

Volunteer Recruitment & Succession planning Case Studies



The Issue? Recruiting adult members for a new group and raising the awareness of Woodcraft Folk in the local area.

What was done?

To raise the profile of our group we initially spoke to parents at other children's groups, put up posters to advertise introductory session and set up a Facebook group. The personal interaction with parents was a really good way to promote/raise awareness but tended to be consuming. The posters worked out to be less effective than we hoped. The Facebook group however had a much wider reach than our other attempts at publicity. We invited our friends to join the group and they invited their and so forth. We nominated one adult volunteer in the Facebook group to monitor what is posted, keep the page up to date and respond to any questions.

What was the outcome?

The Facebook group grew really quickly from 40 members within a few days and 80 members within 6 months. It became a useful forum to share info about local group developments and recruiting adult volunteers. We shared links to the main WCF website, highlighted events of interest and asked local parents for help. We successfully advertised for a District Safeguarding officer and received a really good response back from local parents.

Recommendations?

We would really recommend Facebook as a quick way of spreading information to a large audience, you receive good responses to direct questions and it inspires parents to start talking to you about what they've seen. Remember you must have at least one leader moderating content and ensuring permission has been sought to use photos. Bear in mind a 'like' on Facebook doesn't necessarily translate into people really coming to an event or link especially when planning for a trip or open day. Don't just use Facebook as the only way to communicate to your parents and local community.

Woodcraft Folk Resources Used? Access to Facebook.co.uk and a bit of IT to know how. **The 'Social Networking, website, mobile and email communication guidance'** to support you with using social media online. Found here on our website www.woodcraft.org.uk/resources/safeguarding-relevant-policies-and-templates