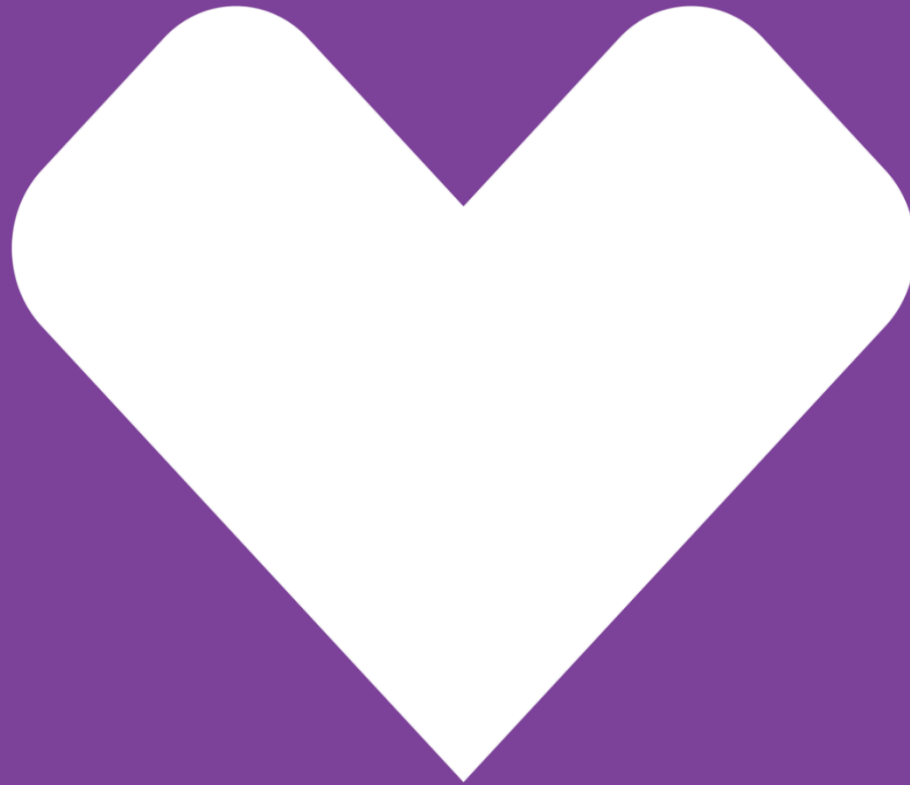


Welcome!

Volunteer
Scotland



Developing a Volunteer Strategy



Volunteer
Scotland

Disclosure
Services



**Thinking about
volunteering**



**Building
on success**



**Getting
started**



**Making a
difference**





The Scottish Government “Volunteering for All – Our National Framework”

