SFTMVB1
Promote volunteering within your organisation

Overview	This unit is about promoting volunteering within your organisation. This involves: helping internal stakeholders (such as trustees and committee members, managers and employee representatives) understand the role of volunteers and the contribution they can make to achieving strategic goals; helping people in your organisation support volunteers; and identifying and reducing barriers to volunteering within your organisation.

SFTMVB1
Promote volunteering within your organisation

Performance criteria

Promote volunteering to key people in your organisation

You must be able to:

P1   identify the role of volunteers within your organisation's strategies and plans

P2   communicate with internal stakeholders on the role of volunteers and the contribution they can make to the organisation's goals in ways that gain their understanding and active support

P3   identify, quantify and communicate the contribution that volunteers make to your organisation's goals

Help people in your organisation support volunteers

You must be able to:

P4   help people in your organisation

    P4.1 understand their attitudes to volunteers and the reasons for these attitudes

    P4.2 identify how volunteers can make contributions to your organisation's goals

    P4.3 adopt attitudes that support volunteers in making contributions to your organisation's goals

P5   communicate to people in your organisation

    P5.1 the roles and responsibilities of volunteers

    P5.2 their roles and responsibilities in supporting volunteers

P6   provide opportunities for people in your organisation to develop the competences they need to support volunteers

P7   encourage behaviour that helps volunteers make effective contributions

P8   discourage behaviour that hinders volunteers from making effective contributions

Identify and reduce barriers to volunteering in your organisation

You must be able to:

P9   monitor the impact of structures, systems, policies and procedures on volunteering

P10 monitor the diversity of volunteers and how well this reflects the make-up of the community your organisation is operating in

P11 monitor the level of support volunteers receive from people in your organisation

P12 analyse monitoring information to identify and prioritise any barriers that may prevent volunteers from making their full contribution

P13 work with relevant people to identify and recommend improvements to structures, systems, policies and procedures or the support volunteers receive to ensure volunteers are able to make appropriate contributions

SFTMVB1
Promote volunteering within your organisation

Knowledge and understanding

Activity and project management

You need to know and understand:

K1   legal and organisational requirements relating to contracts and agreements

K2   monitoring principles, methods, tools and techniques

K3   quality assurance and continuous improvement principles, methods, tools and techniques

Analysis, accounting and decision-making

You need to know and understand:

K4   analytical principles, methods, tools and techniques

K5   creative-thinking principles, methods, tools and techniques

K6   prioritisation principles, methods, tools and techniques

Information and communication

You need to know and understand:

K7   communication principles, methods, tools and techniques

K8   research and investigative principles, methods, tools and techniques

People management

You need to know and understand:

K9   consultation principles, methods, tools and techniques

K10 diversity principles, methods, tools and techniques

K11 equality principles, methods, tools and techniques

K12 feedback principles, methods, tools and techniques

K13 influencing principles, methods, tools and techniques

K14 leadership principles, methods, styles and techniques

K15 legal and organisational requirements relevant to involving volunteers

K16 motivation principles, methods, tools and techniques

K17 personal and professional development principles, methods, tools and techniques

K18 support principles, methods, tools and techniques

K19 team-working principles, methods, tools and techniques

K20 volunteer management principles, methods, tools and techniques

Work context

You need to know and understand:

K21 current and future roles and responsibilities in your organisation

K22 relevant organisational policies and procedures

K23 your organisation's stakeholders and their diverse interests, needs, abilities and preferences

K24 your organisation's structures and systems

K25 your organisation's culture, values and ethos

SFTMVB1
Promote volunteering within your organisation

K26   your organisation's vision, mission and strategic objectives
K27   your organisation's volunteers and their diverse interests, needs, abilities and preferences
K28   your own knowledge, skills and competence and the limits of these
K29   your role and responsibilities

SFTMVB1
Promote volunteering within your organisation

Additional Information

Behaviours

1.   Adaptability and innovation

1.1.   seize the opportunities presented by diversity

2.   Communication

2.1.   identify people's information needs
2.2.   listen actively, ask questions, clarify points and rephrase others' statements to check mutual understanding
2.3.   identify people's preferred communication media and styles
2.4.   adopt communication media and styles appropriate to people and situations
2.5.   present information clearly, concisely, accurately and in ways that promote understanding
2.6.   confirm people's understanding through questioning and interpretation of non-verbal signals
2.7.   encourage people to ask questions or rephrase statements to confirm and clarify their understanding

3.   Concern for others

3.1.   show empathy with others' needs, feelings and motivations and take an active interest in their concerns
3.2.   make time available to support others
3.3.   show respect for the views and actions of others
3.4.   encourage and support others to make the best use of their abilities
3.5.   give feedback to others to help them improve their performance

4.   Ethical stance

4.1.   comply with, and ensure that others comply with, legal requirements, industry regulations, organisational policies and professional codes
4.2.   act within the limits of your authority
4.3.   act to uphold individuals' rights
4.4.   set objectives and create cultures that are ethical and sustainable
4.5.   show integrity and fairness in decision-making

5.   Focus on results

5.1.   take personal responsibility for making things happen

6.   Information and knowledge management

6.1. make best use of existing sources of information

6.2. check the validity and reliability of information

6.3. push for concrete information in an ambiguous situation

7. Persuasiveness

7.1. seek to understand people's needs and motivations

7.2. present self positively to others

7.3. state own opinions, views and requirements clearly

7.4. identify clearly the value and benefits to people of a proposed course of action

7.5. present information and arguments convincingly and in ways which strike a chord with people

7.6. use factual evidence to support arguments

7.7. deploy a range of legitimate strategies and tactics to influence people

7.8. work towards win-win solutions

7.9. create a sense of common purpose

7.10. inspire others, championing work to achieve common goals

7.11. articulate a realistic vision that generates excitement, enthusiasm and commitment

8. Political awareness

8.1. develop plans to meet the priorities of policy makers

8.2. balance agendas and build consensus

8.3. balance collective interests with the interests of your own area of work

8.4. show sensitivity to internal and external politics that impact on your own area of work

8.5. act to understand and influence the climate and culture of the organisation/partnership

9. Relationship management

9.1. work to develop an atmosphere of professionalism and mutual support

9.2. clarify own and others' expectations of relationships

9.3. model behaviour that shows respect, helpfulness and cooperation

9.4. take timely action to resolve disagreements

9.5. recognise when there are conflicts, acknowledge the feelings and views of all parties, and redirect people's energy towards a common goal

10. Strategic awareness

10.1. display a good understanding of how different factors in the work context relate to each other

10.2. work towards a clearly defined vision of the future

11.   Thinking and decision-making

11.1. identify the range of elements in a situation and how they relate to each other
11.2. identify the implications or consequences of a situation

SFTMVB1
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