

Landcare Victoria Inc.



Advancing Landcare Pilot project



Fact Sheet

Recruiting New Volunteers

This project is proudly funded by The Ross Trust and the Department of Energy, Environment and Climate Action.



Energy,
Environment
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Recruiting New Volunteers

Information on strategies to recruit new volunteers and inspire young people to volunteer with landcare.

This fact sheet covers:

- Emerging trends in volunteering
 - Types of recruitment
 - Where to find volunteers
 - The right questions to ask
 - The 5A model of recruitment
 - Top tips from young people in landcare
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This resource will dissect one of the top challenges of landcare organisations - recruiting volunteers and engaging young people in volunteering.

Volunteers are the backbone of landcare in Australia. However, we are in a changing world with an ageing population and little time to spare, so the ways in which we recruit and retain volunteers need to constantly reviewed and adapted to ensure the best outcomes.



This fact sheet provides general information and is intended as a guide only.

Emerging Trends in Volunteering

It is becoming more likely for volunteering (in any sector) to be episodic, or a one off, and we are seeing a shift towards bite sized volunteering. Online or remote volunteering, as well as employee volunteering are also increasing in popularity.

Something to Consider

Did you know that when it comes to volunteering, there is actually not a big difference between ages. In fact, there is only around 5-10% difference between how many older people volunteer, compared to younger people.

Recruiting Volunteers

Types of Recruitment

- Passive - wait for people to come to you
- Active - you go out and find people - this is the one we need!

Where to Find Volunteers

Your volunteer recruitment activities are usually going to be aimed at those who live or work locally, or at people who have a personal connection/affiliation with your area or group and want to give back (for example, tourism).

How to Approach Recruitment

Start by asking yourself the right questions!

Question one - what are the barriers to volunteering?

What are the reasons people don't want to volunteer - are these issues that you can overcome? How do you overcome them?

Barriers to volunteering (source: Volunteering Australia)

- ✓ Time
- ✓ Long term commitment
- ✓ Not being asked
- ✓ Physical or health issues
- ✓ Don't know how to become involved
- ✓ Prefer to donate money
- ✓ Dissatisfied with previous experience
- ✓ Financial burden of volunteering
- ✓ Given enough time already
- ✓ No interest

Question two - are we sure we want/need to recruit?

Is recruiting the golden bullet? Is your organisation adequately resourced to take on extra work that having more volunteers will require?

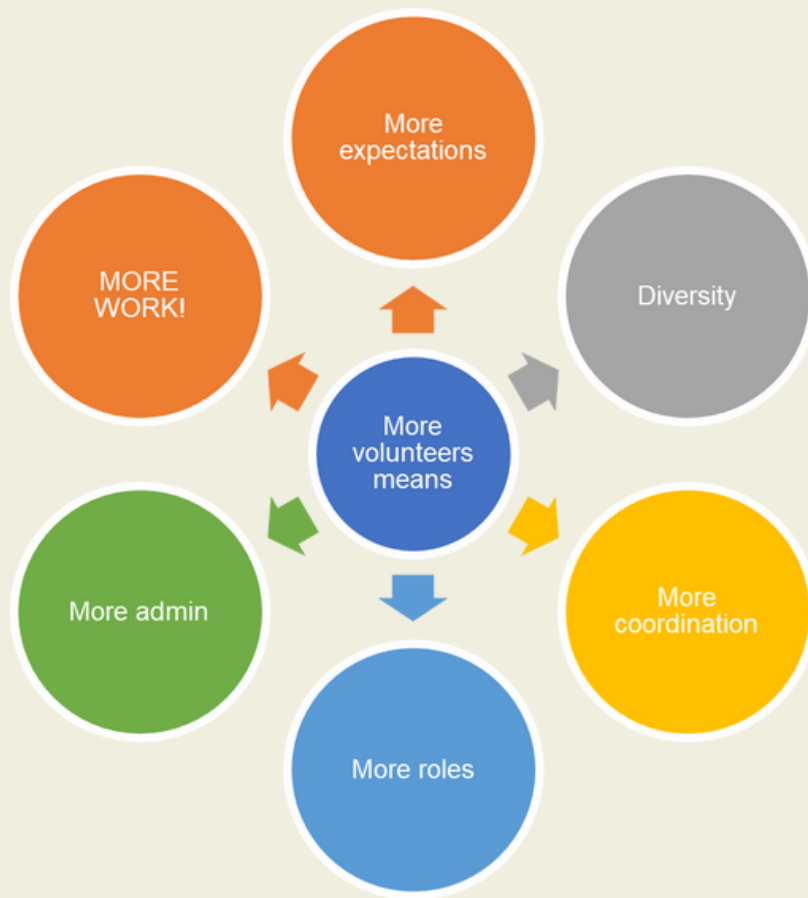


Image source: Volunteering Australia

The 5A Model of Volunteer Recruitment

The 5A model helps organisations to create a planned and targeted approach to recruitment and was developed by Kim Boswell from The Forever Agenda.

A1	ACTIVITY	A2	AUDIENCE	A3	ASK	A4	ACTION	A5	ALLIES
	What are you recruiting people to do?		Who are the types of people that can deliver that activity and where can you find them.		How to ask		Meaningful action		Who can help

A1 Activity - What are you recruiting people to do?

It is important that before you start recruiting, you understand the gaps and the purpose for recruiting, so you know where to start.

Be specific! What jobs or roles or tasks need to be filled or done?

Examples of targeted activities:

- Committee members - succession planning, share the workload, fresh ideas, new audiences
- Specific events/activities - for example working bees and events, more volunteers means more work can be done
- IT or communications - someone with specific skills to build a website, manage social media etc.

