



Practice area 1

Recruit and engage volunteers

Principles

1. A positive organisational approach to diversity, inclusion and equity is in place.
2. A proactive approach to making volunteering accessible is in place (including removing any barriers to access).
3. Volunteers reflect the communities that their organisations serve.

Why this practice is important

The engagement and recruitment stage is where a connection starts to be built between the volunteer and the organisation. Volunteers want to get enough information and insight to decide whether they want to connect with the organisation and commit to the role being offered. The organisation wants to find out if the volunteer is a good fit for the work that needs doing and with its culture and/or kaupapa. The engagement and recruitment stage is successful when volunteers are placed in roles that match both their needs and those of the organisation.

What volunteers need

- Easy to access information about the role, the organisation and recruitment process
- To have a welcoming and positive recruitment experience
- To feel like they can be their full selves within the organisation
- To have their needs and interests understood (including volunteers with a disability)
- Clarity on what is required to volunteer with the organisation
- A timely, seamless, and engaging recruitment experience

What Good Practice looks like

Provide accessible, clear information about the role, the organisation and recruitment process

- Provide a clear, concise role description outlining: The purpose of the role, its impact, the difference it makes; Expectations about the level of commitment, hours, location, activities involved; and skills and qualifications sought. If possible provide multiple formats of the information e.g. easy-read document, video with captions.
- Provide clear information about the organisation: Its mission and vision, who it serves; the values and culture of the organisation; and the opportunities and unique benefits of volunteering with the organisation e.g. qualifications available and recognition practices

Connect with and build understanding with the volunteer

- Ask what motivates them and what they want to do
- Determine how the applicant wants to volunteer e.g. regular a weekly commitment or project-based?
- What the volunteer's needs are e.g. access, cultural needs
- Understand their family and work life commitments, e.g. childcare/dependents, community and work commitments; social, personal and study commitments.

Be clear about what is required to work with the organisation

- Provide information on organisational rules, codes of conduct, and expectations
- Advise the volunteer on recruitment requirements such as medical screening and vetting and security checks
- Tell the volunteer what skills are required and training provided for role
- Be clear about when people will be expected to volunteer, and if flexibility is available
- Say what costs they might have, such as petrol, and whether/how these costs will be reimbursed
- Make sure goals and expectations are clear to begin with

Provide a positive recruitment experience

- Ensure communication about volunteer opportunities is inclusive and accessible and considers different cultural understandings of volunteering
- Use of a range of channels that encourage those from diverse backgrounds to apply e.g. migrant networks, marae, Volunteer Centre Network, website, community newsletters, and friends and family
- Provide easy to access information on the recruitment process and what to expect
- Have accessible online application processes and systems, with options for those with limited access to technology
- Have an accessible, welcoming and inclusive interview
- Ensure a quick response, acknowledging and following up enquiries
- Initiate vetting and security checks promptly
- Keep a record of enquiries, even if the volunteer is not suitable or unavailable for a role, to advise them of future volunteer roles
- Have a process for volunteers to provide feedback about any concerns in a way that suits them