

Quest – Gplus 25 - Engaging with Volunteers

Guidance Notes



Module Outcome
<ul style="list-style-type: none"> There is an effective plan to engage, recruit, and develop volunteers which is building up capacity
<ul style="list-style-type: none"> There is action planning to make volunteering more diverse and representative of the local community
<ul style="list-style-type: none"> Volunteers are rewarded and recognised for their contribution
<ul style="list-style-type: none"> There are pathways in place to provide volunteers with opportunities to develop skills that support both individual development and/or economic development
<ul style="list-style-type: none"> Work to engage with and develop a strong volunteering base and makes a clear contribution to maintaining/raising levels of participation in sport and physical activity

PLAN
Challenge: How do you ensure that effective plans are in place to promote and develop volunteering?
<p>Examples of best practice</p> <ul style="list-style-type: none"> Volunteering and investment are part of the corporate strategy and linked to local outcome frameworks There is a plan in place to engage, recruit, deploy, support, reward, and recognise volunteers Clear objectives are defined in the strategy/ policy to increase volunteers There are clear objectives defined in the strategy/ plan to improve diversity Clear objectives are defined in the strategy/ plan to engage, recruit, and deploy volunteers in target communities There is proactive working with community partners, sporting bodies, and key local and national agencies Partners play an integral part in the design and delivery of the program There is an investment in the management and coordination of a volunteering strategy and program There is socio-economic data, local demographics, and local needs analysis to inform work Financial targets/ budgets are defined.
<p>Suggested Guidance</p> <ul style="list-style-type: none"> Is volunteering and investment in and for volunteers, identified as part of the corporate strategy and linked to local outcome frameworks Is there a plan in place that addresses and links together the engagement, recruitment, deployment, support, reward, and recognition of volunteers Are clear objectives defined in the strategy/ policy to increase the number of people volunteering in sports to increase participation Are clear objectives defined in the strategy/ plan to improve the diversity of volunteers in the area Are clear objectives defined in the strategy/plan to engage, recruit, and deploy volunteers in target communities and/or with specific audiences to help widen access/ tackle inequalities/ provide additional capacity Does the organization work proactively with community partners, sporting bodies, and key local and national agencies to identify and access funding/ resources to help build capacity, capability, and skills to develop a program that is effective and sustainable

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- Do partners play an integral part in the design and delivery of the program that is effectively linked to current sports and physical activity agendas? For example, this might involve University/college departments, job centers, prison service, volunteer centers, schools, scouts/guides, local training providers, clubs, NGBs, Active Partnerships, Street Games, non-sporting organisations such as the Prince's Trust, and local businesses to help create a joined-up approach and clear pathways for progression
- Is there investment in the management and coordination of a volunteering strategy and program that can work across local facilities, clubs, schools, community agencies, youth groups, events, and interventions (for example walks programs, Parkrun, coach development)
- The organisation/facility uses socio-economic data, local demographics, and local needs analysis to inform work around their volunteering strategy to help fix priorities and focus resources
- Is there defined financial targets/budgets to ensure the volunteering program is efficient and effective and is there a long-term perspective to ensure volunteering programs are sustainable particularly when funding for specific projects stops?

DO

Challenge: How do you ensure that volunteers are proactively engaged, retained, recognised, and rewarded for their volunteering contribution?

Examples of best practice

- Staff are skilled and trained to provide high-quality support
- There are effective information channels to target new volunteers and make people aware of volunteering
- There is a comprehensive training and development program available and is supported by various methods of promotion. The program is regularly evaluated and offers a range of opportunities
- There is a mentoring/buddying system to support and measure success
- There is a clear focus on diversity/ equality with schemes in place to promote target groups
- Volunteers and buddies are deployed as part of projects and intervention work to good effect
- A volunteer handbook is provided with relevant information
- Appropriate personnel procedures are in place
- A process is in place to match volunteer's qualifications to specific opportunities
- Generic and specific volunteer agreements/codes of conduct are in place
- There is a reward and recognition scheme in place
- Additional training, qualifications, kit and equipment, and experiences offered to active volunteers
- Volunteers are signposted to job opportunities
- Bursaries are provided or grant aid schemes offered
- Events are used to attract and deploy volunteers
- Strong links are in place with workplace providers/local employers to promote Corporate Social Responsibility
- There is an effective volunteer database of CRM to help keep information on volunteers up to date

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Suggested Guidance

- Are staff working in this area skilled and are they trained to provide high-quality support and guidance (and is this assessed through surveys of partners/volunteers)
- Are there effective information channels to target new volunteers and to make more people aware of volunteering opportunities and benefits in the locality/catchment areas
- Is there a well-structured, well-promoted, high-quality, customer-centric training and development program for organisations and volunteers to access? Is this supported in various ways, for example through the website, promoted through social media, and enabled through the use of toolboxes for the voluntary sector and individual volunteers to use, to assist them in their work? Is the program regularly evaluated and offer a range of opportunities, for example, to provide a range of technical training, multi-skilling opportunities, motivational interviewing/behavior change skills; information and guidance around safeguarding; health and safety; equality and club/community development for example
- Is there a mentoring/buddying system to support voluntary organisations/volunteers and does it measure their success/impact formally
- Is there a clear focus on diversity/equality with schemes in place to promote volunteering by disabled people; women, older people, and people from disadvantaged communities including NEETS
- Are volunteers and buddies deployed as part of projects and intervention work to good effect and is this work heavily promoted and showcased to provide profile
- Is there a volunteer handbook providing relevant information, for example, personnel procedures, code of conduct, training log, safeguarding, and health and safety guidance
- Are appropriate personnel procedures in place, for example, open recruitment, positive action initiatives, DBS, and other qualification checks (if appropriate), induction training, mentoring, and development opportunities
- Is there a process in place that can match the volunteer's qualifications to specific opportunities and identify training and development needs (skills assessment)
- Is there generic and specific volunteer agreements/code of conducts in place for each post/deployment
- Is there a reward and recognition scheme in place that might include award ceremonies to highlight and recognise volunteers' contributions as well as awards, website postings, length of service certificates, prizes, and incentives schemes
- Is additional training, qualifications, kit and equipment or experiences offered to volunteers who play an active part in the organisation and/ or wider development work
- Are volunteers pro-actively signposted to job opportunities, for example, apprenticeship, coaching, and other roles within the industry/sector and are there links developed to external employers/partners who recognise the value of the programs
- Are bursaries provided or grant aid schemes offered to partners to help develop volunteers on the ground
- Are events used well to attract and deploy volunteers as well as retain them for follow-up work
- Are strong links in place with workplace providers/local employers to promote Corporate Social Responsibility and the deployment of volunteers to support this
- Is there an effective volunteer database of CRM system to help keep information on volunteers up to date, for example, profile volunteers, communicate with them, measure their outputs, and help assess change and impact

