

What volunteers say



Volunteers appreciate it when organisations approach them inviting them to apply for roles.



“I love that people looking for volunteers can reach out and contact people who are hoping to volunteer, it's like LinkedIn but for volunteering!”

“A couple of organisations contacted me in a capacity I didn't think was relevant prior to registering. They boosted my self confidence.”



- **Use the ‘Find potential volunteers’ feature to reach out to volunteers**
- **Personalise your message based on their profile and explain why they would be a great match for the role.**



Volunteers feel discouraged when they don't receive timely responses from organisations



“Can be frustrating when you show an interest in a role, but organisations don't get back to you!”

“It would be good to have an acknowledgement email when someone applies to volunteer, and possible feedback from the organisation within a set time frame so those applying know whether they've been successful or should apply elsewhere.”

“I have applied on behalf of others and not had a response at times, which can be quite demoralising for some people and puts them off reapplying.”



- **Use the automated welcome message function to set clear expectations and let volunteers know when they can expect a response.**
- **Add additional admins to your account to ensure multiple people can manage and respond to applications.**
- **Review your email preferences to make sure you receive notifications when someone applies for a role.**



Users find it useful to be able to search for and browse a range of opportunities



“It's great to have so many volunteering opportunities in one place and to be able to search for ones you are interested in.”

“A good place to find out centrally about a whole variety of volunteering opportunities.”



- **Create separate roles for each of your opportunities rather than one general one.**
- **Make the title of your role interesting and relevant to appear in search results.**
- **Create detailed role descriptions to help volunteers know what they will be expected to do.**



Users find it helpful to be able to filter to find relevant roles



“You can use the filters to narrow the choices down and once you’ve found a position you are interested in it’s easy to apply for it. ”



- **Think carefully about the filters that apply to your opportunities so they appear in the relevant searches.**
- **Select the tags for *Suitable for under 18's*, *Trustee opportunity* or *Suitable for corporate volunteers* for it to appear on the dedicated pages for volunteers.**



The platform is easy to use and users trust it as a place to look for volunteering opportunities



“A great range of local volunteering opportunities listed on the website. Trustworthy listings.”

“Easily accessible and very simple to apply”

“If anybody is looking for a volunteering post they couldn't find such diverse opportunities in one place anywhere else.”



- **If you’re not already using the site, give it a try to promote your volunteer roles - it has a large community of regular users.**
- **Encourage people to visit the platform to discover your opportunities and explore others as well.**

What organisation admins say



Volunteer opportunities aren't getting enough interest



- If you are struggling to recruit let us know and we can feature your roles on the homepage or include your organisation in our newsletter.
- You can embed roles on your own website - follow [this guide](#) to find out how.
- Utilise social media to promote your roles - join the [Volunteering in Norfolk Facebook group](#) to reach more potential volunteers.



The support to use the platform from the Volunteer Team is appreciated and helpful



- Explore the [Knowledge Base](#), packed with user guides from the platform developers to help you get the most out of the site.
- Check out the [Volunteer Coordinators Padlet](#) board for video guides showcasing different features of the platform.
- Get in touch! If you need support using Get InVOLved Norfolk please email us at volunteercentre@voluntarynorfolk.org.uk



Volunteer opportunities are getting few or no applications



- Use the Volunteer Pool to connect with potential volunteers - filter by the causes and activities they are interested in, and location.
- You can contact up to 5 volunteers per day. Be sure to include a personalised message explaining why they'd be a great fit for the role.



Users are not aware of, or haven't used, the data analytics function



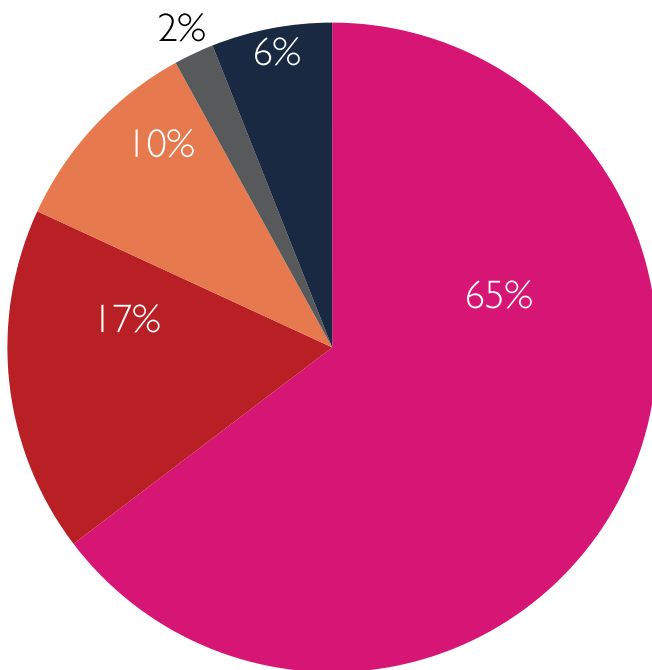
- The Data and Analytics function gives organisation admins the tools to easily manage users, applications, and activities. It also supports reporting and helps you to visualise the impact your organisation is making.
- Full guidance on using this feature can be found [here](#).

Statistics

115 volunteers completed the survey - these statistics show the frequency, nature and type of volunteering activities they do.

