Volunteer Digital Champion Model
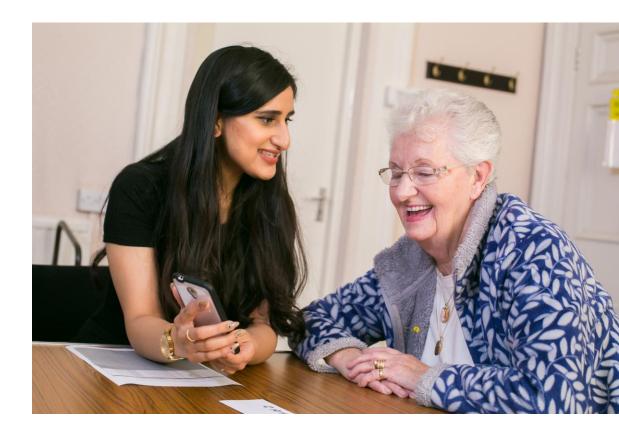
Sarah Parkes, Project Manager, Age UK

Model overview

A volunteer Digital Champion is someone who supports family, friends, and Age UK clients to enjoy all the benefits that having digital skills can bring.

1-1   Group   Events

Local libraries

GP surgeries

Local charities & community groups

Local businesses

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For example...

Turf Works recruited and trained 5 young Digital Champions who now regularly support a local over 60's group with their digital skills.
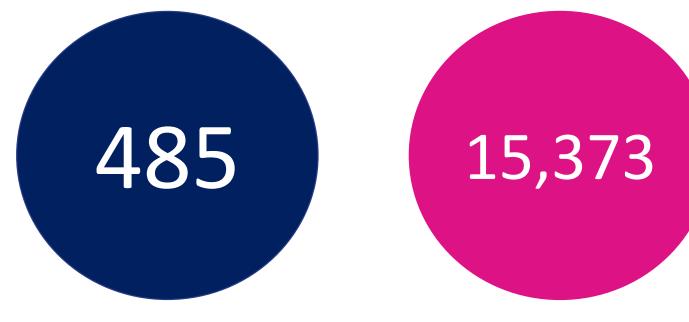
For example...

Digital Champions at Mount Zion Church regularly deliver 'Techy Tuesdays'.

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Volunteer Digital Champions at Age UK

485

Volunteer Digital Champions Recruited

15,373

Older People Reached

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Advantages of the approach - organisation

Volunteer Digital Champions at Age UK add great value to One Digital and help us to achieve our mission and objectives

- **Diverse range of skills, experience and knowledge**

- **More beneficiaries**

- **Building community relationships**

- **Effective and efficient delivery**

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Advantages of the approach – individual

As well as helping us to achieve our outcomes, volunteering can also benefit the volunteers themselves in a number of ways

- **Development of skills**

- **Health & wellbeing**

- **Building community relationships**

- **Have fun!**

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For example…

'*Becoming a Digital Champion helped me to update my skills, and I have helped people where I live adapt to using new technology*'

Thomas, 60, Volunteer Digital Champion

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Challenges of the approach

However, relying on volunteer Digital Champions does not come without its challenges

- **Volunteer retention**

- **Training & development**

- **Long-term commitment**

- **Impact on beneficiaries**

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Top tips

- 💡 **Do not rely solely on volunteer Digital Champions**

- 💡 **Provide consistent training and development opportunities**

- 💡 **Offer a variety of volunteering opportunities**

- 💡 **Volunteer Manager**

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