



# Creating positive and inclusive volunteer opportunities

Get Out  
Get Active

Funded By  
SPIRIT OF 2012  
THE NATIONAL LOTTERY  
SPORT ENGLAND  
LONDON MARATHON CHARITABLE TRUST

## 1. How to create attractive and successful volunteer roles

### Be flexible

Offering flexibility is a key factor in attracting a range of people from diverse backgrounds, age ranges and abilities. Volunteering opportunities are as diverse as the volunteers that do them and each volunteer will have something unique to bring to a role. Be prepared to adapt roles for varying abilities and needs such as if a person has a visual or non-visual disability.

### Take a person-centred approach

Think beyond demographics when trying to reach and connect with potential volunteers. Understanding someone as an individual enables you to take a people-first approach.

### Reach

Who are your ideal volunteers? Do they need specific skills? How do they like to receive information about opportunities? Knowing this will improve your chances of reaching them.

### Preparation is key

Prepare your organisation for welcoming volunteers in advance create a plan and define roles and responsibilities within your organisation ahead of their first meeting and ensure the environment for all attendees.



## Case study

**In this video volunteer Asmita talks about how getting active has changed her life:**



# 1. Creating positive and inclusive volunteer opportunities

## 2. The volunteer role

### Volunteer role description

Having a clear role description will help keep your volunteers focused and inform them about what their role entails. It will help them to know what they need to do, what support they'll get to do it and how they fit into the bigger picture of your organisation. This will ensure they feel valued and therefore motivated.

### What to include?

-  **Role title:** Give the role a title that's concise and meaningful.
-  **About the organisation:** A summary of information about the organisation.
-  **About the role:** A summary of the role and why it is needed.
-  **Skills and attributes:** What skills and attributes are required?
-  **Contact Details:** Who are the relevant volunteer contacts? Provide a list of names with roles and telephone numbers/email addresses.

See **Section 3** Volunteer Recruitment for more information.

### Resources



Encouraging more disabled people to volunteer - Activity Alliance research ▶

Take a person-centred approach ▶

Extend your reach ▶

Preparation is key ▶



# 1. Creating positive and inclusive volunteer opportunities



## Top tips!

### Volunteering for all

- There are many barriers that may prevent people from volunteering. These could be practical, logistical or psychological e.g. transport, access, timing or flexibility of the role.
- Try to identify and avoid any potential barriers in your roles and advertising that may prevent people choosing to volunteer with your organisation.
- Include your volunteers in the way you shape roles and recruit to encourage a diverse volunteer taskforce. This will bring broader experience and knowledge to the team that will enable you to connect with a wider range of audiences.
- Think about the audiences you are trying to engage in your activities and consider how your volunteering opportunities are attractive to them.
- Understand that different demographic groups will have different motivations for volunteering.
- Encourage your volunteers to participate in the activities too.
- Keep it simple and appeal to individuals' motivations.



#GetOutGetActive

### Get in touch to find out more about GOGA:

- 📞 01509 227750
- ✉️ [goga@activityalliance.org.uk](mailto:goga@activityalliance.org.uk)
- 🐦 @GetActiveGOGA
- 🏠 [www.getoutgetactive.co.uk](http://www.getoutgetactive.co.uk)

**Photo credits:** Active Lincolnshire (1), GOGA RCT (2), Live Active NI & DSNI (3), Sport England (4).