

"RECRUITING VOLUNTEER PARENT CHAMPIONS: INSIGHTS, STRATEGIES, AND BEST PRACTICES"

VICTORIA DICKINSON
ASSOCIATE VOLUNTEERING
CONSULTANT



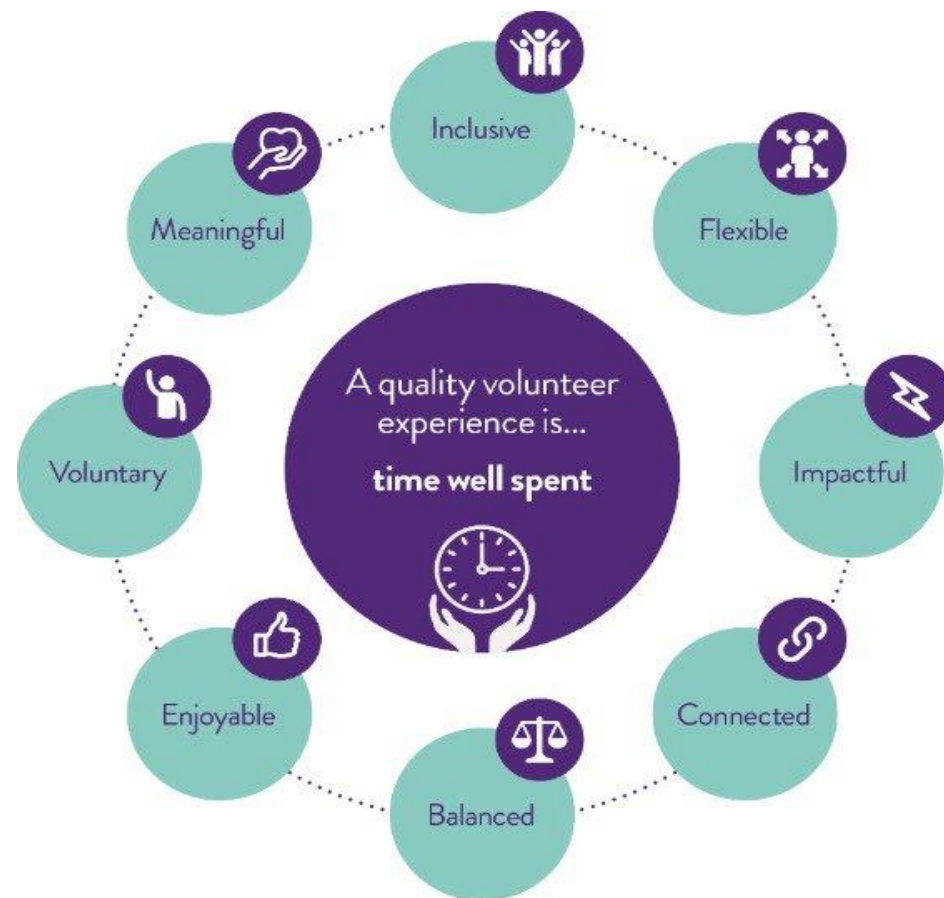
TODAY WE WILL:

- Examine key motivations for volunteering, using insights from the Time Well Spent Survey (NCVO, 2019).
- Understand national volunteering trends and their implications for recruiting Volunteer Parent Champions.
- Learn practical strategies for effectively attracting and retaining volunteers.
- Engage in interactive group exercises to generate and share ideas for strengthening local Parent Champion programmes.

UNDERSTAND WHY DO PEOPLE VOLUNTEER

TIME WELL SPENT

NATIONAL SURVEY OF THE VOLUNTEER EXPERIENCE



GROUP DISCUSSION

Which insight from the Time Well Spent survey resonates most with your current challenge?

**THE IMPORTANCE OF UNDERSTANDING THE SKILLS AND
KNOWLEDGE REQUIRED**

ENSURES THE RIGHT FIT FOR THE ROLE

BETTER SUPPORT TO FAMILIES

INCREASES THE RETENTION

TAILORED TRAINING AND SUPPORT

POSITIVE AND STRONGER TEAMS



KNOWING WHAT MAKES A IDEAL VOLUNTEER – CREATING PERSONAS

- TARGET RECRUITMENT MORE EFFECTIVELY (E.G., THROUGH TAILORED MESSAGING AND PERSONA-BASED OUTREACH)
- MATCH ROLES TO THE RIGHT PEOPLE, INCREASING SATISFACTION
- KNOW WHAT CHANNELS AND MESSAGES TO USE
- BETTER RESULTS AND MORE EFFECTIVE
- HELPS BUILD AN INCLUSIVE PROGRAMME

PRACTICAL WAYS TO RECRUIT PARENT CHAMPIONS

Real Stories
and
Testimonials

Choose the
Right Channels

Identify Core
Volunteer
Motivations

Visual Appeal

Promote the
Benefits Clearly

Make it Easy to
Act

SOME MESSAGES AROUND MOTIVATION

Motivation

Altruism

Personal growth

Social connection

Career/experience

Spare time

Tailored Message

“Help other parents like you feel supported and informed.”

“Build your confidence and learn new skills while supporting your community.”

“Be part of a friendly network of local Parent Champions.”

“Gain valuable experience for work or study while making a difference.”

“Flexible volunteering that fits around your family life.”

GROUP EXERCISE - Discuss in your groups:

Who influences local parents?

How to engage with them?

Create a mapping of influential individuals and organisations that can support your recruitment.

Q&A AND CLOSING DISCUSSION