



**A DIFFERENT
TOMORROW
STARTS BY
CHANGING TODAY.**

Spark a
Change

OUR COMMUNITY.
OUR RESPONSIBILITY.

About Spark a Change

Spark a Change is a digital volunteer platform that hosts a wide range of opportunities across Somerset and matches individuals looking to volunteer, together with organisations including charities and community groups. This guide is to help you get the most out of the platform as an organisation.

Getting started



Follow the simple steps in the slides below to create your organisation profile on Spark a Change and begin to add and manage your volunteering opportunities.

Before taking these steps, ensure that your organisation is not already on Spark a Change. You can do this by searching for your organisation name in the search bar here-

<https://www.sparkachange.org.uk/volunteer/organizations>

If your organisation is already on Spark a Change, get in touch with the volunteering team and we will add you as an admin to the organisation profile. If not, continue to follow the steps below.

If you have any questions or would like to set up a 10-minute training call to better understand the site, you can get in touch with the volunteering team volunteer@sparksomerset.org.uk

Setting up your organisation profile

1. Start by going to the 'Organisations' tab on the Spark a Change website - Click on 'Create Organisation' - [For organisations | Spark a Change](#)

For organisations

Spark a Change is the ideal platform for you to attract, recruit and engage with a wide range of enthusiastic and engaging volunteers who can make a positive contribution to your charity or community group.

This digital volunteering platform allows you to showcase your opportunities in one place that will be visible to thousands of potential volunteers across the County.

The process is quick, easy and free.

Please also check out our [FAQs](#) page for more information.

[Create organisation](#)

2. Add in your organisation name and type of organisation, the organisation address and a link to your website.

3. In 'About' describe briefly what your organisation does, which target groups you work with and what your vision and mission is. You can see an example of a good 'about section' on slide 13.

4. Add your organisation logo and cover photo. Choose a photo that stands out and represents your organisation.

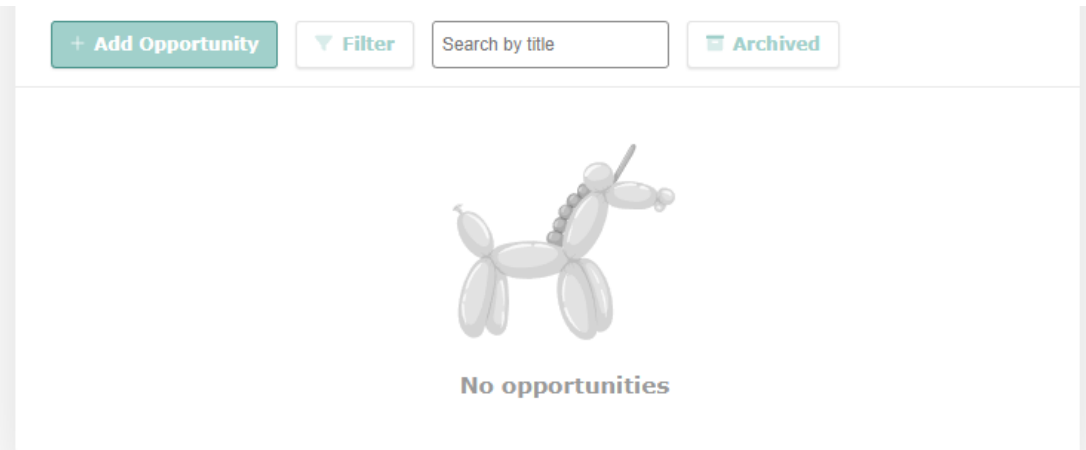
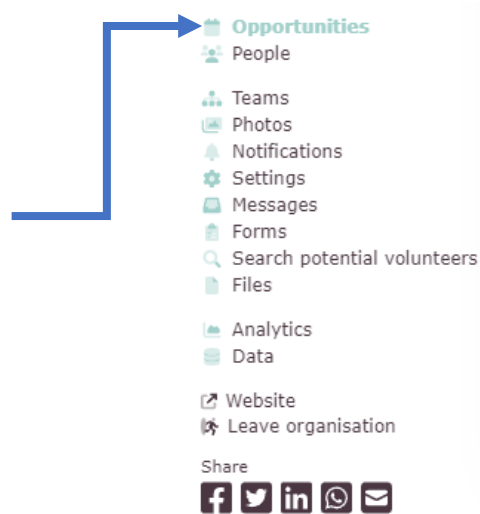
5. Add up to 3 cause categories that the organisation stands for.