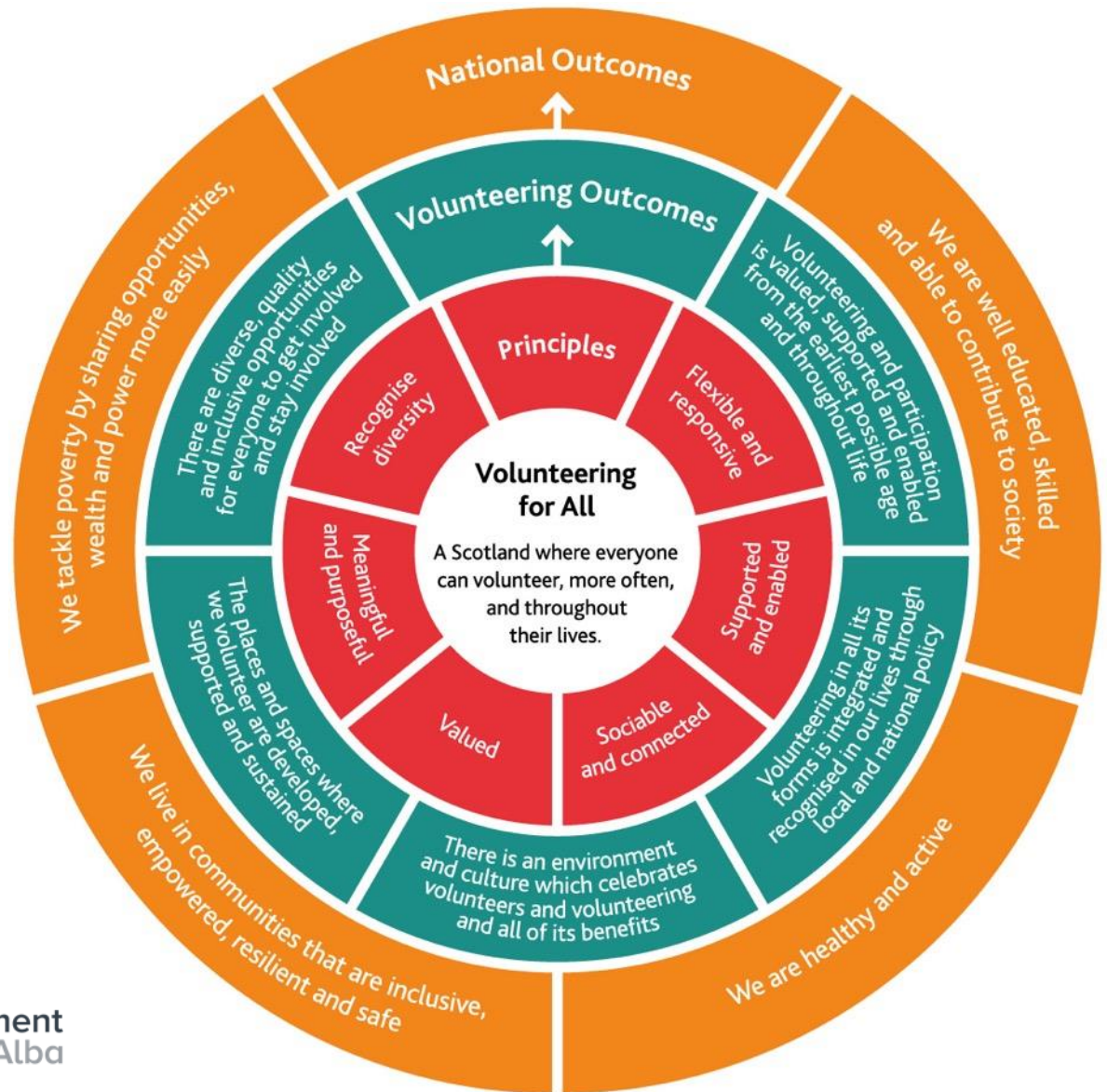
The Scottish Government recognises that volunteering matters and its all about new experiences, feeling good and making a difference. The evidence base is clear on the benefits of volunteering, in terms of:

- **Physical Health Benefits** – the evidence suggests that volunteering can promote healthy lifestyle and improve self-rated health;
- **Social Benefits** – research finds that volunteering can improve companionship, tackle social isolation and increase social capital;
- **Mental Wellbeing** – evidence shows that volunteering can improve confidence, purpose and life satisfaction; and,
- **Instrumental Benefits** – volunteering can help people to develop new skills, gain knowledge, develop attitudes and increase employability.



