

Volunteer Recruitment & Succession planning Case Studies



The Issue?

The current leadership teams have been with the District for years and are looking to hand the baton on to new adult volunteers. So far no volunteers have come forward to commit to becoming a group leader or assistant group leader of the Elfin, Pioneer and Venturer groups.

What was done?

It was decided that we'd try to find new volunteers externally and advertise our positions online and with our local volunteer centres.

We listed our events for the Elfin and Pioneer groups on our local Council website to gain some more publicity and in addition placed adverts for Group Leaders and Assistant Group Leaders on the websites **V Inspired, Lets Do it** and the **Harrow Voluntary Co-op, Action Group**.

Adverts were placed on Facebook, Twitter, our website and e-mail communications were sent out.

What was the outcome?

The Lets Do it advert produced some response. We interviewed one candidate who was really interested but unfortunately lived a little too far from group.

The adverts are still a 'work in progress'. We hope to receive more response and will chase up with our local volunteers centre for advice on how we can better improve our adverts and receive more interest.

Recommendations?

Do not leave the your leadership succession too late. Arrange 'Learn to Play the Woodcraft Way' & 'New Leader Training' courses for your parent helpers so they feel prepared to take on more responsibility when its required.

Seek advice on Volunteer recruitment and use the resources on the Woodcraft Folk website.

Advertise for volunteer helpers all year round to have a constant presence in your local community and regularly meet potential candidates to help support the group and district at both group night & administratively.

Advertise volunteer opportunities through local primary schools where the group nights are held.

Woodcraft Folk Resources Used? Volunteer leader task descriptions found in the **Volunteer Toolkit**. Available for download on the Woodcraft Folk website www.woodcraft.org.uk/resources/volunteer-recruitment.