



Volunteer Recruitment Project support menu

What will you choose?



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What is the volunteer recruitment project?

And why should you get involved?

Volunteer   
Recruitment Project

The volunteer recruitment project aims to get more people volunteering with Girlguiding across Scotland.

To make this happen, Girlguiding Scotland has invested in a team of paid Volunteer recruitment officers whose role involves supporting local volunteer teams to create recruitment plans, test out different approaches to recruitment and connect with external organisations that could help us reach more volunteers. They're also here to help make sure all our new volunteers receive a warm welcome.

Our volunteer recruitment officers are supported by Scottish Lead Volunteers who will help steer the project and give additional support and guidance to project areas.

We'll typically work with districts, divisions or counties over many months. The support given to each area will depend on their specific needs though. Read on to find out what you can expect if your area chooses to join the project and the different types of help available.

Want to hear from a volunteer who's already in the project? [Watch our Facebook live with Karen from Airdrie.](#)

What can I expect if I join the project?

The team can also offer more informal support over a shorter period so if this feels like a little bit too much commitment, still get in touch.

1. Contact the team



The first step is to let us know you're interested. You can contact your local Volunteer recruitment officer directly or use the team mailbox: growth@girlguidin-g-scot.org.uk

2. Meet with us



Our first meeting is usually online. Before we meet, we'll ask you to complete our short [First Meeting Form](#). This helps us come prepared.

3. We'll start researching



We'll use the information from the [First Meeting Form](#) and the info you've shared during our initial call to start researching options.

4. Recruitment & welcome plan



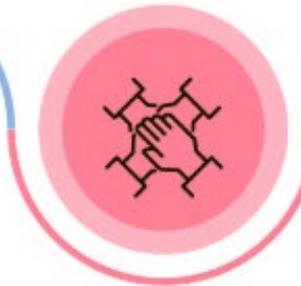
We come together to create a plan. This could be online or in person. The plan will include goals and a timeline as well as who will do what so you might want to involve other volunteers at this stage.

5. Project agreement



Once we have a plan, we'll ask you to sign the project agreement. This sets out our commitment to you and what we expect in return – it covers things like how we'll stay in touch.

6. Working together



We'll put the plan into action and catch up regularly to share progress and agree next steps. We'll typically work together for up to 6 months, but this will depend on the needs of the area.

7. Spreading the word



We'll ask you to contribute to a case study or help us to share your experience in another way.

8. Evaluating our progress



We'll meet to talk through the goals we set in our plan and whether we've achieved them. We'll also ask you to reflect on what it's been like to be in the project so we can keep improving.

3. Meet the team

Our volunteer recruitment officers



Ali Fox



Ana Norrie-Toch



Georgia Freyne



Lavinia Schmidt

Call or WhatsApp me:

07949 900 250

Call or WhatsApp me:

07495 975 509

Call or WhatsApp me:

07507 225 716

Call or WhatsApp me:

07377 118 357

Email me:

Ali.Fox@girlguiding-scot.org.uk

Email me:

Ana.Norrie-Toch@girlguiding-scot.org.uk

Email me:

Georgia.Freyne@girlguiding-scot.org.uk

Email me:

Lavinia.Schmidt@girlguiding-scot.org.uk

Areas I cover:

Ayrshire North, Ayrshire South,
Dumfries & Galloway, East Renfrewshire,
North Lanarkshire, Renfrewshire,
South Lanarkshire, West Lanarkshire

Areas I cover:

Edinburgh, Glasgow, Dunbartonshire
East Lothian, Midlothian,
Scottish Borders, West Lothian

Areas I cover:

Angus, Dundee, Fife, Forth Valley
Kincardine & Deeside, Tay & Ochils
Highlands & Islands

Areas I cover:

Aberdeen & Shetland, Banff & Buchan
Gordon, Inverness-shire, Moray
Highlands & Islands

Meet the team

Our lead volunteers



Susan Brown

Lead volunteer for membership development & growth

Email me:

Susan@girlguiding-scot.org.uk



Stacey McKay

Lead volunteer for warm welcome

Email me:

Stacey@girlguiding-scot.org.uk

How we'll work together

Partnership approach

Shared responsibilities and open communication

- We'll agree together how often we should check-in and what's the best way to do that. We'll ask you what methods of communication work best for you, whether that's email, WhatsApp, text or phone call.
- Our recruitment officers are available to work evenings and weekends and will travel to meet with you in person where that'd work better than a remote catch-up.
- The recruitment and welcome plan will be developed together. You'll bring local knowledge and we'll bring suggestions for actions that could help us reach more volunteers and/or give a warm welcome. We'll check you're comfortable with everything in the plan before taking any action.
- When we're making our plan together, we'll ask you about the level of time you're able to commit to the project outside of meetings. This will vary from person to person and area to area. You might want to be heavily involved in day-to-day delivery of the plan, or you might want to have more of a steering role. We'll talk about this when we meet.
- If you do take on actions, we'll ask to be realistic about what you can do and keep us updated if things change. We commit to doing the same.
- If you feel things aren't working well, we want you to be open and honest about that. We'll also do the same. If you feel it'd be helpful to escalate a concern, you'll have a named senior volunteer and senior staff member you can contact.

Support Menu

The following slides give examples of the support available through the volunteer recruitment project. It's not exhaustive – we're always open to new ideas.

We're here to respond to your needs. When your area joins the project, we'll work together to identify what help would be most useful. You might want lots of support or, you might need help to complete a relatively small 'quick win'.

There's lots in here so don't worry if you don't have time to read through the remaining slides before we meet.

Making a recruitment & welcome plan

Each area's needs will be different so we'll work with you to agree how the project team can best support you.

Understanding your needs

- ❑ We'll listen to what's already working well and what you're finding difficult. We'll then make suggestions based on what's worked well in areas with similar challenges.
- ❑ Using GO and your local knowledge, we can help you work out how many volunteers are needed and in which roles.
- ❑ We can suggest where you might find volunteers with the skills or experience needed for the tasks or roles identified

Mapping local opportunities

- ❑ We can research different opportunities to reach volunteers in your area. Depending on what's needed, this could involve connecting with your local volunteer centre, businesses, a college or university, other charities, supermarkets, housebuilders, healthcare providers, and/or other community venues.
- ❑ We can present you with a list of options and take you through which ones we feel would be a good fit. We'll progress any that you want to explore further.

Getting ready for recruitment

- ❑ Before we start advertising for volunteers, we can look at who is already in the joining pipeline and what help they might need to progress.
- ❑ If there are volunteer enquiries that haven't progressed in a while, we'll offer to contact those prospective volunteers on your behalf to see if they're still interested.
- ❑ We can join local meetings or give you templates to help communicate what will be happening through the project to keep everyone informed

Making a plan!

- ❑ Once you know what you need, we'll help create an action plan. We can do this together in person or over zoom – whichever suits you best.
- ❑ We can work in a small group to create a plan or do something bigger, involving volunteers from across the area.
- ❑ We'll agree together what we want to achieve and by when and set out the actions needed to get there. Our recruitment officers will then help deliver the plan. They'll also help evaluate what's gone well & not so well.

Awareness raising in the community

If people see guiding is thriving in your area, they might be more likely to join in response to a specific advert. People typically need to see a call to action several times before acting upon it.

Awareness raising activities

- ❑ Our recruitment officers can host stalls in a range of public spaces to help guiding 'be seen and heard'.
- ❑ We can help you join in with local wellbeing events and similar opportunities to highlight the benefits of volunteering.
- ❑ We can make connections with supermarket champions and businesses – these connections can have benefits beyond volunteer recruitment too.
- ❑ We'll listen to your ideas for what would work well in your area and help you put your ideas into action.