6. Once you have inputted all the information click on 'Create'.

Setting up your volunteering opportunities

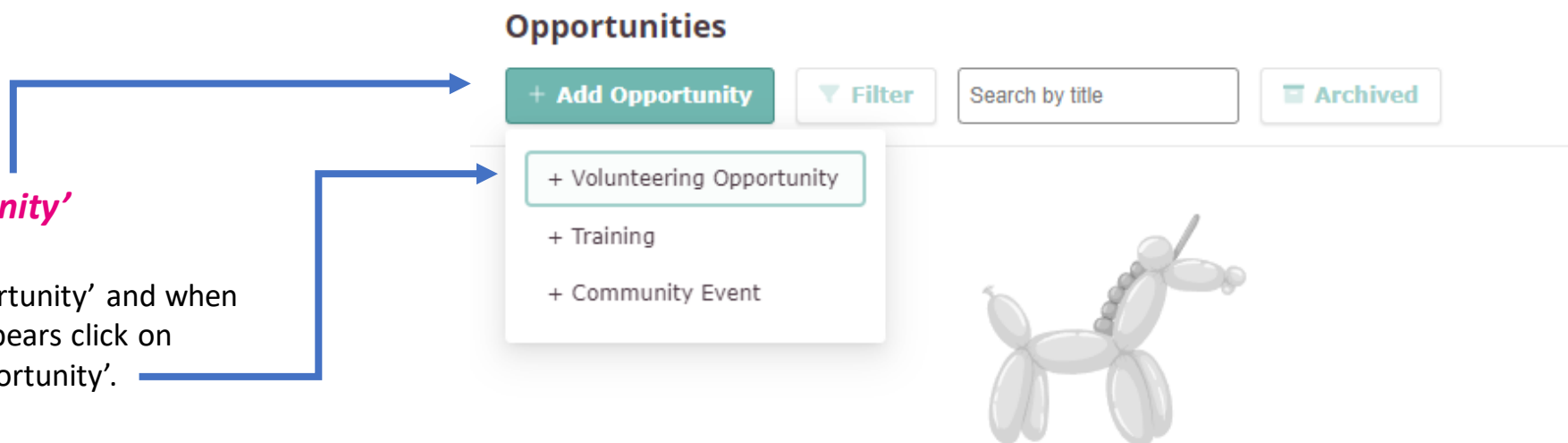
1. Click on 'Opportunities'

Once you have created your organisation, you will be taken to your profile. On the left-hand side, you will see different options. Click on 'Opportunities' to begin creating your volunteering opportunities.



2. 'Add Opportunity'

Click on 'Add opportunity' and when the drop down appears click on 'Volunteering Opportunity'.



Setting up your volunteering opportunities

3. Create your volunteering opportunity

Title

- Create a short and clear title for your opportunity. Try to use the sentence to convey an actionable message.

Location

- Add a place and address to the opportunities. For opportunities where the physical location is not important, such as online volunteering, select 'Anywhere'.

What kind of opportunity would you like to create?

- You can read more about the different options and what they mean in the slide below.

Summary

- Try to get your message across in one sentence and in an enthusiastic way. This is the first thing the volunteer will read about your opportunity. You can find an example 'summary' on slide 13.

Create a volunteering opportunity

Title * 80

Place, address or city *

What kind of volunteering opportunity would you like to create? *

Task

Event

Project role (Temporary)

Organisation role

I'm not sure

Please provide a bit more information about this opportunity

Summary 160

It will be shown in the website and on Google search results. Be concise and clear.

[+ Add a detailed description](#)

[+ Add extra instructions on how to get to location](#)

Preview



Posted by Spark a Change

What kind of opportunity would you like to create?

Task

- Short term one-time activities that DON'T need to be done at a specific place and/or a specific time. Tasks should not require more than 16 hours of work.

Event

- Short term one-time activities that need to be done at a certain place and/or a certain time.

Project role (Temporary)

- One-time tasks or roles with a clear end date or ending condition that require longer term commitment.