Scottish Government
Riaghaltas na h-Alba
gov.scot

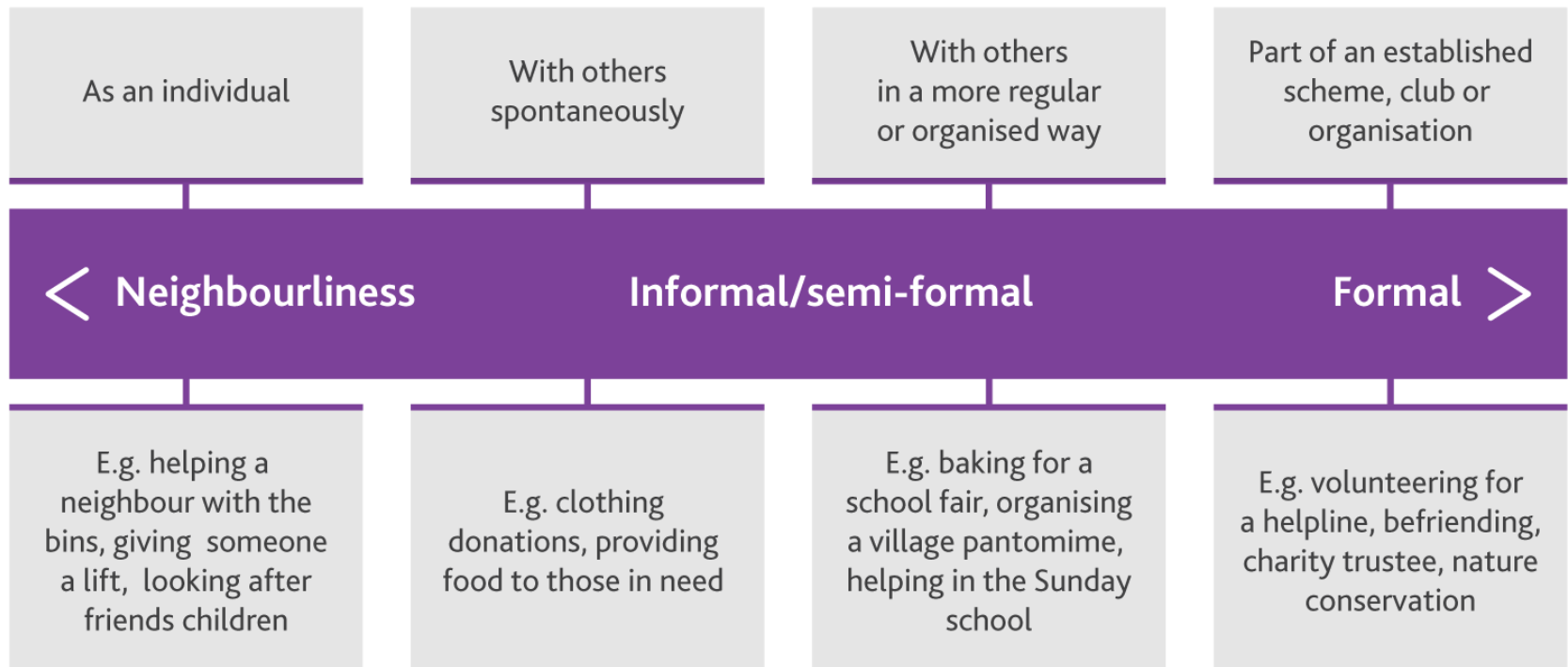
Our National Framework



What is Volunteering?

The Scottish Government's Volunteering for All – Our National Framework defines volunteering as a choice.

“A choice to give time or energy, a choice undertaken of one’s own free will and a choice not motivated for financial gain or for a wage or salary”