A2 Audience - Who are the types of people that can deliver each activity and where can you find them?

The aim here is to have one-on-one conversations with individuals who are ideally suited to the roles you are trying to fill.

The below image outlines the types of people that might fill volunteering roles. Understanding an individual's motivation to volunteer is also an important part of the recruitment process.



Understanding why people join and leave groups as volunteers is also important. We need to be okay with people coming and going!



A3 Ask - How do we ask people to volunteer?

How we ask people to participate makes a difference. It is important to consider the following when recruiting for volunteers:

- How to structure the ask and what language should be used
- Mindset - be positive, don't anticipate a negative response
- Be brave - you might fear a no response, feel that it is too much to ask, or that it is an inconvenience to ask
- It's not a personal favour - It's an invitation with a purpose

How to target volunteers:

- Know the activity - find the audience and where to get them from
- Volunteer Resource Centres are a great way to find volunteers

For example:

ACTIVITY	AUDIENCE	ACCESS
Filming your stories	Film student	University
Plant trees	Local families	School principals, door knock
Paint the office	Corporate	Local business

A4 Action - Meaningful Action

Now that you have signed up your new volunteers, what's next? What will you initially assign them to? Is it manageable and meaningful?

Providing your new volunteers with a warm welcome is incredibly important, but it's not where the interaction stops!

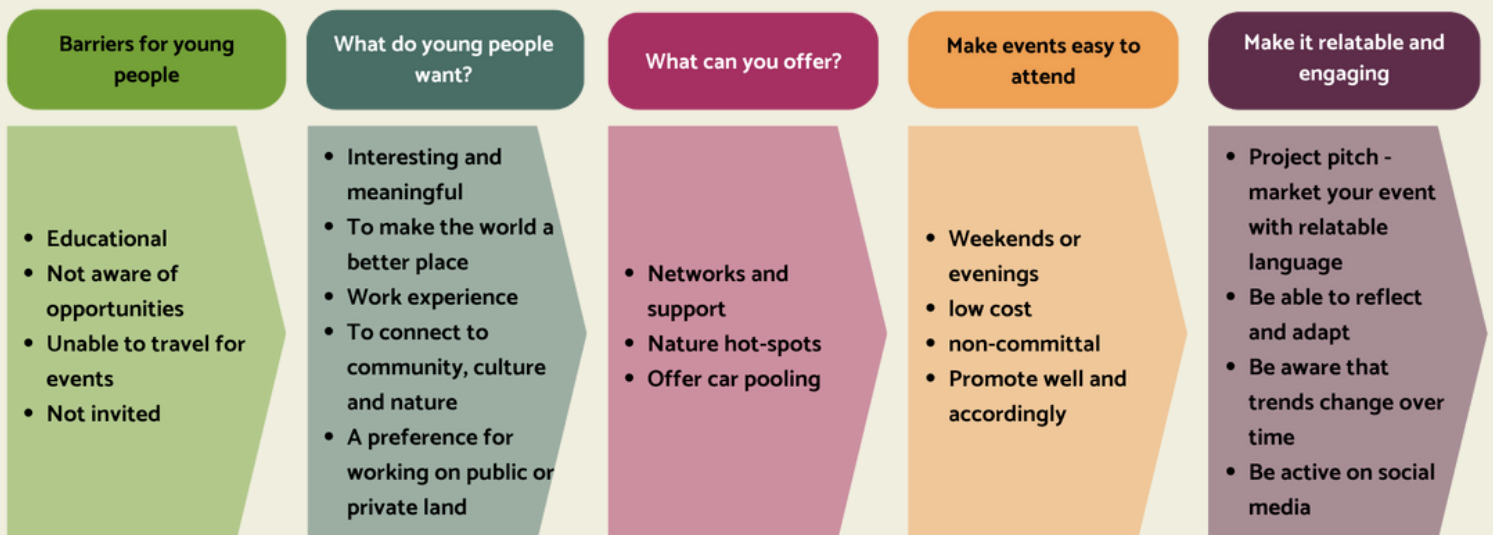
- First impressions count!
- Involve your new volunteers in the organisation by asking for their opinions and avoiding specific language
- Nurture relationships - communication is key!
- Induct new members about committee responsibilities
- Adapt and accommodate - is the organisation willing to make the changes necessary to incorporate new people? For example, younger volunteers might be more willing to attend shorter meetings

A5 Allies - Think about your volunteers as long term allies

The ways that people engage with groups may change over time. They may give their time as a volunteer, donate funds or provide gifts and in-kind contributions, and they may advocate and promote the organisation. They may contribute one, two or all of these things during their time with an organisation.

Top Tips for Engaging Young People

Amy Henson from Mornington Peninsula Intrepid Landcare Group and Annette Cavanagh from Upper Goulburn Intrepid Landcare Group share their tips on how to engage with younger volunteers.





What is Intrepid Landcare?



It was started with the aim of engaging young people 18-35 years old in landcare. It combines outdoor adventure and recreation in nature, with a conservation purpose.

Grants

Department of Energy, Environment and Climate Action

- [Community Volunteer Action Grants](#)
- [Grants for youth environmental work](#)

Parks Victoria

- [Youth Volunteering for Nature](#)

Volunteering Australia

- [Volunteering grants](#)

Useful Resources

- [Creating Inter-Generational Partnerships for Landcare Success - video](#)
- [The Forever Agenda](#)
- [Not for Profit Law - Member Responsibilities](#)
- [Donate to Landcare Victoria Inc.](#)
- [Volunteering Australia - Ideas to keep volunteers engaged](#)

Landcare Victoria Inc. would like to thank Kim Boswell from The Forever Agenda for providing the information for this fact sheet.