Organisation role

- Recurring tasks or fixed roles without a clear end date or ending condition that require longer term commitment.

Setting up your volunteering opportunities

4. Add a detailed description

• This is where you'll be able to say more about your opportunity or event. Describe in the best possible manner what / who you are looking for and what volunteers can expect. You can find an example of what to include and a good detailed description on slides 14 & 15.

• **Tip:** have someone from outside of your organisation read over the description and ask them for their honest opinion. Is the opportunity easy to read? Is it inspiring and motivating? Is it too long or too short? This way you'll get a good understanding of how people, who are not yet familiar with your organisation, react to the description.

Please provide a bit more information about this opportunity

Summary

160

It will be shown in the website and on Google search results. Be concise and clear.

Detailed description

Normal **B** *I* U     

As examples: impact, mission, responsibilities, duties, etc.

In order to get the best match please explain what people will do, what they can gain from this experience, and what impact they will be making. Try to keep it short and engaging. [Remove](#)

Extra instructions on how to get to location

As examples: landmarks, entrances, building wing, etc.

[Remove](#)

Preview



ORGANISATION ROLE · FLEXIBLE HOURS

Posted by Spark a Change

Setting up your volunteering opportunities

5. Choose a cover image

- Select a photo that fits your opportunity or event

Note: Try to use images that convey what the volunteer can expect from the activity and aim at using multiple different images for each individual opportunity. Imagery plays an important role in the volunteer's online search for volunteering activities.

6. Organiser

- This is the person within your organisation that owns the opportunity. All of the applications will end up with this person.

7. Requirements

Here you can indicate which requirements a volunteer has to meet:

- Does the role require a DBS?
- Does the volunteer need to be a member of your organization?

8. What can you provide to the volunteer?

Here you can indicate what your organisation can offer to an applicant. You can choose between:

- Reimbursement of costs
- Extra support

9. How many volunteers do you need?

Here you can indicate how many volunteers you are looking for, whether you want to close the opportunity when the number of volunteers is reached, and whether the opportunity is suitable for groups.

The screenshot shows a form for setting up a volunteering opportunity. It includes the following sections:

- Cover Image:** A section with a camera icon, a 'Choose image' button, and a link to 'How to choose a good cover photo'.
- Organiser:** A dropdown menu showing 'Laura Bazley'.
- Requirements:** Two checkboxes: 'Disclosure and Barring Service' and 'Member of my organisation (Private)'. Both are currently unchecked.
- What can you provide to volunteers?:** Two checkboxes: 'Reimbursement of costs' and 'Extra support'. Both are currently unchecked.
- How many people can join?:** Two radio button options: 'Unlimited' (checked) and 'Limited'. The 'Limited' option has a 'Max capacity' input field. Below these is a checkbox for 'Suitable for groups / teams'.
- How can people join:** Two radio button options: 'Apply' (checked) and 'RSVP'. The 'Apply' option has a sub-note 'Approve applicants before they can join'. The 'RSVP' option has a sub-note 'Applicants join directly'.
- Custom application form:** A dropdown menu with a '-' sign.
- Footer:** A link 'Create a form for new applicants' and a button '+ Add a standard welcome message for new applicants'.

Setting up your volunteering opportunities

10. Add a custom greeting message

This is a standard message that volunteers will receive upon applying for your opportunity.

11. Activities and causes

Select the activities and causes that most-adequately describe what the volunteer can expect

12. Other tags

Here you can specify if the opportunity is a Duke of Edinburgh opportunity, if you are a member of the Open Mental Health alliance, if it is suitable for corporate groups and if the opportunity is suitable for young people.

13. Publish

Press the "Publish" button to make your opportunity directly visible in the search for volunteers.

14. Create more opportunities

You can create as many different opportunities as you like for different volunteering roles you may have within your organisation.

Welcome message for new applicants

Customize the message that applicants receive after applying for this opportunity

Ex.: Hello, :name:! Thanks for applying.

Remove

Tag your opportunity to help people find it

Activities

Specify the activities to find people with the right skills

Select

Causes

Select

Other tags

- This is a DofE-Award opportunity
- Tick this box if you are a member of the Open Mental Health Alliance
- Suitable for corporate volunteers
- Youth volunteering opportunity for 16 - 18 year olds

Your opportunity is now live!

