

# Volunteering Has Changed - Have You?

## Recruiting, Retaining and Empowering Volunteers

Laura Elson

# What we'll cover

- What's happening in volunteering right now?
- What does this mean for Community Fundraising?
  - Recruitment
  - Retention
  - Empowerment
- Top tips



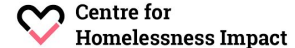
# About Laura



HENRY SMITH  
FOUNDATION

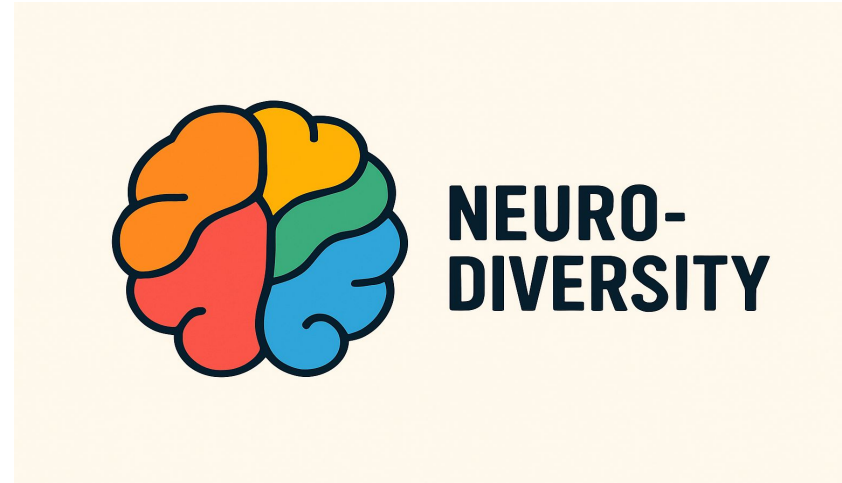


citizens  
advice



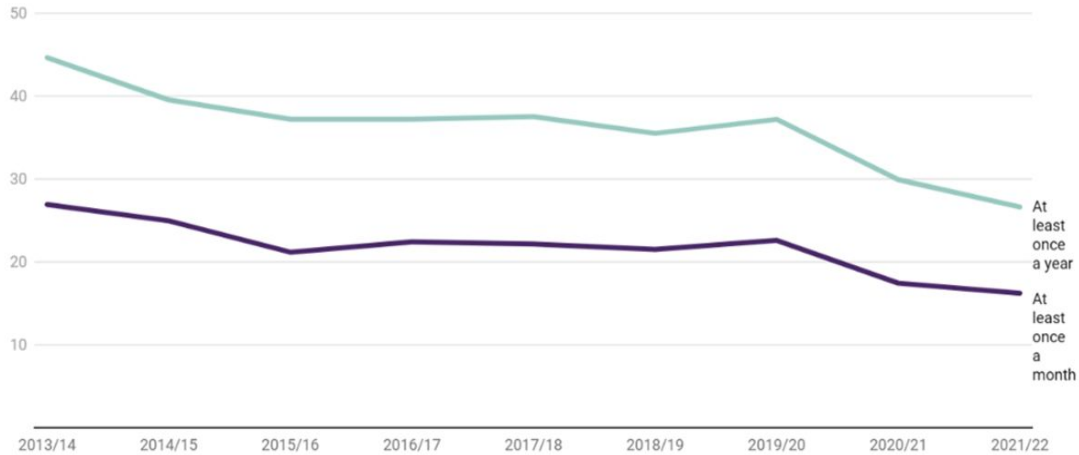






# Declining participation

Formal volunteering rates, 2013/14-2021/22 (%)



Source: Community Life Survey, 2021/22 • [Get the data](#) • Created with [Datawrapper](#)