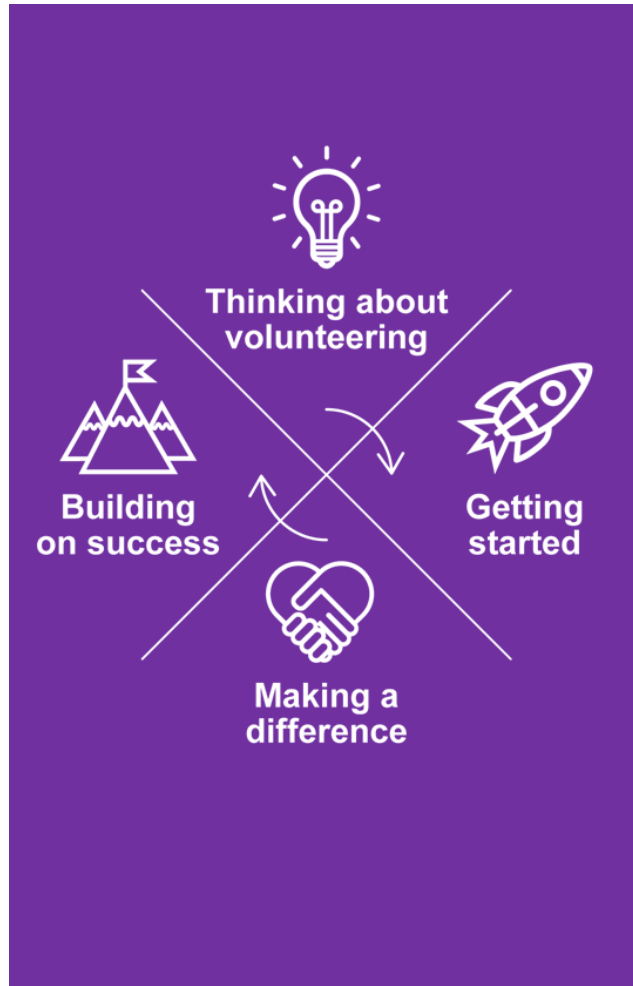
Session Objectives

- Understand the purpose and benefits of a volunteering strategy.
- Identify the steps to take to develop a volunteering strategy.
- Develop a volunteering strategy that is relevant for your organisation.
- Influence and engage others to ensure your volunteering strategy is successful.

What is a Strategy



Strategy



The [Oxford Dictionary](#) defines strategy as:

“A plan of action designed to achieve a long-term or overall aim”

“The art of planning and directing overall military operations and movements in a war or battle”

Characteristics of a Strategy



Volunteer Strategy – examples

We will create volunteer roles to expand our programs in different ways, perhaps to offer weekend and evening hours, serve remote geographic locations and in different languages, initiate online services, or other adaptations that help our clients and also match the abilities of new volunteers we can then invite to participate.

In 2014, we will recruit 50 new volunteers across the three roles; in 2015 we will introduce two new roles and increase recruitment to 60 new volunteers.

We have a 31-page document, which includes a definition of volunteering, the background and context of volunteering for the organisation, and a vision, aims and objectives (action plan) for volunteering.

Our plans for volunteering are based around three key areas:

- improving the structure of our volunteering programme
- improving support for volunteers
- growing volunteering

Let's have a chat...!



Where a strategy fits

Mission

The overall purpose of your organisation, what you are trying to achieve.

Vision

A picture of how the future could be, where you want to get to.

Strategy

An agreed plan of action to enable the organisation to achieve what it sets out to do.

Aims and objectives

The things you'll do and the steps you'll take, short-term goals along the way.



