

## SFTMVB2

### Promote volunteering to potential and actual volunteers



---

#### Overview

This unit is about promoting volunteering to potential and actual volunteers. This involves encouraging new people to volunteer, involving volunteers in your organisation and, where necessary, helping them to change or conclude their role and contribution.

# SFTMVB2

## Promote volunteering to potential and actual volunteers

---

### Performance criteria

#### Promote volunteering to potential volunteers

*You must be able to:*

- P1 involve relevant people and use creative methods to identify
  - P1.1 the types of people who may wish to volunteer
  - P1.2 ways of accessing potential volunteers with diverse abilities, styles and motivations
  - P1.3 the key motivations people may have for wishing to volunteer
- P2 use cost- and time-effective communication methods to access groups of potential volunteers
- P3 help potential volunteers to understand
  - P3.1 the importance of volunteering in meeting the organisation's vision, mission and goals
  - P3.2 how people with diverse abilities, styles and motivations can make valuable contributions as volunteers
  - P3.3 the volunteering opportunities available and what is involved
  - P3.4 the commitment they need to make as volunteers
  - P3.5 the potential benefits of volunteering and how volunteering can meet their needs and expectations
- P4 help service users who are considering volunteering understand how becoming a volunteer will change their relationship with the organisation
- P5 help paid employees in your organisation who are considering changing their status to that of volunteer understand how this will change their relationship with the organisation
- P6 provide factual evidence to illustrate how volunteers have contributed in the past and how they have benefited personally from doing so
- P7 help people to investigate volunteering opportunities further and make a commitment to becoming a volunteer
- P8 refer people to other volunteer-involving organisations, if your organisation is unable to offer suitable volunteering opportunities

#### Involve volunteers in your organisation

*You must be able to:*

- P9 help volunteers understand their motivations and how volunteering can meet their evolving needs and expectations
- P10 help volunteers find placements that
  - P10.1 meet their evolving needs and expectations
  - P10.2 allow them to contribute their experience, knowledge, skills and competence to achieving your organisation's vision, mission and goals
- P11 provide support and supervision to allow volunteers to fulfil their roles and carry out their tasks effectively, safely and securely
- P12 provide opportunities for volunteers to reflect on and understand their experience of volunteering

## SFTMVB2

### Promote volunteering to potential and actual volunteers

---

- P13 provide regular, accurate and balanced feedback to volunteers on their individual and collective contributions and the value they bring to your organisation
- P14 encourage volunteers to extend their volunteer roles within the limits of their knowledge, skills and competence
- P15 provide opportunities for volunteers to be involved in your organisation's wider activities

#### **Help volunteers change or conclude their role and contribution**

##### *You must be able to:*

- P16 ensure volunteers understand what they need to do if they wish to change their role and contribution to your organisation
- P17 invite volunteers to discuss their motivations and their contribution to the organisation, whenever there are indications that their current role no longer meets their or your organisation's needs
- P18 wherever possible, find alternative placements for volunteers whose current role no longer meets their or your organisation's needs
- P19 help volunteers who are considering taking up paid positions in your organisation understand how becoming an employee will change their relationship with the organisation
- P20 invite volunteers who are concluding their volunteering agreement to provide feedback on their experience of volunteering
- P21 recognise the contribution volunteers have made to your organisation's vision, mission and goals
- P22 agree the nature of the relationship volunteers wish to have with your organisation after their agreement is concluded, including how they can volunteer in the future
- P23 ensure volunteers return all your organisation's property on conclusion of their agreement
- P24 inform relevant people in your organisation about the reasons why volunteers conclude their agreements and how the experience of volunteering with your organisation could be improved
- P25 record information accurately in line with your organisation's policies and legal

# SFTMVB2

## Promote volunteering to potential and actual volunteers

---

### Knowledge and understanding

*You need to know and understand:*

#### Activity and project management

- K1 legal and organisational requirements relating to contracts and agreements
- K2 quality assurance and continuous improvement principles, methods, tools and techniques

#### Analysis, accounting and decision-making

*You need to know and understand:*

- K3 analytical principles, methods, tools and techniques
- K4 creative-thinking principles, methods, tools and techniques
- K5 evaluation principles, methods, tools and techniques

#### Information and communication

*You need to know and understand:*

- K6 communication principles, methods, tools and techniques
- K7 confidentiality principles, methods, tools and techniques
- K8 information sharing principles, methods, tools and techniques
- K9 presentation principles, methods, tools and techniques
- K10 record-keeping principles, methods, tools and techniques

#### People management

*You need to know and understand:*

- K11 consultation principles, methods, tools and techniques
- K12 diversity principles, methods, tools and techniques
- K13 equality principles, methods, tools and techniques
- K14 feedback principles, methods, tools and techniques
- K15 human resource management principles, methods, tools and techniques
- K16 influencing principles, methods, tools and techniques
- K17 leadership principles, methods, styles and techniques
- K18 learning and development opportunities available
- K19 legal and organisational requirements relevant to human resource management
- K20 legal and organisational requirements relevant to involving volunteers
- K21 motivation principles, methods, tools and techniques
- K22 principles, methods, tools and techniques for assessing people's knowledge, skills and personal qualities and identifying learning needs
- K23 recruitment principles, methods, tools and techniques
- K24 supervision principles, methods, tools and techniques
- K25 support principles, methods, tools and techniques
- K26 volunteer management principles, methods, tools and techniques

## SFTMVB2

### Promote volunteering to potential and actual volunteers

---

#### Work context

*You need to know and understand:*

- K27 current and future roles and responsibilities in your organisation
- K28 other volunteer-involving organisations and volunteering opportunities available
- K29 relevant organisational policies and procedures
- K30 your organisation's culture, values and ethos
- K31 your organisation's vision, mission and strategic objectives
- K32 your organisation's volunteers and their diverse interests, needs, abilities and preferences
- K33 your own knowledge, skills and competence and the limits of these
- K34 your role and responsibilities

### 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. use a range of communication styles and techniques to maintain people's interest and attention
- 2.7. confirm people's understanding through questioning and interpretation of non-verbal signals
- 2.8. encourage people to ask questions or rephrase statements to confirm and clarify their understanding
- 2.9. modify communication in response to feedback

##### 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
- 3.6. support others in achieving their personal aspirations
- 3.7. recognise the achievements and the success of others

##### 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

##### 5. Focus on results

- 5.1. take personal responsibility for making things happen

### **6. Information and knowledge management**

- 6.1. identify sources of information to meet current and foreseeable requirements
- 6.2. use cost-effective and time-effective means to gather, store and retrieve information
- 6.3. make best use of existing sources of information
- 6.4. keep confidential information secure

### **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. Relationship management**

- 8.1. identify and work with people and organisations who can provide support for own work
- 8.2. work to develop an atmosphere of professionalism and mutual support
- 8.3. clarify own and others' expectations of relationships

### **9. Thinking and decision-making**

- 9.1. identify the range of elements in a situation and how they relate to each other
- 9.2. identify the implications or consequences of a situation
- 9.3. use own and others' experience to understand a situation

## SFTMVB2

### Promote volunteering to potential and actual volunteers

---

**Developed by** Skills Third Sector

**Version number** 1

**Date approved** July 2008

**Indicative review date** June 2012

**Validity** Current

**Status** Original

**Originating organisation** UK Workforce Hub

**Original URN** MVB2

**Relevant occupations** Public Services; Public Services; Managers and Senior Officials; Managers and Senior Officials; Media and communication; Media and communication; Communications; Communications

**Suite** Management of Volunteers 2008;

**Key words** Communicate, involve, advertise, participate, skills, feedback