Share on Social Media

- Share your opportunities on your social media accounts and also on our 'Volunteers in Somerset' page- [Volunteers in Somerset | Facebook](#)

Invite people you know

- Send the opportunity to people you think might be interested and ask your current volunteers to tell their friends and family.

Reach out to potential volunteers

- Reach out to potential volunteers via the volunteer pool. The volunteer pool allows organisations to reach out to potential volunteers who have signed up to the pool based on their interests. You read more about the volunteer pool via the links below:

[Volunteer Pool for Organisations | Spark a Change](#)

[How can I find volunteers in the volunteer bank | Help Centre \(deedmob.com\)](#)



Your opportunity is published and discoverable 🌍

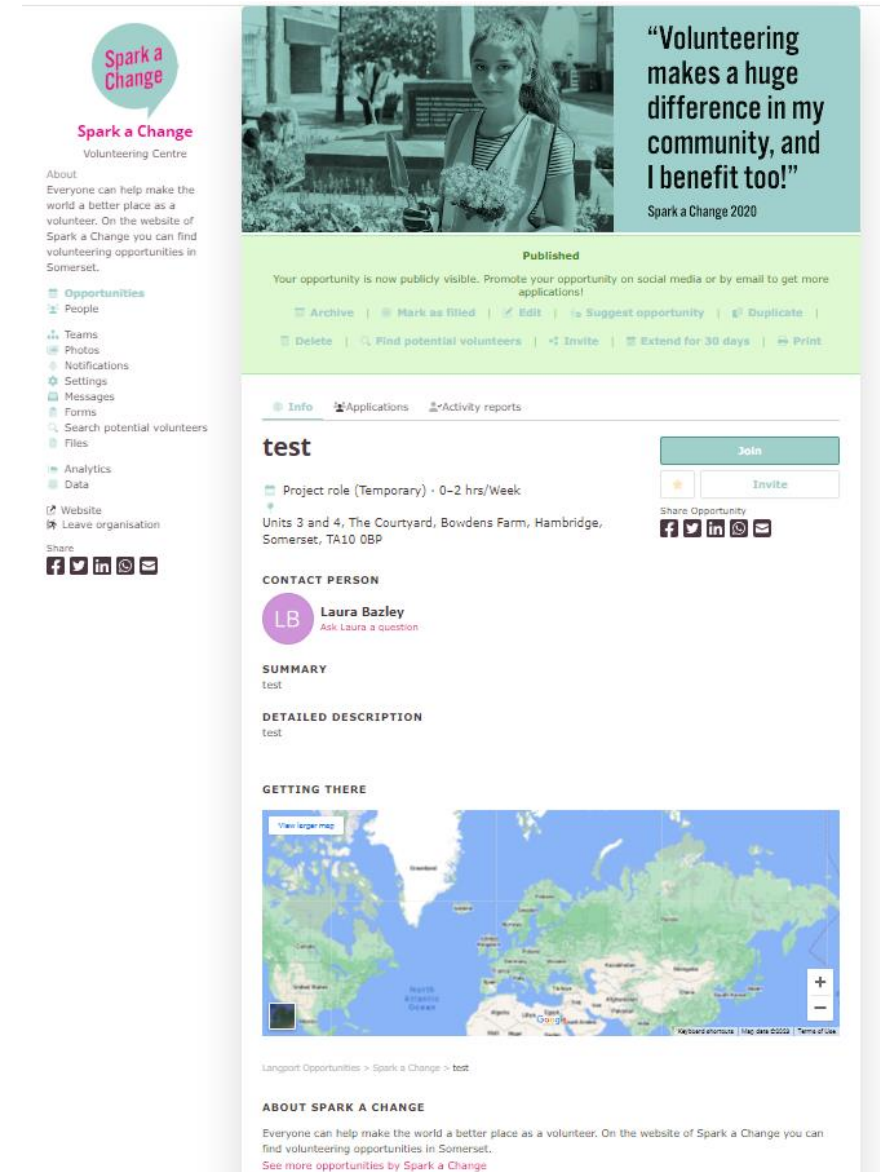
By taking the following actions you're able to increase the likelihood of receiving applications for your opportunity:

- 1  Share on social media
- 2  Invite people you know
- 3  Reach out to potential volunteers



What can a potential volunteer see when they click on your opportunity?