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MEASURE
Challenge: How does the organisation increase the number and diversity of the volunteer base?
<p>Examples of best practice</p> <ul style="list-style-type: none"> • Tools are in place to measure objectives set and there is evidence to show results and how they contribute to wider outcomes • Satisfaction surveys are undertaken to ascertain the qualitative benefits of volunteer work • Soft outcomes studies are undertaken to ascertain the qualitative benefits of volunteering for the individual • KPIs are in place and communicated internally and are shared externally • There are measures around the return on investment made in support of volunteers • The individual, social, and economic value of volunteering is calculated and promoted • The sporting benefit of volunteering is calculated and promoted • The health benefits to volunteers and volunteering are calculated and promoted
<p>Suggested Guidance</p> <ul style="list-style-type: none"> • Are tools in place to measure objectives set and is evidence provided to show how outputs relating to capacity, capability, and diversity contribute to wider outcomes set by the Government and by local providers/commissioners • Are satisfaction surveys of volunteers and partners undertaken to ascertain the qualitative benefits of volunteering work • Are soft outcomes studies of volunteers undertaken to ascertain the qualitative benefits of volunteering particularly around individual /personal development • Are KPIs in place and communicated internally and are they shared externally, for example around project outputs, recruitment statistics including profile/makeup of volunteer database, retention, training attendance, skills development, and progression into employment • Are there measures around the return on investment made in support of volunteers • Is the individual, social, and economic value of volunteering directly provided, supported, or indirectly enabled, calculated, and promoted • Are the sporting benefits of volunteering which are directly provided, supported, or indirectly enabled, calculated, and promoted • Are the health benefits to volunteers and of volunteering which is directly provided, supported, or indirectly enabled calculated and promoted

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REVIEW	
Challenge: How does the organisation meet the needs and aspirations of volunteers?	
Examples of best practice <ul style="list-style-type: none"> • Available insight data from national agencies is used proactively • Reviews of objectives and approaches are carried out regularly with the staff team and partners • Reviews of objectives, approaches, and performance are carried out regularly with volunteers • Benchmarking is proactively carried out inside and outside the industry • Best Practice is proactively identified and shared • Trend date to review KPIs is utilised • Information and analysis for surveys, evaluations, and third parties are used to make change happen. 	
Suggested Guidance <ul style="list-style-type: none"> • Is available insight and data from national agencies, for example, Sport England, National Council for Voluntary Organisations (NCVO), and Institute of Volunteering, used pro-actively to inform decision-making, collaborative working and make changes • Are reviews of objectives and approaches carried out regularly with the staff team and our partners fully involved • Are reviews of objectives, approaches, and performance with volunteers carried out regularly to promote best practices and recognize high performance/success • Is benchmarking proactively carried out both inside and outside the industry • Is trend data to review KPIs around recruitment, retention, throughput, and employment utilised • Is information and analysis for surveys, evaluations, and third parties used to make change happen; to do more of what works best, and to improve performance? 	

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IMPACT
Challenge: How is the capacity and capability of volunteers increased to support wider objectives?
<p>Examples of best practice</p> <ul style="list-style-type: none"> • As a result of efforts to engage and retain, there is increased volunteer capacity • There is increased volunteer capability as a result of support and development initiatives • There is increased volunteer diversification, and it is more representative of the local community • Impact reports or infographics are used to show the contribution of volunteering • There is better engagement and collaboration with the organisations and there are more volunteers and better use of resources • There are improved and increased employment opportunities • There is greater inward investment in volunteering and cost/ benefit analysis • There is a clear economic and social benefit, and this is demonstrated • The contribution that volunteering makes is clear to see.
<p>Suggested Guidance</p> <ul style="list-style-type: none"> • Is there increased volunteer capacity as a result of efforts to engage and retain • Is there increased volunteer capability as a result of support and development initiatives • Is there increased volunteer diversification and is it more representative of the local community as a result of information provision, recruitment, special initiatives/projects, and additional support provided • Are impact reports or infographics used to show the contribution volunteering makes in a local community • Is there better engagement and collaboration with the voluntary sector, community organisations, and national agencies and are there more volunteers and more effective use of resources as a result • Are there improved and increased employment opportunities for volunteers • Is there greater inward investment in volunteering now and a clear cost/benefit analysis • Is there clear economic and social benefit from volunteering and is this demonstrated • Is it clear to see the contribution that volunteering makes to local sport and health profiles as well as to local community outcomes?