

# **Engage Renfrewshire Volunteering Strategy 2019**

We will increase volunteering numbers and the types of volunteering opportunities in Renfrewshire.

We will do this in 4 ways:

1. Improve volunteering outcomes for Engage member organisations
2. Increase volunteering among harder to reach groups
3. Increase volunteering among working professionals
4. Influence the culture of volunteering through high quality communications and campaigns especially national Volunteers' Week in June

## **1. Improve volunteering outcomes for Engage member organisations**

- Strive for high quality volunteer recruitment, management and development by providing training, sharing best practice, tackling difficult issues, developing new and innovative ideas
- Support organisations to develop meaningful and creative volunteer roles within their structures, particularly using tech and digital to get people involved
- Support orgs to implement fair and transparent volunteering policies, and to equip their staff to utilise volunteering, resulting in increased retention rates and/or positive destinations
- Continuously evaluate the value and direction of the Volunteer Managers' Forum

## **2. Increase volunteering among harder to reach groups**

- Use digital to bust myths and use case studies to make it relevant across all channels; press, social media, and other external communications
- Find lesser heard member orgs and discuss/support volunteer development
- Engage with referrers, in particular groups working with people in vulnerable situations, such as people with disabilities or mental health issues, people who are living in poverty, minority ethnic, long term unemployed, or with convictions, in order to increase registrations

### **3. Increase volunteering among working professionals**

- Support local businesses in developing meaningful CSR policies, providing new ideas to get staff involved and highlighting the benefits to the company
- Find new opportunities for professionals to utilise their skills, interests and experience for the benefit of local orgs
- Use case studies to make it relevant across all channels; press, social media, and other external communications
- Work with Renfrewshire Chamber of Commerce and promote volunteering to enhance teamwork, professional development, corporate responsibility and workforce engagement

### **4. Influence the culture of volunteering through communications and campaigns**

- Use wellbeing as a tool to promote volunteering
- Use digital to bust myths and use case studies to make it relevant across all channels; press, social media, and other external communications, plus via local forums
- Equip every member organisation to be acknowledging volunteers during National Volunteer Week and build this to be a significant campaign
- Continuously evaluate, survey and gather stats on the impact of volunteering, and promote the results