- When a volunteer clicks on your opportunity, they will see something similar to the image to the right.
- If they are interested in the opportunity, they can click 'Join' and this will bring up a box for them to give you a bit more information about why they are interested in the opportunity. Once they send the message, a notification will appear in the organisers inbox to let you know that someone is interested in the opportunity. The organiser will then need to log in to Spark a Change to reply to the message.
- The potential volunteer can also 'Ask the organiser a question'. Again, this notification will go directly to the organisers inbox to let them know they have received a new message on Spark a Change.



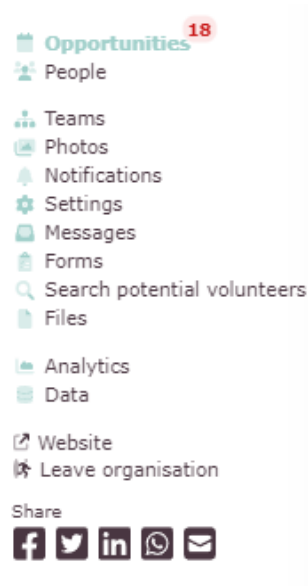
The screenshot shows the Spark a Change website interface. On the left is a navigation menu with options like 'Opportunities', 'People', 'Teams', 'Photos', 'Notifications', 'Settings', 'Messages', 'Forms', 'Search potential volunteers', 'Files', 'Analytics', 'Data', 'Website', and 'Leave organisation'. The main content area features a 'Published' banner with a photo of a young woman and a quote: "Volunteering makes a huge difference in my community, and I benefit too!" Below this is a 'Published' status bar with various action buttons like 'Archive', 'Mark as filled', 'Edit', 'Suggest opportunity', 'Duplicate', 'Delete', 'Find potential volunteers', 'Invite', 'Extend for 30 days', and 'Print'. The opportunity details for 'test' are shown, including a 'Join' button, 'Project role (Temporary) - 0-2 hrs/Week', and location 'Units 3 and 4, The Courtyard, Bowdens Farm, Hambridge, Somerset, TA10 0BP'. There is also a 'CONTACT PERSON' section for Laura Bazley and a 'GETTING THERE' section with a map of the UK.

Tips for managing your profile

1. Make sure your information is up to date: if your organisation address changes, don't forget to change this information in your profile.
2. Be as complete as possible on your organisation page. Although some options are not mandatory, it is highly recommended to fill these options, as this increases your findability on the platform. It also gives more, and better exposure to your organisation.
3. Take some time to find the best fitting Sustainable Development Goals and Causes for your organisation. These variables are used by users to find organisations and opportunities, so make sure these variables truly fit your organisation's goals and mission.
4. Respond promptly to applications.
5. Confirm in the settings you are getting notifications from potential volunteers. (Go to 'settings' and then click on 'Email notifications'. Ensure that 'Opportunity application updates' is ticked.)
6. Get support from the team– and feedback when things are not going right!

Viewing applications for an opportunity and changing the status

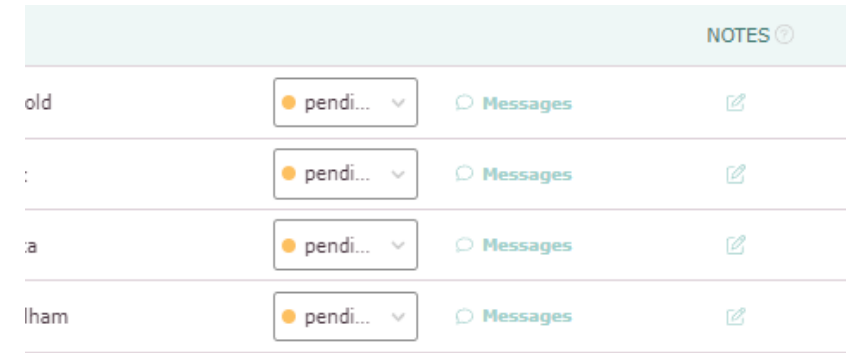
1. You can view the applications for an opportunity in the opportunity overview on your organisation page (organisation page > opportunities tab).



