

Transformation of a volunteer led organisation

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UK Chief Commissioner

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ADVENTURE



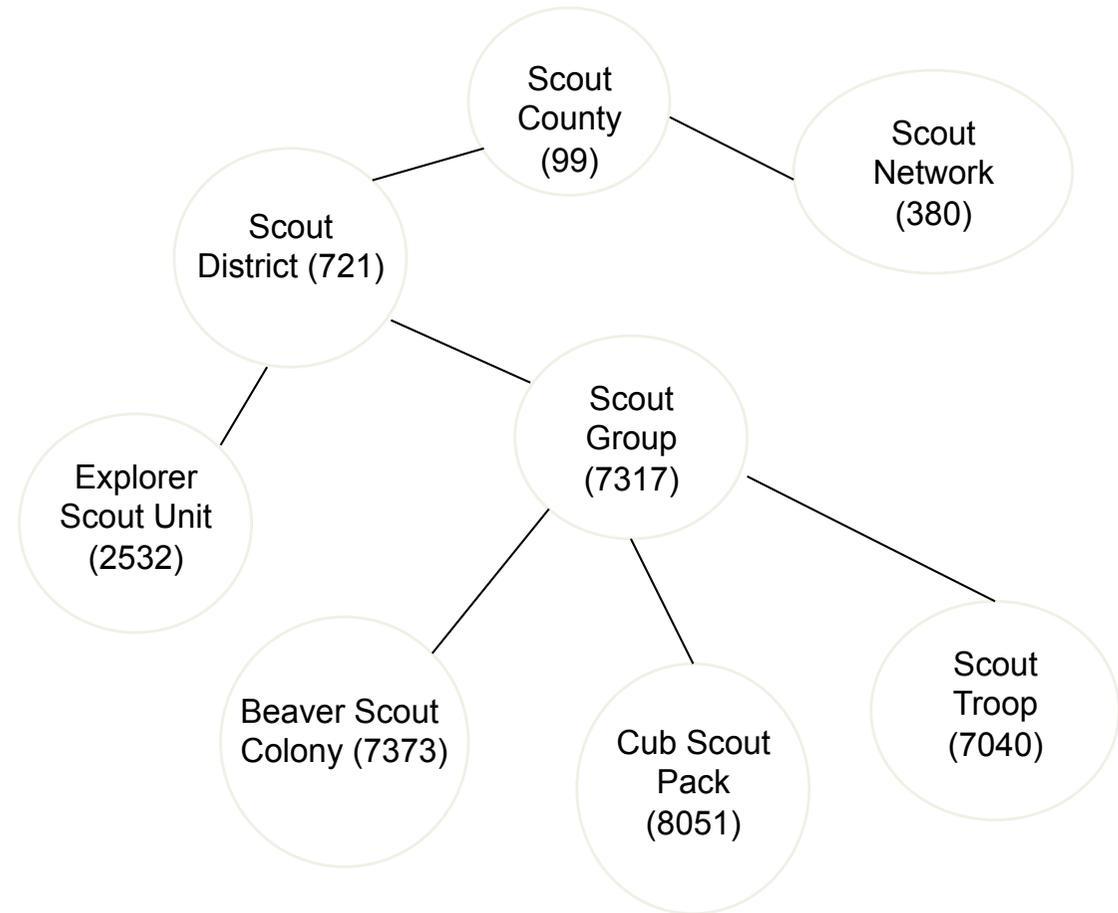
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The complexities of a voluntary organisation

