

Advertising your Opportunity – Guidance Notes



Introduction

Your volunteering opportunity will be advertised on the Dundee Volunteer & Voluntary Action and Volunteer Scotland websites as well as being promoted by our Engagement Team. When completing this form it's worth remembering that this is a chance to "sell" your organisation to prospective volunteers, so keep your content interesting, easy to understand and to the point. It may take around fifteen – twenty minutes to complete this form, but it could attract people who will give hundreds of hours to your organisation so it could be time well spent.

Before recruiting volunteers, your organisation needs to have a clear understanding of what tasks they are to do. Organisations that can offer interesting and productive tasks will find it easier to attract and keep volunteers. Different people will, of course, find different tasks interesting but the design of the volunteer opportunity is important.

Completing the Form

Question 1

First of all, tell us your Organisation's name.

Question 2

You need a title to describe the opportunity. There's no need to have "volunteer" in the title – simply say befriender, driver, adviser, web designer, treasurer, etc.

Questions 3

We want to be sure we're linking your opportunity to the correct organisation and getting potential volunteers to contact the right person in that organisation.

Question 4

Enter the postcode of your organisation. If the volunteering takes place elsewhere, add the details.

Question 5

Give details of when the opportunity starts, if there is an end date or is it ongoing.

Question 6

Saltire Awards are for young people aged 12 to 25 who volunteer. Saltire is a great way to recognise your volunteers with certificates being recognised by many employers and higher education establishments. There is not much paperwork, all you need to do is keep records of your young volunteers and the number of hours they have volunteered. (The young person can even do the rest themselves online!) For further information, see our website or email <u>saltireawards@dvva.scot</u>..

Question 7

We use the summary information for posting on social media so think carefully about how to grab their attention. Focus on the need to be met, or the intended result. Sum this up in no more than 35 words. For example, avoid – Receptionist wanted to answer phones, take messages and room bookings. An alternative approach would be "People coming to the Mental Health Centre are often embarrassed, confused and uneasy. We need a receptionist to welcome people and make them feel as comfortable as possible".

Adult Literacy Tutor	_	Many people from all walks of life are unable to take advantage of the full benefits of our society because they are unable to read or write. Would you like to help change this?
Girl Guide Leader	-	Many girls grow up without the self-confidence and other skills to become competent, successful adults. Guide Leaders can help change this – could you be one?
Clothes Sorter	-	Help to raise money to combat disease and poverty in underdeveloped countries by sorting out donated clothes for our charity shop.
Driver	_	Some senior citizens live with little or no contact with other people. We need you to pick them up in a minibus and bring them to our Centre for companionship, care and attention.
Teller/Cashier	_	People on low incomes often fall into very high interest loans or worse still loan sharks. Our Credit Union gives them an alternative and we need tellers/cashiers to staff our office.

Question 8

Next, think about a longer message about the opportunity. You have up to 150 words to describe what a volunteer would do, the potential benefits for the volunteer and the potential benefits to the end user, be it a person or the environment. You don't need to include information about training or support, as these topics are dealt with further on.

Example

"Positive Steps is accepting applications from people to join a team of Literacy Tutors who enable adults, free of charge, to improve their reading and writing.

Tutors can make a significant difference to peoples' reading/writing skills levels and past Tutors say it has helped them meet new people, make new friends, feel part of a group. They also report a high feel good factor when adults make good progress.

Past adult learners have said the following "It's great – I can now help my kids with their homework" and "I've got the bug for learning and I hope to go to college soon" and "At last I don't need to pretend that I can read the newspaper!"

Tutors work with individuals or small groups of up to three and take them through a structured learning programme."

Some examples of what motivates people to volunteer are given below. You might want to use some of them in your answer to Question 8. Quotes from existing volunteers and users can be very powerful as well.

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- try out a new career
- + to feel useful
- * do something different
- * learn a new skill/rebuild an old one improve community life to enjoy spare time

Question 9a

The Volunteer Friendly Award (VF) is a quality standard designed by Dundee Volunteer & Voluntary Action to support groups to look at their volunteer management practices and to identify what they do well, recognise what they would like to improve, develop an action plan to progress the changes and develop a framework for managing volunteers. If your organisation already has the Award, it makes you more attractive to potential volunteers. If you don't already have the Award but are interested to learn more, check out the website (www.volunteerfriendly.co.uk) or contact our Volunteering Team.