Volunteering events

- ❑ Many organisations hold events that are specifically aimed at people who are already interested in volunteering. Our recruitment officers can arrange and run stalls at these events or give advice and provide materials if you'd prefer to take the lead yourself.
- ❑ Many volunteer centres run an annual volunteering fair as do most colleges and universities. Larger companies may also host volunteering events for their employees. We can find out what's happening in your area and help you get involved if that's something you're keen to do.

Celebrating volunteering

- ❑ Celebrating our volunteers is another way of promoting guiding. This can be done in lots of ways. Our recruitment officers can help you nominate volunteers for local civic awards, for example or signpost help with creating press releases to recognise the amazing impact that our volunteers have on girls.
- ❑ Volunteers' week and student volunteering week are also great opportunities to say thank you to our current volunteers and celebrate lots of different types of volunteering. We can develop content that you can share locally to mark these moments.

Advertising specific roles

Our recruitment officers can help promote specific opportunities in a range of ways. They'll help you target specific audiences depending on the needs of your area.

Creating adverts

- ❑ We can help you create new or tweak existing advertising materials to help your roles appeal to different groups of people
- ❑ We can also help you create role descriptions or task lists, especially if you're open to recruiting people into support roles to give current leaders more time to focus on working directly with girls
- ❑ We can explain how Girlguiding's digital recruitment tool can be used to promote volunteering with specific units

Advertising online

- ❑ We can post adverts for you on a range of different free online platforms – from social media to dedicated volunteering websites like GoVo or through your local volunteer centre, job centre, student careers service or on an employer's intranet page.
- ❑ We'll make sure you're happy with where we plan to advertise before going ahead and we'll keep in touch with you about how the adverts are performing.
- ❑ Some areas have community newsletters which may offer free or heavily discounted advertising space to charities. We can check what the options are in your area.

Advertising in the community

- ❑ Community notice boards are a great place to spread the word – whether that's in the local supermarket, library or community centre. We can help you find places to get noticed. We can also visit your local area, putting up advertising materials. Or, if you'd prefer, we can provide you with printed materials for you to distribute.
- ❑ Most volunteer centres have a physical presence in the community and many display adverts in their premises. We can make links with.
- ❑ Job centres and employability programmes are often keen to promote volunteering to their clients. We can work with you and them to promote specific roles.

Tailored recruitment

Tailoring how you approach recruitment to specific audiences can increase your chances of success. Here are a few of the audiences, we can help you target.

Parents/ carers

- ❑ Parents/ carers already know what an impact guiding has on girls. They often don't realise our leaders are volunteers though, let alone that they could be one too. There are lots of ways to involve parents, from rotas to behind-the-scenes support to asking them to take part regularly. We can help you find different ways to engage parents depending on the needs of your area.

Former members

- ❑ Whether you're keen to invite Rangers back into adult leader roles or encourage former volunteers to re-join, our team can help you deliver 'return to guiding' activities.
- ❑ This could include tailored posters in the local community, specific adverts on social media or 'return to guiding' events.

Retirees

- ❑ Retirees that have worked in education or youthwork might miss the interaction they used to have with young people. We can help you design adverts and find opportunities to encourage these people to volunteer with us.
- ❑ Some retirees miss the routine of work and have spare time to fill. We can help you develop tailored messages that emphasise the value of retirees' skills and experience. We can also highlight the wellbeing benefits of volunteering.

Students

- ❑ School, college and university students are often very keen to volunteer as it's great for their CV. As we're already committed to supporting young people, involving students as guiding volunteers can be a great fit. We can signpost our recruitment materials that have been designed with students in mind and help you consider how best to involve students in girl-facing and behind the scenes roles.

