

# SFTMVC2

## Advertise for volunteers



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### Overview

This unit is about advertising for volunteers. This involves identifying the appropriate advertising media and drawing up and placing advertisements to recruit volunteers.

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### Performance criteria

#### Select advertising media to recruit volunteers

*You must be able to:*

- P1 identify advertising media that are appropriate for reaching diverse groups of potential volunteers
- P2 identify the budget available for recruiting volunteers and select the most appropriate advertising media in order to reach potential volunteers cost-effectively within the budget
- P3 select advertising media that comply with relevant legislation and your organisation's policies
- P4 get help from competent specialists to identify and select appropriate advertising media, where necessary
- P5 monitor and evaluate the responses from different advertising media and use this information to improve your selection of media in the future

#### Draw up and place advertisements to recruit volunteers

*You must be able to:*

- P6 draw up clear, concise and accurate advertisements, using language and images that are likely to appeal to, and be understood by, diverse groups of potential volunteers
- P7 include in advertisements all relevant information, such as
  - P7.1 your organisation's goals and the importance of volunteering in achieving them
  - P7.2 the volunteering opportunities available
  - P7.3 the roles and activities involved
  - P7.4 the knowledge, skills, experience and personal qualities required
  - P7.5 the geographical location(s) of the volunteering opportunities
  - P7.6 the time commitment expected of the volunteers
  - P7.7 the potential benefits of the volunteering opportunities for volunteers
  - P7.8 what people have to do to apply to become a volunteer
  - P7.9 what people have to do if they want further information
- P8 check that advertisements comply with relevant legislation and your organisation's policies
- P9 place advertisements in the sections of advertising media that are most likely to reach the volunteers you are aiming to attract
- P10 get help from competent specialists to draft and place advertisements, where necessary
- P11 ensure systems are in place to deal with responses and any queries from advertisements and to help respondents decide whether to volunteer
- P12 monitor and evaluate the responses to different types of advertisements and use this information to improve your drafting of advertisements in the future

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### Knowledge and understanding

*You need to know and understand:*

#### Activity and project management

- K1 co-ordination principles, methods, tools and techniques
- K2 monitoring principles, methods, tools and techniques

#### Analysis, accounting and decision-making

*You need to know and understand:*

- K3 budgeting principles, methods, tools and techniques
- K4 cost-benefit analysis methods, tools and techniques
- K5 creative-thinking principles, methods, tools and techniques
- K6 decision-making principles, methods, tools and techniques
- K7 evaluation principles, methods, tools and techniques

#### Information and communication

*You need to know and understand:*

- K8 advertising principles methods, tools and techniques
- K9 communication principles, methods, tools and techniques
- K10 confidentiality principles, methods, tools and techniques
- K11 information gathering principles, methods, tools and techniques
- K12 legal and organisational requirements for the management of information
- K13 record-keeping principles, methods, tools and techniques

#### People management

*You need to know and understand:*

- K14 diversity principles, methods, tools and techniques
- K15 equality principles, methods, tools and techniques
- K16 feedback principles, methods, tools and techniques
- K17 human resource management principles, methods, tools and techniques
- K18 influencing principles, methods, tools and techniques
- K19 leadership principles, methods, styles and techniques
- K20 legal and organisational requirements relevant to human resource management
- 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 volunteer management principles, methods, tools and techniques

#### Work context

*You need to know and understand:*

- K25 current and future roles and responsibilities in your organisation
- K26 other volunteer-involving organisations and volunteering opportunities available

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- K27 relevant organisational policies and procedures
- K28 sector-specific knowledge and information
- K29 sources of advice, guidance and support
- K30 your organisation's structures and systems
- K31 your organisation's culture, values and ethos
- K32 your organisation's vision, mission and strategic objectives
- K33 your organisation's volunteers and their diverse interests, needs, abilities and preferences
- K34 your own knowledge, skills and competence and the limits of these
- K35 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. identify people's preferred communication media and styles
- 2.3. adopt communication media and styles appropriate to people and situations
- 2.4. present information clearly, concisely, accurately and in ways that promote understanding
- 2.5. use a range of communication styles and techniques to maintain people's interest and attention
- 2.6. modify communication in response to feedback

##### 3. Ethical stance

- 3.1. comply with, and ensure that others comply with, legal requirements, industry regulations, organisational policies and professional codes
- 3.2. act within the limits of your authority

##### 4. Focus on results

- 4.1. set demanding but achievable objectives for self and others
- 4.2. take personal responsibility for making things happen
- 4.3. monitor quality of work and progress against plans

##### 5. Information and knowledge management

- 5.1. identify sources of information to meet current and foreseeable requirements
- 5.2. use cost-effective and time-effective means to gather, store and retrieve information
- 5.3. make best use of existing sources of information
- 5.4. keep confidential information secure

##### 6. Persuasiveness

- 6.1. seek to understand people's needs and motivations
- 6.2. identify clearly the value and benefits to people of a proposed course of action

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- 6.3. present information and arguments convincingly and in ways which strike a chord with people
- 6.4. use factual evidence to support arguments
- 6.5. deploy a range of legitimate strategies and tactics to influence people
- 6.6. create a sense of common purpose
- 6.7. articulate a realistic vision that generates excitement, enthusiasm and commitment

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

- 7.1. identify the range of elements in a situation and how they relate to each other
- 7.2. identify the implications or consequences of a situation
- 7.3. use own and others' experience to understand a situation
- 7.4. produce and test a variety of solutions before taking a decision
- 7.5. take timely decisions that are realistic for the situation

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<b>Developed by</b>	Skills Third Sector
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<b>Originating organisation</b>	UK Workforce Hub
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<b>Relevant occupations</b>	Public Services; Public Services; Managers and Senior Officials; Managers and Senior Officials; Media and communication; Media and communication; Marketing and sales; Marketing and sales; Finance; Finance; Communications; Communications; General; General
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<b>Suite</b>	Management of Volunteers 2008;
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<b>Key words</b>	Recruit, budget, evaluate
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