110,000 volunteers
300 staff

10,000 independent charities

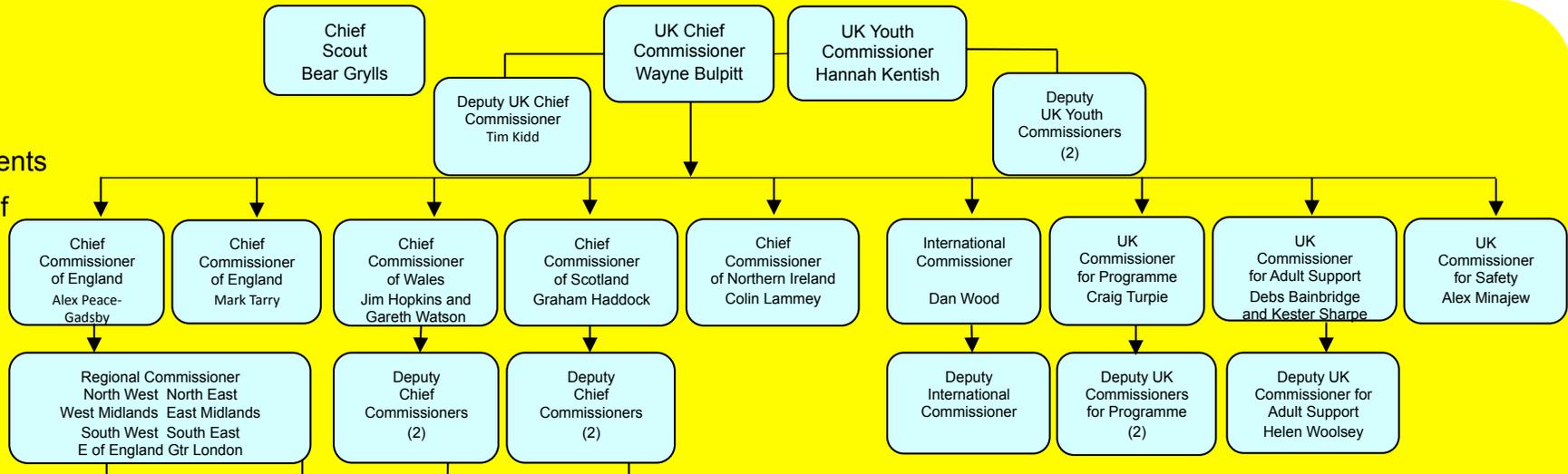
7 nations and international operations



HQ

32 HQ Appointments

100+ members of Support Teams

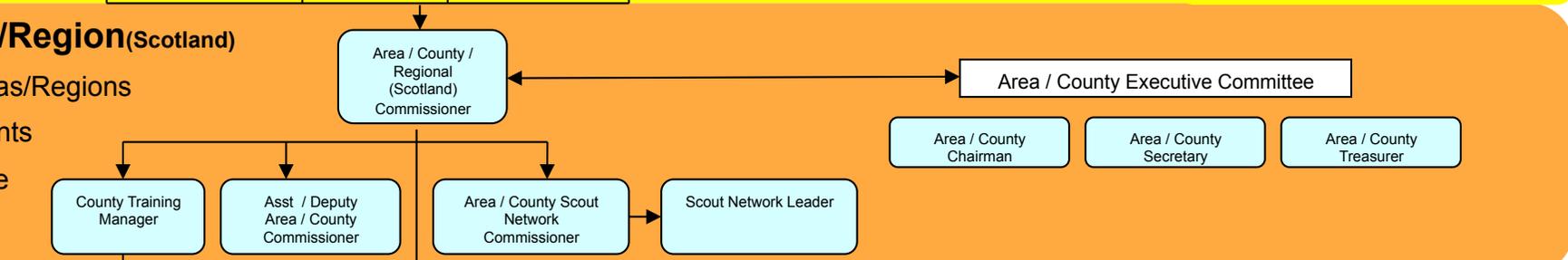


County/Area/Region(Scotland)

