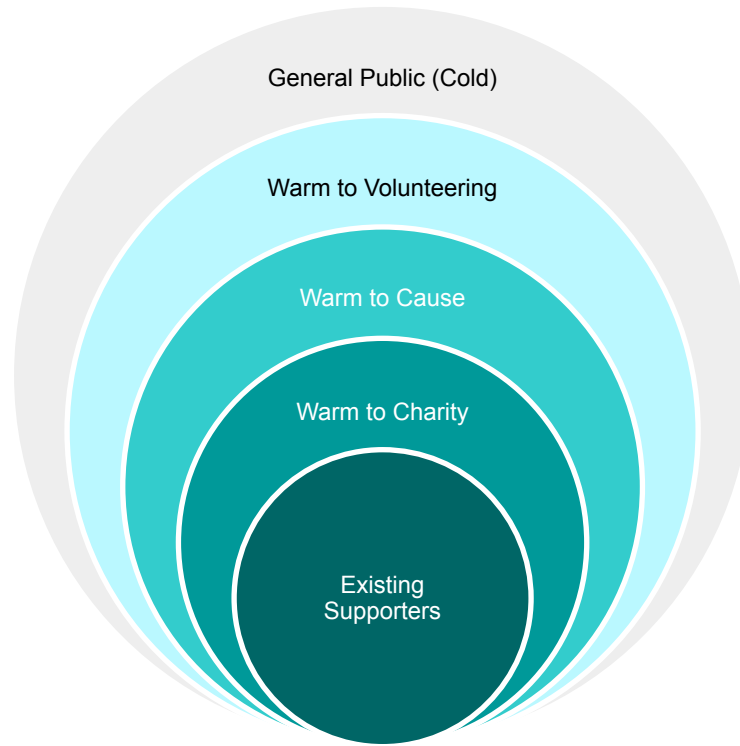
Reach Volunteering impact report: 2024

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Why does our organisation exist?



Marketing approach



Marketing approach

	Where are they?	Channel	Ask
Existing Supporters	On email lists	email	Be part of the difference
Warm to Charity	On social media	Social media	Join us and save our local natural habitats
Warm to Cause	Where people interested gather	In person, and online, with partner organisations	Can you use your passion to help?
Warm to Volunteering	Volunteer platforms	Volunteer adverts	Use your skills for a great cause
General Public	Scrolling social media	Google Ads	If you've got one hour, you can make a difference.

Brilliant Basics - design

- What is the problem your charity exists to solve?
- How does your charity make an impact?
- What activities do you need to do to make it happen?
- What activities could volunteers do?
- Which of those activities are the most:
 - **Fun**
 - **Flexible**
 - **Social**
 - **Rewarding**



What's your call to action?

Brilliant Basics - Recruitment

- Use existing website and social media
- Regular, consistent call to action
- Make everything about the cause
- Start with your existing audiences - can they
 - Do more
 - Bring a friend or family member
 - Ask among their networks
 - Help promote the opportunity



The
Christie
Charity

Focus simple adverts and role descriptions on impact

Brilliant Basics - Recruitment

- Taster sessions
- Volunteer team days
- Q & A sessions with a volunteer
- Online drop-ins
- Use your Volunteer Centre / CVS
- Platforms like Reach and Do-It
- Offer flexibility



Focus Role Descriptions and Adverts on Impact over task -

“Save hedgehogs with us” rather than **“fundraise with us”**

Brilliant Basics - Limit compliance, enhance experience

- Role Descriptions
 - Volunteer Induction
 - DBS Checks only if necessary
 - Volunteer Agreement
 - Volunteer Policy
 - Volunteer Problem Solving Policy
 - Expenses
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- Group / online support
 - Offer flexibility
 - Link all support to impact



Thankyou



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