Opening new units & flexible guiding

Helping you to explore different ways to bring volunteers into guiding

Opening new units

- ❑ If there's a need to recruit volunteers to open new units in your area, we can design recruitment materials with this in mind. We'd highlight the New Unit Start Up Kit for example, to show that there's lots of help available.
- ❑ We could focus on recruiting teams of new volunteers, for example. A group of friends might feel more confident volunteering together than individually so it can be a good way to get something new going. We can post adverts online that specifically focus on group volunteering.
- ❑ We'd always work with the local commissioner team before promoting volunteering in a new unit to make sure they're plenty of support available for those that respond to this opportunity

Weekend guiding

- ❑ Weekend guiding can be a great way to reach people who can't volunteer during the week for whatever reason. Whether it's weekly or fortnightly or a longer monthly session, it can allow you to attract volunteers who might otherwise discount us. Our recruitment officers can link you up with units that already operate like this so you can hear first hand how it works in practice.
- ❑ If you're keen, we can do specific recruitment aimed at people who have weekend availability.

Holiday guiding

- ❑ Holiday guiding is a fantastic way to involve people who can't make a regular term-time commitment. It could appeal to both former volunteers who have decided to take a step back or brand-new volunteers. Our recruitment officers can help you explore how this could work in your area as an alternative offer to term-time guiding.

Welcoming new volunteers

Working together to give everyone the best chance of success

Making contact with enquirers

- ❑ If your area has a backlog of volunteer enquirers, our recruitment officers can speak to enquirers on your behalf. We can make sure they're still interested in volunteering and help progress their enquiry.
- ❑ If there are enquirers that have failed to respond to local volunteers, we can attempt contact in different ways. If we also don't get a reply, we can arrange for the enquiries to be removed from GO.
- ❑ If there are long waiting lists in your area, we can contact waiting list parents/ carers and invite them to volunteer in an existing unit or in a new unit to increase the likelihood of their child getting a space.

Bespoke welcome sessions

- ❑ Our recruitment officers and lead volunteers deliver fortnightly Scottish welcome zooms for new volunteers. If you'd like to offer something more specific for new volunteers in your area, our team can help plan and/or deliver these sessions with you.
- ❑ Alternatively, you might prefer to record some local content that can be shared with new volunteers when they reach different points in the joining process.

Tailored welcome information

- ❑ Girlguiding Scotland sends all new volunteers a welcome email. If you'd like help to create your own area-specific welcome information, this is something we can help with.
- ❑ If you're recruiting new people into support roles, you might like help to create some more tailored role-specific welcome information.
- ❑ We can also help you create some parent-specific welcome information if you feel they might need to know different things about what it's like to become a volunteer, especially if volunteering in the same unit as their child.

More support

How else can the project team help?

Training and support

- ❑ Our recruitment officers can help arrange and/or deliver trainings that will help support volunteer recruitment and welcome. If they don't have the right expertise, they'll work with our Volunteer Experience Team and Scottish trainers to get you the help you need.
- ❑ Some training needs are best met through help files, videos and other resources. Our recruitment officers can also develop materials to help build the skills and confidence of local volunteers

Funding for recruitment

- ❑ Some local recruitment activities incur costs. Our recruitment officers can help districts and divisions apply for Good Guiding Funding to cover participation in events, buy recruitment kit and more.
- ❑ Our recruitment officers may also be able to help you find local sources of funding to help bring guiding to more people in your area.

Project information

- ❑ If there are guiding events, trainings or meetings happening in your district, division or county, our project team would be happy to come along and talk about the project. We can run an information stand, deliver a workshop-style session or send along some info leaflets – whatever works for you!

What have we missed?

- ❑ This project is here to meet your needs. If you think there's something else we could try to bring more volunteers into guiding into your area, let us know.

Ready to join the project?

Get in touch

Contact the team

Either get in touch with the Volunteer recruitment officer assigned to your area directly or email our shared mailbox. We'll arrange to meet with you online or by phone at a time that suits you.



[Email the team](#)

And complete the First Meeting Form

It's really helpful if you also fill this our short '[First Meeting Form](#)' before we get together as this allows us to come prepared. The form just asks for some initial information about the recruitment challenges you face in your area. Don't worry if you can't answer all the questions, just fill in what you can.

[Complete the form](#)

Want more information first? Visit the project [webpage](#) or read our [Frequently Asked Questions](#).