

THE THIRD AGE TRUST



THE UNIVERSITY OF THE THIRD AGE

Volunteers and Volunteering

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Volunteers and Volunteering



- Domestic
- Introductions

Workshop Objectives

- To identify what motivates people to volunteer
- To discuss how to develop a ‘culture of volunteering’
- To network and share ideas on valuing and recruiting volunteers
- To maintain a solution focused approach

Volunteer Motivations

Why do people
volunteer?

What do people gain
from volunteering?



- Motivated by/attachment to the cause
- Make a difference
- Contribution to my community
- Build social networks
- Learn new skills/use existing skills
- 'Somebody asked me'
- Constructive use of leisure time/had spare time
- To help people/improve things

Volunteering Research

- Highest rates of volunteering found among 65-74 year olds with 32% volunteering once a month and 42% once a year.
- 1 in 5 people aged 50-64 are caring for a relative
- 80% of grandparents provide some form of childcare
- Decline of around 5% in rates of volunteering amongst over 55s

Barriers to volunteering:

- Change in circumstances impacting on time
- Illness/declining health
- Caring responsibilities

Creating a Volunteer Culture

What do you
think this means?

Why do you think
this is important?



Creating a Volunteer Culture

- Raising the profile of the U3A and volunteering
 - Internal promotion
 - External promotion
- Recruiting new members
- Recognition and retention
- Review



Raising the profile

- Refer to volunteers
- Social media
- Website
- Newsletter
- Good news stories
- Links with external agencies
- Profiling via the Trust



Recognition and Retention

- Group leaders/convenors meetings
- Saying thank you
- Remember your unsung heroes
- Run effective meetings
- Acknowledge when Trustees move on
- Adhere to the Trustee code of conduct
- Join in with national recognition events and days
- Find ways to profile the contribution of group leaders/convenors



Recruiting Volunteers

- What challenges have you faced?
- What are some of the barriers to volunteering?



Survey results

Barriers and challenges:

- Lack of confidence in running a group or joining a committee
- Too much responsibility - too little respect
- Lack of understanding of the philosophy of mutuality
- Trustee role is viewed with suspicion
- I'm retired!
- U3A is for 'fun'

Survey results

Barriers and Challenges:

- Too much bureaucracy
- ‘Minutes are taken but hours are wasted’
- Personality clashes/difficult group members
- Worried about the level of commitment or already committed elsewhere
- Committee members staying on for longer periods than the constitution allows

Survey results

What have you tried and what works:

- Individual approaches
- 'Nurturing'
- Invitations to meetings
- Shadowing
- The 'Nuclear' option
- Coffee mornings
- Appeals in newsletters/emails



Recruitment

- Is your membership growing, static or declining?
- Succession planning
- Volunteer centres
- Open days/local events
- Posters/leaflets
- Networking
- Welcoming new members
- Explaining the ethos of the movement
- Culture of the U3A