

Case studies: Recruiting Shop Volunteers 2018

At the start of the year we got in touch with some of our members who had attended a Recruiting Shop Volunteers course in 2018. We were interested to hear how they'd gotten on, what they enjoyed from the course and how the course had helped them back in the store.

Here's what they had to say:

Retail Volunteer Manager, Royal Trinity Hospice (26 shops)

Did the course deliver what you wanted? Yes, I wanted to gain insight into what other charities were doing, what was seen as standard practice and to ensure that what I was doing aligned with this. We were able to talk about our experiences, our ambitions and as a group share ideas and opinions.

What has the course helped change? I have revisited the process we use to recruit volunteers and have utilised some of the questions for shop managers to use in our January Recruitment campaign. I have given the managers more tools for that initial conversation and met with my manager to offer compelling evidence for why we should adapt a different tack. I have included 'Ask me why I volunteer' badges as part of the campaign too.

What did you think about the trainer? The course was delivered in a compelling way and very much delivered on my expectations.

Business Manager, Home-Start Mid & West Suffolk (one shop)

Did the course deliver what you wanted? We wanted to see what other members had done and pick up some tips and ideas. Through networking we've stayed in touch with charities and picked up great pieces of guidance.

What has the course helped change? We've since reviewed how we present our recruitment ad and have gained some clear messages that have been passed onto staff.

What did you think about the trainer? The trainer was really great, we really enjoyed it, the messages were really clear.

Volunteer Co-ordinator, St Luke's Hospice (Sheffield) (14 shops)

Did the course deliver what you wanted? I wanted to see the other methods that people were using that we might not be aware of. We had the opportunity to interact with other charities all day, sometimes listening, sometimes sharing what we were doing.

What has the course helped change? I attend a monthly meeting where we brief staff on how to amend their strategies. It was really useful to go back to these with new ideas and inspiring others to review their recruiting strategy, reviewing how we use the shop window, the shop itself, and the wider community. We all brought copies of our leaflets to share with delegates, we were able to get feedback on them and also see what other organisations (and even companies) do to encourage recruitment

What did you think about the trainer? The trainer was really good and engaging. He was humorous and kept it light. Informative and knowledgeable.