

Expert Volunteers and the new Work Programme

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Reach

- Skilled volunteering charity
- Specialist in helping charities find skilled people to help improve effectiveness
- Currently works with 800+ charities a year
- Recruited over 1,000 new volunteers in 2009
- More than 6,000 active volunteers
- New recruitment system offers scalability to 10,000 per year placement capacity



Expert Volunteers

The proposition:

- 1) Expert volunteers are interested in giving their time and experience to support the long term unemployed
- 2) Expert volunteers can offer positive support to reduce long term unemployment



Reach Pilot

- 1) Research in to the interests, attitudes and motivations of expert volunteers
- 2) Volunteer recruitment for CDG AddOne Pilot, Guildford



The Research

1. Quantifying the opportunity
2. What are the motivations for those interested in the role?
3. Are there are any defining characteristics of those interested in the role?
4. Thoughts on volunteer recruitment and the role of the Reach volunteer



The Research

- Target audience
 - Reach register of active volunteers
 - Omnibus Panel
- Total Sample 2,579 responses
 - 1289 can be classified ‘expert volunteer’

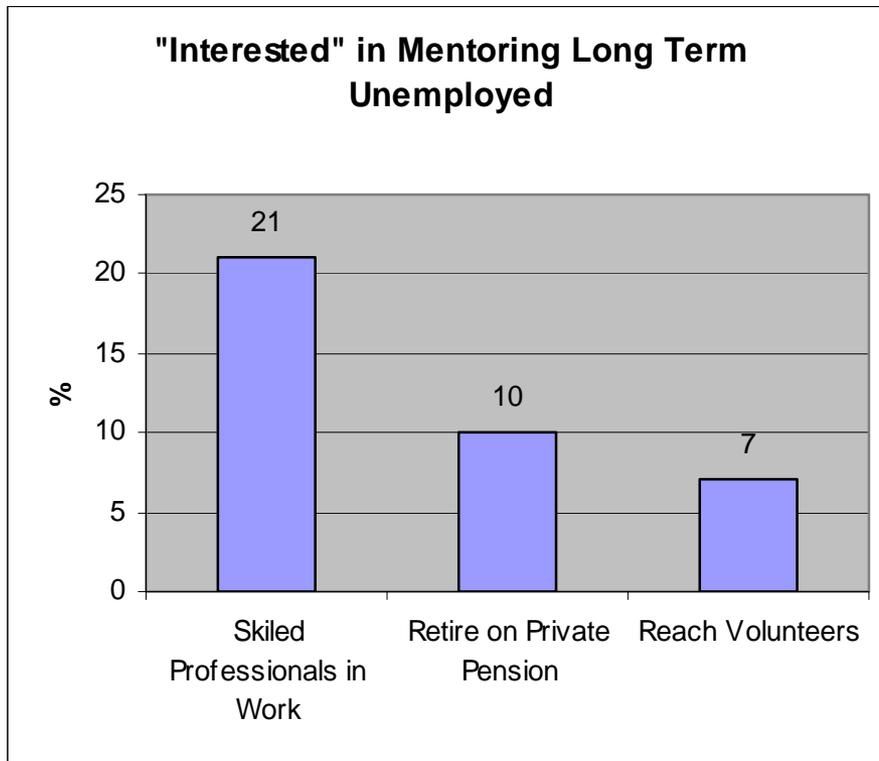


Research Findings

- Omnibus responses tell us:
 - 738 (37%) of respondents were ‘expert volunteers’
 - Of 402 skilled professionals in work, 82 (21%) expressed an interest in volunteering as a career coach with the long term unemployed
 - From 336 retirees on private pension, 37 (10%) were interested
 - 160 (12%) of 1290 ‘other’ respondents also interested
- Reach sample showed
 - 7% existing skilled volunteers specifically interested in this role



Research Findings



- prime motivator: putting experience to good use
- 71% interested in CDG role, interested in other roles too
- 21% skilled working sample indicated an interest versus 10% of retired sample
- Experience of mentorship in the past may make role more appealing

Research Conclusions

- Omnibus suggests 6% of UK adult population of potential 'expert' volunteers interested in role
- Reach data suggests moderating
 - 21% Omnibus sample vs. 7% Reach
 - Significant interest in using skilled volunteers in recession and CSR cuts response
 - Marketing/promotion to prospective volunteers is key
 - Volunteer management and support must be strong
 - Still over 600,000 potential pool



AddOne Pilot – a Reach view

- **Target: Recruit 8 volunteers in Guildford**
- >500 potentially available volunteers within 25 miles
- 60 volunteers approached:
 - 15 expressed an interest (25%)
 - 9 will consider role in future (15%)
 - 19 declined (32%)
 - 17 yet to reply (28%)
- + Clear skills criteria, personalised ask, information pack, new initiative
- ? Speed of follow up, training not yet tested, volunteer management & support



Expert Volunteers

The proposition:

- 1) Expert volunteers are interested in giving their time and experience to support the long term unemployed **VALIDATED**
- 2) Expert volunteers can offer positive support to reduce long term unemployment **PILOT CONTINUING**