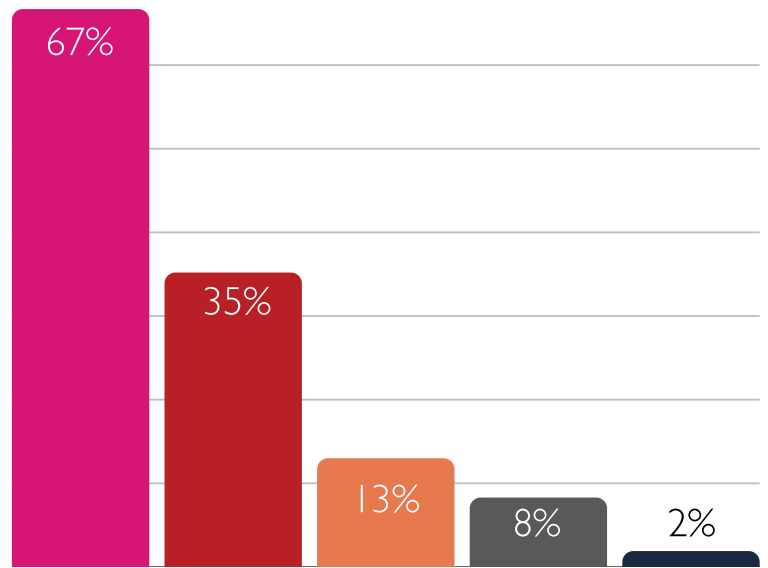
Volunteering Frequency

- At least once a week
- Less than once a week, at least once a month
- Less than once a month, at least 3/4 times a year
- Twice in the last 12 months
- Once in the last 12 months

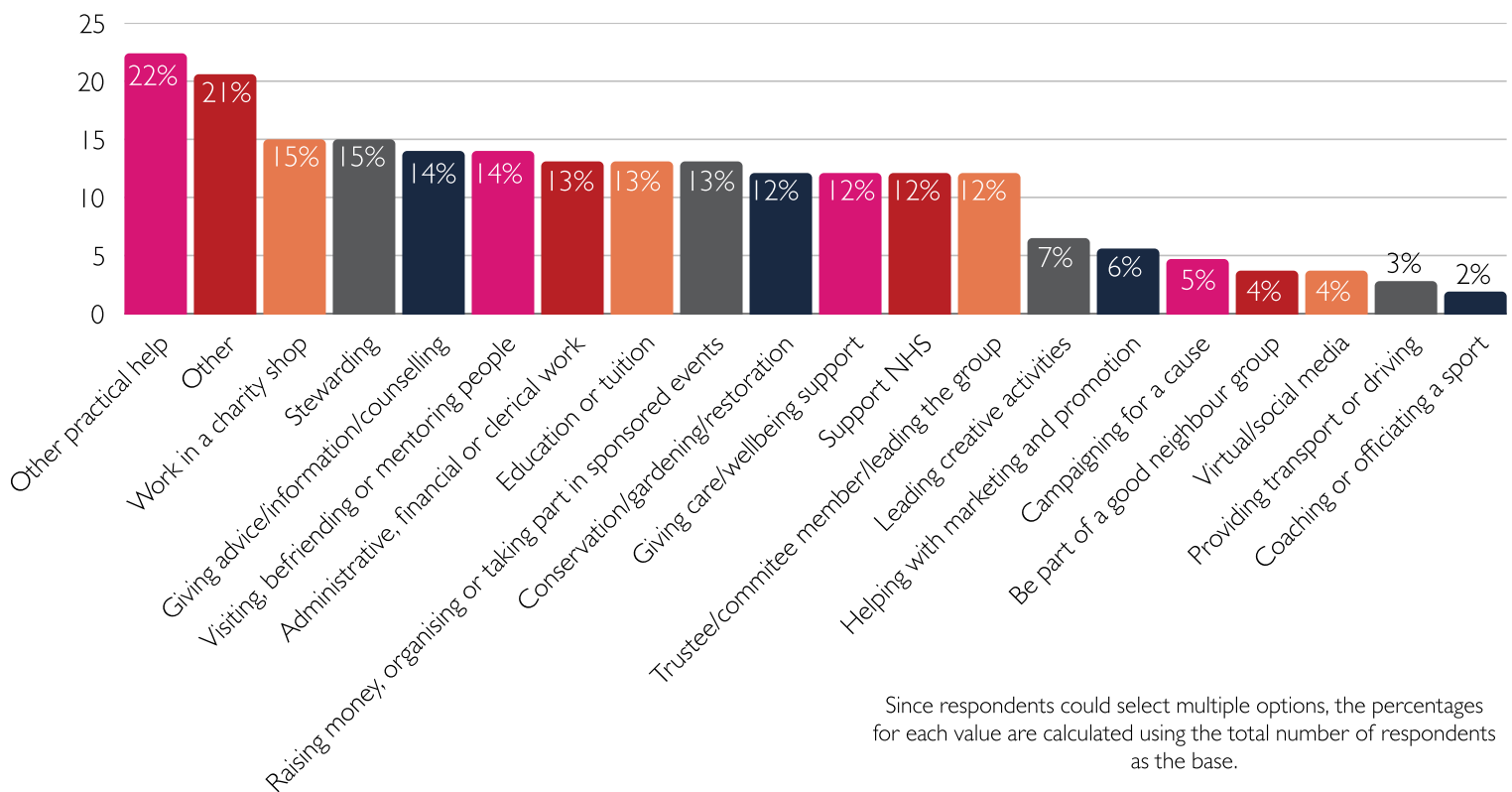


Volunteering Nature

- Regular formal (eg once a week/ once a month)
- Informal (as and when I can or am needed)
- One off event/task
- Other
- Employer Supported



Since respondents could select multiple options, the percentages for each value are calculated using the total number of respondents as the base.



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