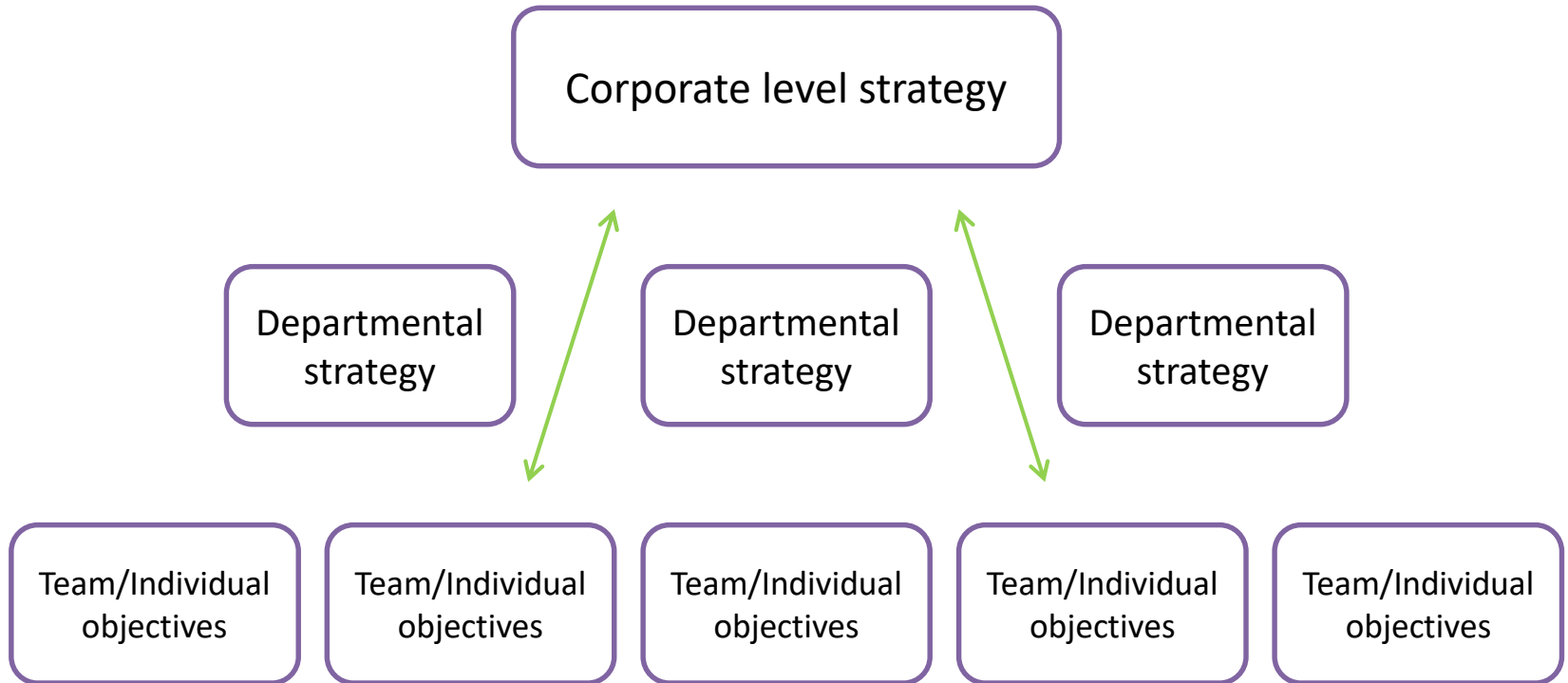
So a strategy is...

- Strategy is how we get from where we are now to where we want to be.
- “Where we want to be” is our vision.
- So developing a strategy is thinking about how we’re going to achieve our vision.

The key steps of developing a strategy



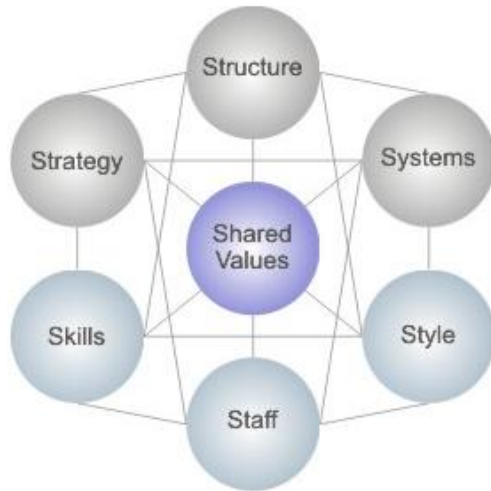
Levels of strategy



Strategic Tools - PESTLE and SWOT



McKinsey 7-S Framework



Strategy – What we are working on.

Structure - how is the organization set up and does this support volunteering?

Systems – do you have the system in place needed to support volunteering?

Style – how are volunteers managed/supported

Staff – who is responsible for supporting volunteers across the organisation?

Skills – do your volunteer managers have the skills they need to be effective?

