

## Recruit Volunteers and Structure Volunteer Roles using GIVERS

GIVERS is an evidence-based approach to influencing volunteering behaviour. **Organisations can maximise the appeal of volunteering by ensuring each section is covered in their volunteering programmes.** This will lead to an increased number of volunteers, increased retention and make volunteering more enjoyable.

### The GIVERS model

Use this model to ensure the Netball volunteer is at the centre of your organisation when structuring volunteer roles and recruiting for them – **are your volunteers receiving what they need and want under each section?**

**This is what volunteers need and want from their experience:**

#### G - Growth

- Personal development/growth
- Gain new skills
- Broaden their horizons

#### I - Impact

- Make a positive impact on people and their communities
- Able to clearly see tangible results and the difference they have made
- A positive impact on the volunteers own Hauora (health and well-being)

#### V - Voice

- Initial contact from a person of perceived importance
- Messaging framed to trigger their desire to be involved
- The opportunity to have their say and be heard

#### E - Experience

- An easy and hassle-free journey
- A positive experience overall
- Flexible to fit voluntary work around their busy lives

#### R - Recognition

- Volunteering is rewarding and volunteers are acknowledged for their involvement
- Acknowledgement is varied - a simple thank-you, qualifications gained, well-being benefits, public recognition

#### S - Social

- Opportunities to interact with others and make new friends
- To fulfil their duty to society

## Applying GIVERS

Here are a few ideas to try out in your volunteer programmes or when recruiting for roles. To get maximum benefit at your organisation from GIVERS be sure to share all the great stories of success with your community to shine a light on volunteers and volunteering.

### G – Growth

- Provide training opportunities to develop current skills
- Provide challenging tasks that require problem solving and a sense of achievement
- Allow volunteers to apply their current skills to a new environment/setting

### I – Impact

- Allow volunteers to be part of the consultation, decision-making, reporting and review processes
- Communicate the impact to volunteers, both during and after, that they are having on your organisation and its community
- Connect volunteers with those they are impacting (when this is not naturally part of their role)

### V – Voice

- Use someone well-known and liked who is perceived to be an expert in volunteering to personally ask a potential volunteer to get involved
- Frame the role as a challenge for the volunteer
- Advertise the outcome as a loss rather than a gain, e.g. "without you many young people won't be able to play" vs "you will be helping young people to play"
- People are more likely to volunteer if others are volunteering. Create visibility of your volunteers to develop a culture where it becomes normal to volunteer
- Prime people to think about the value of other people's time (volunteering increases) rather than the value of their own time (volunteering decreases)
- Make people feel happy with praise or humour at the point of making a decision about volunteering

## E – Experience

- Allow maximum flexibility in terms of time and location for the volunteering e.g. from home or via online technology
- Have a simple and quick enrolment process
- Provide easy to understand guidelines and instructions
- Have a dedicated person to support volunteers and deal with any difficulties that may arise

## R – Recognition

- Financial reward should be avoided such as money or vouchers
- Highlight the non-financial short-term rewards (the peak positive experience) e.g. attend a game or tournament
- Highlight the non-financial long-term rewards (the positive knock-on effects) e.g. new skills gained can be used in future careers or roles
- Thank volunteers every time they contribute, ideally in person and especially at the completion of their role
- Thank volunteers publicly e.g. award ceremonies and social media

## S – Social

- Set aside time for volunteers to meet each other and socialise during their volunteering
- Host a celebration at the end of the volunteering role creating great memories of being involved as well as an opportunity to cement new relationships
- Make volunteers feel part of a Team, e.g. inclusion in decisions and providing them with a uniform

### References:

*Givers. Using behavioural science to recruit and retain volunteers more effectively – Sport and Recreation Alliance UK, June 2018*