- Running a group
- Running events
- Fundraising

***Time Well Spent Report 2023, NCVO***

# Have you mystery shopped your journey?

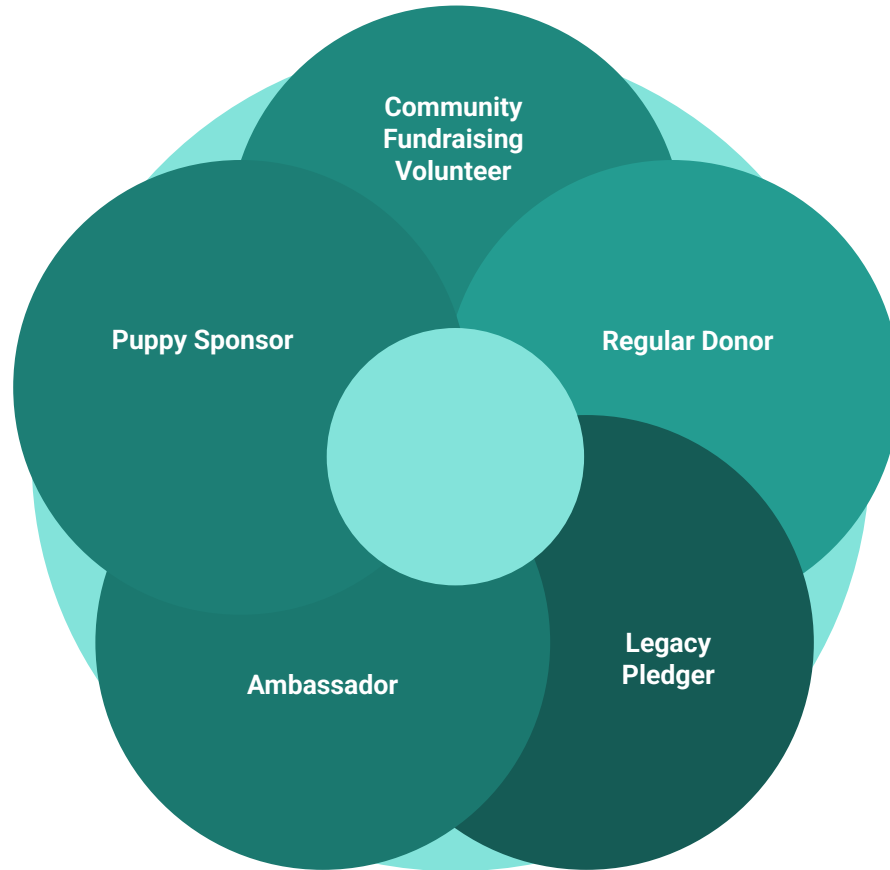


**Our most  
impactful year**

**5,996  
trustees and  
volunteers placed**



**Reach  
Volunteering**



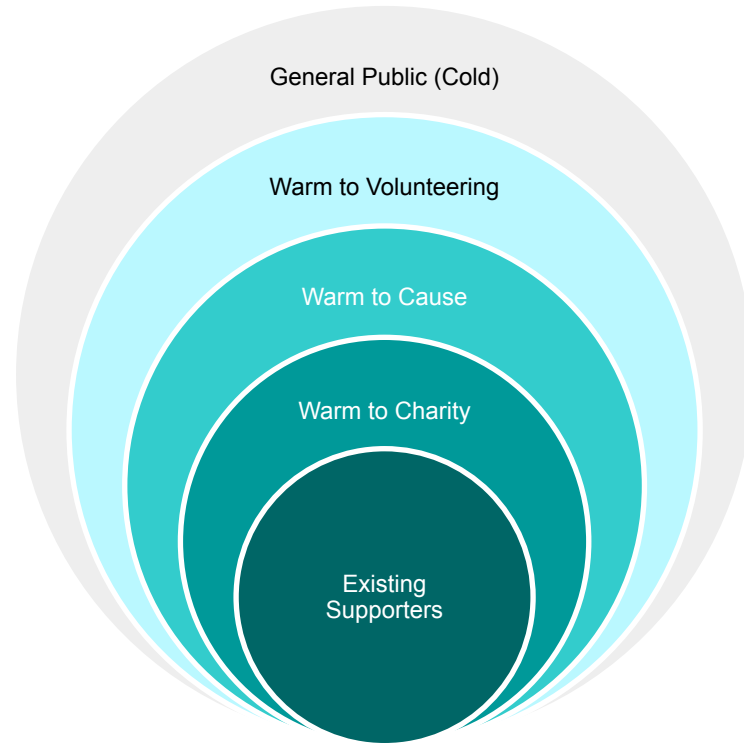


Butterfly  
Conservation's

**BIG**  
BUTTERFLY  
COUNT



# Targeted recruitment





**Durham**  
Wildlife Trust  
From Tees to Tyne



**Book your  
place!**

**4th  
February  
2024**

# Volunteer Open Day

Rainton Meadows Nature Reserve | 10am - 3pm

Discover our volunteer opportunities, with hands-on activities to try. Staff will be present throughout the day with informative exhibits and registration support. Discover how you can get involved and take action for nature.

Sign up as a volunteer

# Community fundraising volunteer retention



- Most have been involved 5+ years
- They are also Puppy Parents, Ambassadors, Speakers and more
- Give money too
- Are happy with the time commitment
- Found applying easy, clear and supportive
- Feel very supported by staff
- Feel very valued, recognised and communicated with
- Also volunteer elsewhere (animal charities, local charities disability charities)
- They feel Canine Partners is a better experience

# Why do volunteers stay at Canine Partners?

*“It's more flexible around my life”*

*“Less bureaucracy, training and checks”*

*“There's more personal involvement, human interaction and heartfelt thanks than at other charities”*

*“ I feel very supported by my fellow volunteers and the staff”*

*“ I get a lot of support around the events I run”*



1. Become part  
of our close  
community

# Empowerment





# Thankyou



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