

Get Out Get Active (GOGA) and Volunteering Matters

Launched in 2016, the Get Out Get Active (GOGA) programme, funded by Spirit of 2012, is providing opportunities to reach the UK's very least active disabled and non-disabled people in fun and inclusive activities together.

As the national charity leading UK volunteering in policy, practice and partnerships, every year we engage with over 20,000 volunteers supporting 85,000 people in over 100 community programmes to inspire people and change communities.

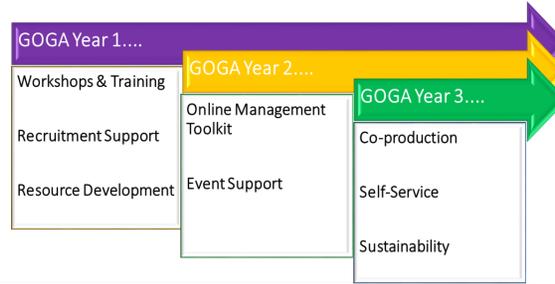
It is with this reputable experience that Volunteering Matters, a proud national

delivery partner for GOGA and have helped to put capacity building for volunteering at the heart of this national programme.

Our role has been to develop and deliver bespoke volunteer management support to GOGA Localities volunteer programmes that specifically meet their needs.

Our progressive development approach throughout the project has been flexible, inclusive and responsive by supporting localities directly through our lead contacts who manage our relationship and act as their gateway to the skills, knowledge and experience to bring the best of Volunteering Matters to GOGA.

Through a strong focus on diversity, inclusion and sustainability, structured around the Talk to Me principles, we have supported GOGA Localities to recruit, train and retain volunteers to get active together. Below shows the sequential development and continuous support of our GOGA consultancy offer for Localities



“By volunteering and participating in GOGA I can help others and help myself to get active together at the same time, I feel like I’m benefiting my community more by combining both. It makes me feel proud.” *Kieran, GOGA Rochdale*



GOGA Key Learning - Rising to the challenge of inactivity

- Offer the opportunity to volunteer alongside participation! GOGA volunteers have revealed that combining volunteering with participation works best to get those who are least active into sustained activity, especially for people with a disability.
- Our initial advice would be to recruit from within - converting participants of activity to co-producers. GOGA Fife, for example, observe the development of their participants, identify potential and offer the opportunity to volunteer, depending on the needs of each potential volunteer.
- Don't make it all about getting healthier – a strong part of GOGA's success in recruiting and retaining volunteers with disabilities seems to be it's inclusive nature and strong values base. Make values a visible part of your participation and volunteering programme delivery.
- Think carefully about barriers to entry (in participation and volunteering) and what prevents people from coming back after they drop out. Volunteers in 'peer', 'buddy', 'champion' or 'activator' roles can help your recruitment and retention.
- Take every opportunity to review your practice and benchmark it against others. Did you know the GOGA volunteering toolkit has 'take action' sections? You can use these to self-assess your volunteering programmes and create your own action plans, with results sent directly to your inbox.
- Don't forget to tell the story – case studies are great ways to capture your impact and inspire others. A positive story can be the best advertisement for your service or opportunity.

“The consultancy with Volunteering Matters was a very thought-provoking and enlightening insight into encouraging inclusive volunteering and our GOGA programme has become more inclusive, and we are continuing the work to get even better, working with local partners and bringing opportunities to disabled people.”
- Nicholas Alogba, GOGA Manchester

Doing things differently:

We've used GOGA to up our understanding, practice and voice around inclusive volunteering - by integrating Talk to Me Principles into our consultancy support for Localities and beyond.

We've seen the impact of this through:

- Encouraging Localities to diversify their channels and reach (driving awareness);
- Holding taster events (engaging the audience)
- Developing flexible, progressive and meaningful roles such as Community Champions, Activators, Buddies.

The Peer Mentor approach with DRUK (support and reassurance) has also been a very popular aspect of our recruitment activity, which has sourced, screened and forwarded over 400 potential volunteers to Localities.

Our online Volunteer Management Toolkit has attracted 5,500 unique visitors. It includes comprehensive advice on how to build an inclusive volunteer programme.

And as part of our consultancy for GOGA and wider audiences, we are advocating for (and supporting) the co-production of volunteering roles that matches people's lived experiences, to better engage the least active, including



Resources and further information:

Volunteering Matters have collaborated with Get Out Get Active (GOGA) partners to develop an online Volunteer Management Toolkit full of fantastic volunteer stories, learning resources and templates that offers practitioners practical steps for building an inclusive volunteer programme.



Get in touch and find out about opportunities available to you in your local area:

✉ goga@volunteeringmatters.org.uk

🏠 www.volunteeringmatters.org.uk

☎ 020 3780 5870

#GetOutGetActive



Talk to me principles to help drive participation

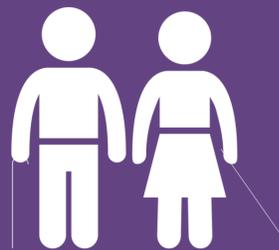
Drive awareness

1. Use the channels I already trust
2. Stay local to me



Engage the audience

3. See me as an individual
4. Talk to as many of my values as possible
5. Continue to fulfil my values in new ways



Offer support and reassurance

6. Reassure me I'm going to fit in
7. Make me feel I can do it
8. Make it easy for me to tell you my needs
9. Ensure my first experience is good
10. Encourage me through existing advocates