99 Counties /Areas/Regions

1,559 Appointments

257 County Office Bearers

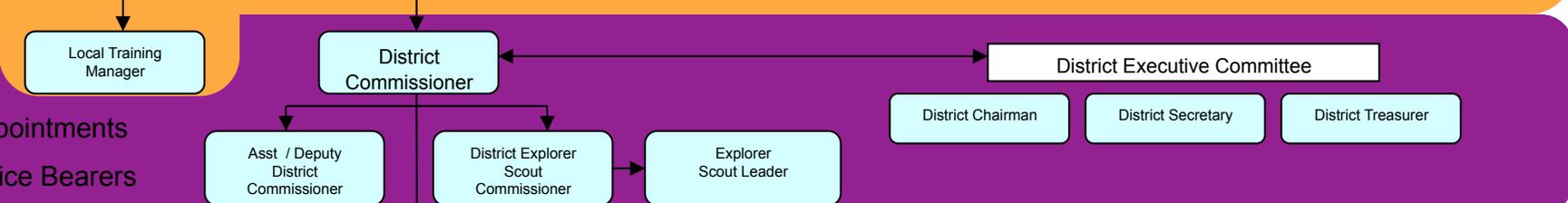


Districts

743 Districts

5,657 District Appointments

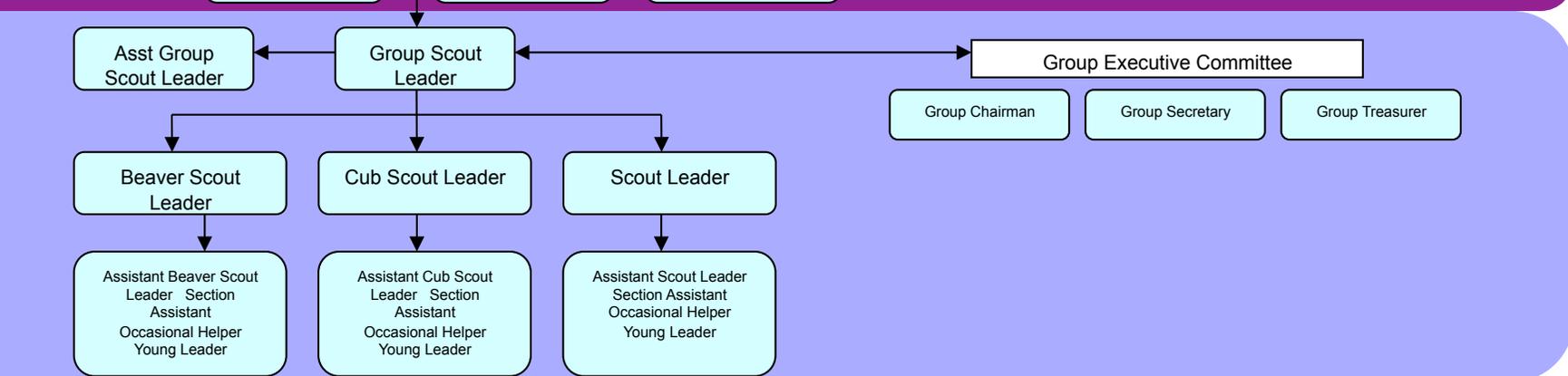
1,797 District Office Bearers



Groups

7,255 Groups

75,541 Group Appointments



Recruitment – 6 steps

1. Define the job that needs to be done – this means working out exactly what it is you need to be done and what tasks need carrying out rather than what role you want to fill.
2. Identify the skills and qualities needed – What skills and qualities would the ideal person for the job have; what sort of person are you looking for to carry out the tasks you've identified?
3. Generate a list of who can do the job – Identify individuals who might be able to the tasks you've identified and have the skills and qualities for which you are looking.
4. Target the best choice – Select from the list who best fits the description of your ideal person.
5. Ask someone to help you – Decide who will ask them, how, and then do it!
6. Offer support and welcome them– use an induction process to welcome them and make them feel part of your organisation.

Why people volunteer

- 59% Want to improve things
- 40% The cause is important to me
- 32% Looking for a challenge
- 30% To make friends
- 23% My philosophy
- 10% To improve my CV
- 9% No one else!

*NCVO Almanac 2015

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For charities seeking to attract young people, therefore, it is important to ensure opportunities work on 3 levels:

- Providing strong skills-building and skills-testing
- Providing unique and distinctive experiences and challenges to broaden young people's horizons
- Being sensitive to the language, support and packaging of an opportunity so they come away able to boast a significant addition to their CV

Why people don't volunteer

- 59% Work commitments
- 30% Family commitments
- 19% Not heard of or been asked!
- 9% New to the area
- 3% Wrong age!

*NCVO Almanac 2015

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Why people stop volunteering

- 59% Not enough time
- 16 % A one off commitment
- 13% Moved away
- 5% Lost interest
- 3% Not feeling valued

*NCVO Almanac 2015

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“It is also useful to consider that, regardless of motivation, 47% of the volunteers asked in our research started volunteering because someone asked them to.

Similarly, 37% of non-volunteers said they would be interested in doing so and that a key incentive would be ‘being asked’. It sometimes is that simple.

Volunteers rarely stop out of sudden disengagement with a cause. Instead, they do so because of low recognition and support, lack of autonomy and freedom or because they are poorly matched to a task in terms of skills or experience.

To paraphrase, volunteers will often start through inspiration and leave through exasperation”.

NfP Synergy March 2015

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“The Pygmalion and Galatea effects: rising to expectations

The Pygmalion phenomenon suggests that we perform better when higher expectations are placed on us and, conversely, if little is expected of us, we are less likely to rise to the challenge.

Essentially, we adapt to other’s perceptions of us and often have a tendency to act in accordance with them. Research conducted by Robert Rosenthal and Lenore Jacobson in 1968 showed that if children in a classroom were picked out as showing particular promise, they were likelier than others to prove this judgement right; expectations becoming reality.

Similarly, the Galatea effect suggest that this also works with our own self-image. If we think of ourselves as effective and capable, we are more likely to act as such. In Henry Ford’s words, ‘Whether you think you can, or you think you can’t, you are probably right’.

Applied to the ethos of volunteering, we can hypothesise that when charities and volunteer managers treat people as compassionate and generous individuals and the enterprise of volunteering as fun, rewarding and valuable, their commitment is likelier to be sustained and **their experience richer as a result”**.

The wider context

“However, what has really struck us this time is that volunteering, at its core, remains transformational.

It transforms both the giver and the receiver.

It transforms the organisation’s ability to deliver to beneficiaries cost-effectively.

Put simply, volunteering can bring out the very best in people.”

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“Key to transforming your charity is to understand what motivates your volunteers, donors etc”

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**“The challenge is to deliver
business management
practices in a voluntary
environment”**

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What this might mean in practice

- Leadership & Management
- Effective reviews
- Tough conversations
 - You may be surprised at the mutual appreciation
- Saying thank you *sincerely*

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Changing culture

- Identify the catalyst
- Consult & win ownership/buy-in
- Provide inspirational leadership
- Big statements/actions, back up with practical steps and support

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Finally, don't forget the FUN!

**We choose to be here and give, so
let's enjoy it too!**

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