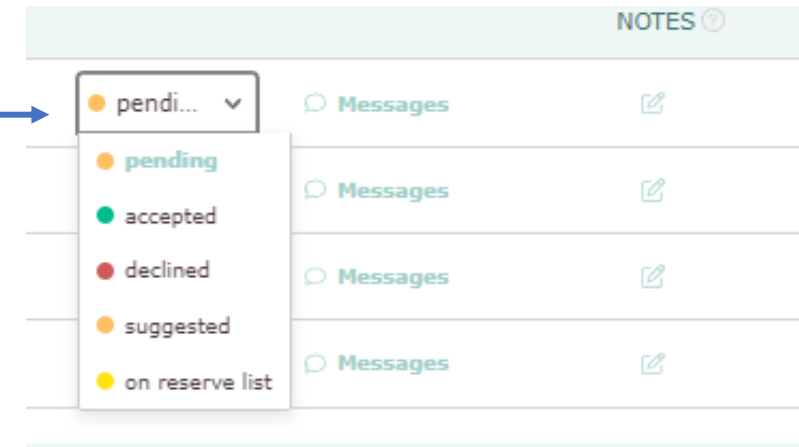
2. You will then see all your opportunities and the number of applications you have received for that opportunity (circled in image to the right).



3. You will then be able to see any pending applications and then respond to them through 'messages'.



4. Once you have spoken with a volunteer and decided on the next steps, it is important to change the status of each application. You can do this by clicking on 'pending' and then selecting the suitable option.



'About' section and 'Summary' section examples

'About' section example-

We are a small charity dedicated to the prevention of youth homelessness. Our services for young people focus on the individual—their experiences, needs, and goals—and helping them make positive change in their lives.

'Summary' section example-

We are looking to continually develop our community presence to ensure that the voices of young people are heard and our work to end youth homelessness reaches the largest possible audience. Our Community Champions play a vital role in representing the charity at local events, speaking about our work and encouraging more people to support our movement for change. Our Champions also promote our services and our campaigning work to tackle the root causes of the housing emergency.

A detailed description- What to include

When writing your volunteer role description, make sure it offers a good volunteering experience. This will make sure the role is attractive to new volunteers. Role descriptions should be consistent across your organisation and follow your volunteer policy.

- What skills are you looking for in a volunteer?
- Time commitment
- Main tasks within the volunteering role
- Benefits to the volunteer
- Any support/training that can be offered
- Does the role require a DBS?
- Next steps

'Detailed Description' example

We are looking for committed and compassionate volunteers to support us with our mission to end youth homelessness. This is a flexible role to suit your availability but ideally a minimum commitment of 6 hours a month would be great. Full training will be given.

Main tasks could include:

This is a varied role and you could do one, or all of the following activities:

- Delivering talks to local community groups about the work of our charity and the ways in which your audience could help us achieve our goals.
- Raise awareness of the charity and our work through talking to friends, family and on social media.
- Signpost people to our local Community Hub if they are experiencing homelessness.
- Spread the word in your community.

Benefits of Volunteering with us:

- Supporting us in our fight against homelessness
 - Gain valuable experience
 - Be part of a great team
- Build your confidence and develop transferable skills
- Enhances your CV - we can help you to update this and will provide references if necessary
 - Get to know your local community

Induction, Learning & Development

To enable you to take part in this opportunity, we will:

- Provide you with a volunteer handbook containing all relevant policies and procedures
- Provide an induction and training to support you to do your volunteering role
- Pay "out of pocket" expenses in line with our volunteer expenses policy

Next Steps:

To apply, simply click 'Join' and tell us a bit about yourself. We will get back to you as soon as possible and you will then be sent our application form. Thank you for your interest in volunteering with us!

How else can Spark a Change help you?



- Volunteers in Somerset Facebook page to promote your opportunities- [Volunteers in Somerset | Facebook](#)
- Monthly Volunteer Coordinators Forum
- One to one support and guidance
- Networking App – Discord (Please ask the volunteering team for a code).
- Access to nationwide organisations to share toolkits and resources

Contact Spark a Change
volunteer@sparksomerset.org.uk for any help or support.

There is also a help centre that can be used to support navigation around the site-
[Help Centre \(deedmob.com\)](#)

The Spark a Change journey so far



3784 volunteers registered
(As at April 2023)



479 organisations registered
(As at April 2023)