Question 9b

The Good Governance Award is a quality standard recommended for Scottish charities by OSCR and delivered by Dundee Volunteer & Voluntary Action. By adopting best practice in governance, Scottish charities can become more sustainable and trusted. The Award involves developing robust policies and procedures which lead to efficient and effective operations. The Award lasts for 3 years.

Ovestion 10

This is how your opportunity will be categorised on Dundee Volunteer & Voluntary Action's website

Tick one box only. For example, an Adult Literary Tutor opportunity would tick the "Tutoring/Support Learners" box. A Girl Guide Leader opportunity would tick "Youth Work".

Question 11

Again select one box only. An Adult Literacy Tutor opportunity would tick the "Education/Literacy" box. This will also be used to categorise your opportunity on the Dundee Volunteer & Voluntary Action's website..

Ovestion 12

There's lots of demand for volunteering roles from under 16s in Dundee. You might not feel able to take on a young volunteer of that age but have you considered buddying them up with an older volunteer?

Ovestion 13

If there are specific restrictions please say why. Care needs to be taken that people are not being discriminated against because of their age or gender.

Ovestion 14

Don't just assume that potential volunteers will know what skills are needed from reading the opportunity description. For example, "The ability to read and write are essential tutor skills. Adults learn more when tutors are supportive, offer encouragement and are focused on the task."

Question 15

We realise it is difficult to give a precise answer to this question, but it would be useful for us to have a rough idea on how many volunteers you feel you need for the particular volunteer opportunity.

Question 16

We aim to have volunteering opportunities which are inclusive and open to everyone. Let us know if you would be able to take on a volunteer who requires some extra support.

Question 17

Is there a minimum time commitment you expect from a volunteer – this could be 2 months, 6 months or 1 year. Do you need a regular commitment of say two hours per week; one hour per month, etc.

Question 18

Please tick the times when you want the volunteering opportunity to be taking place. It could be covered by a number of different volunteers.

Question 19

Taster sessions are attractive to volunteers. They give potential volunteers an opportunity to see where they would be volunteering, who they would be volunteering with, and try out the tasks they will be required to do. They also give you the opportunity to find out if a person has a positive contribution to make to your organisation before either party commits to a longer term volunteering agreement.

A taster session should be offered before any standard selection or vetting procedures take place, and may involve more than one potential volunteer coming along to try it out together or as part of an established group. You will, however, still have to adhere to any basic health & safety procedures and insurance clauses, for example, that you have an obligation to meet. (For example, a large national voluntary organisation in the past that recruited volunteers required them to complete membership applications to ensure they were covered by the correct insurance).

Tasters that involve potential volunteers coming into contact with children and vulnerable adults may still be suitable depending upon your organisation's Child Protection Policy and Procedures and that you ensure that the volunteer is supervised at all times. For example coming along to observe what happens at a youth group or shadowing one of the workers/ experienced volunteers is perfectly legitimate.

Other ways you can give potential volunteers a taste of what they will be undertaking is through video material, and/or initial information sessions where existing volunteers can talk in more detail about what's involved.

Question 20 & 21

Is there induction or ongoing training?

It is a good idea to detail the training a volunteer will be given. For example "After an introduction to our organisation and to the volunteering role, we'll buddy you with an experienced volunteer until you feel comfortable in the role. Monthly support meetings with the volunteer co-ordinator."

Question 22

It is also useful to know what support the volunteer can get. Often this is to have a named contact once they start volunteering. Maybe someone is a wheelchair user and knowing that there are disabled toilets could determine if they apply or not,

For example "Positive Steps repays tutor travel expenses, public transport or car (current mileage rate = 40p), every week."

Question 23

It's helpful to know what selection techniques you will use. This information isn't published but can be useful if someone enquires.

Question 24

You will normally be notified of a potential volunteer's interest in your opportunity via an email from the Volunteer Scotland website. However, if there are other ways they can get in touch, it is useful to know how they should make contact.

Dundee Third Sector Interface (TSI) is a partnership between Dundee Social Enterprise Network and ,Dundee Volunteer & Voluntary Action..

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