

Organisational Involvement



Volunteering Kingston Guidance

Before recruiting volunteers, make sure your organisation is “volunteer-ready” by completing the [Volunteer Management Health Check](#).

Basic Practice	Good Practice	Best Practice
Structured communication	Consulted on change and development	Formal representation at relevant meetings

Structured communication

Communication is important to **inform** volunteers of updates, opportunities, challenges and successes. It is also important for communication to go both ways, and there should always be the opportunity for volunteers to **feedback** their opinions on the organisation.

Some methods of communicating with volunteers are:

- Face-to-face communication, e.g. in 1:1 meetings with line-managers
- Newsletters via email or post
- Volunteer meetings, where volunteers can meet with their peers
- Sharing case studies of successes can highlight volunteers’ achievements
- If you have internal mailing lists for staff, add volunteers to these where appropriate
- Social media can be used to regularly update volunteers, and can also foster a sense of community, for example through groups on Facebook or Whatsapp.

If using social media, make sure to keep tabs on groups and monitor what is being said about the organisation. You may want to discuss safety online with volunteers, before setting up a group.

Consulted on organisation change and development

Involve volunteers when planning, changing or developing programmes and services. When a programme is volunteer-led, volunteers have the opportunity to influence and take ownership of projects. This process has benefits for the volunteer and the organisation:

- Volunteers are more engaged in projects, and less likely to drop out
- Volunteers have a chance to contribute their knowledge and experience to the organisation, improving services and programmes
- Volunteers have the chance to develop personally

There are various ways to involve volunteers in programme development. Some ideas are:

- Survey volunteers, for example regarding the volunteer recruitment process, to help
- Give volunteers a specific project they can work on, such as part of an event or research project
- Workshop new programmes with volunteers, to gather feedback and develop ideas

Formal representation at relevant team meetings

A volunteer-friendly organisation should welcome and encourage input from volunteers, for formally and informally. Regularly inviting volunteers to attend relevant meetings gives them a formal way to contribute to the organisation.