Shared values – what are your organisations core beliefs about volunteering?



Developing the Strategy



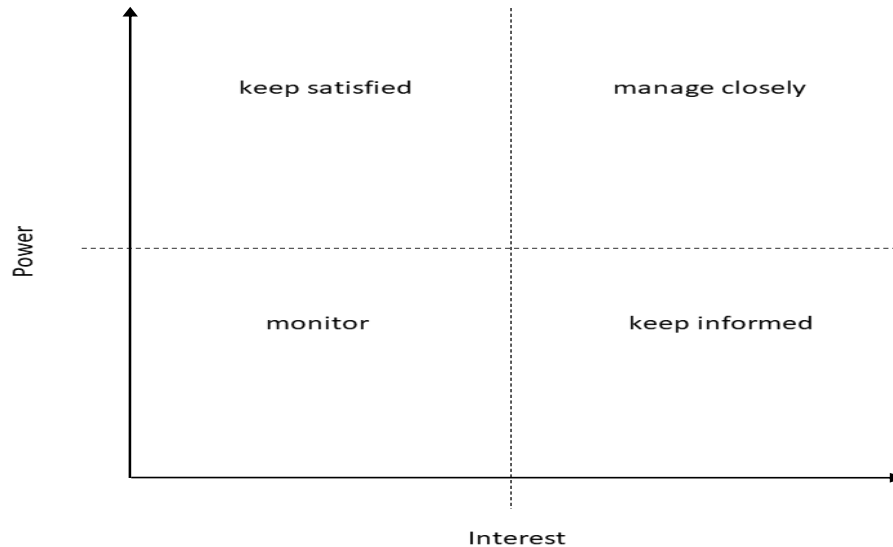
Key questions

- Where are we now?
- Where do we want to be?
- When do we want to get there?
- What will we be doing then?
- What will the external environment look like?
- How do we get to where we want to be?

Who is responsible?

Stakeholder analysis

We can get an indication of how influential each stakeholder will be by considering their interest and level of power: **high interest + high power = high influence**



Stakeholder	Action to take

Steps to consider



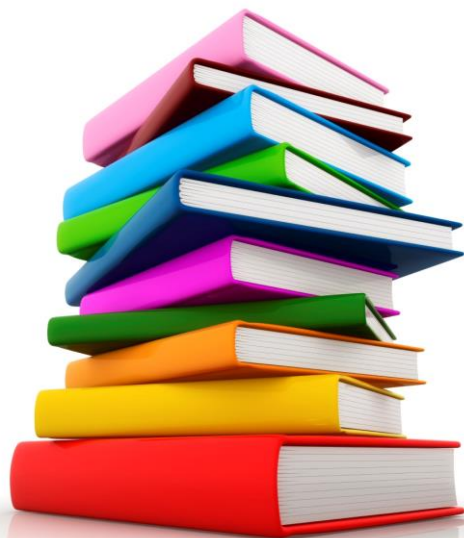
Let's have a chat...!



Implementing your Volunteer strategy



Presenting your strategy



- Is the format of your strategy important?
- Should it be a written document?
- If so, what should it look like and what should it include?
- Are there alternative formats for your strategy?

Monitoring and evaluation



Monitor

Measure

Report

Review

Volunteer
Scotland



Top tips

- Clarify your vision for volunteering.
- Create a plan for the development of your volunteering strategy.
- Consider the external and internal environment, and the future context of volunteering.
- Identify areas for the development of volunteering using liV.
- Identify your key stakeholders and decide how to engage and involve them as you develop and implement your strategy.
- Consider different ways of presenting your strategy for different audiences.
- Monitor, evaluate and review your strategy to ensure success.

Questions and action





Volunteer Scotland
Jubilee House
Forthside Way
Stirling
FK8 1QZ

Tel: 01786 479593

Email: hello@volunteerscotland.org.uk

Web: www.volunteerscotland.org.uk

