



Volunteering Spirit Wales

Event volunteer managers' toolkit

Guidance – recruitment and diversity

Volunteer recruitment - before you start!

See WCVA guidance on [recruiting, selecting and inducting volunteers](#)

Volunteer role description

- Spend time thinking about **why** you want to include volunteers, how you will benefit from involving volunteers at your event, and the resources you have available to support them.
- How will volunteers benefit from being involved in your event? Will they learn new skills? Get to see a performance?
- Identify what you want volunteers to do, so that in turn, you can define what skills and abilities they need.
- Remember to consider whether one volunteer can carry out all the tasks needed, or would it be better to recruit different volunteers to cover different tasks?
- Create a volunteer role description for each volunteer role.

Use the following documents to help you:

- [Essential information checklist](#)
- [Event programme/volunteer rota template](#)
- [Volunteer role description development tool](#)
- [Example role description - Mental Health Arts Festival volunteers](#)

When should I start recruiting? Start to recruit your volunteers as soon as you have drawn up a role description.

When should I stop recruiting? Keep on sending out recruitment information up until about one month before the event. There are pretty much always last minute changes and it's better to have a reserve list of volunteers available rather than find you're sending out begging emails the day before the event!

One month before the event, focus on how you can work with the volunteers you have recruited up to that point. If you still need more, perhaps you could

delegate the volunteer recruitment task to one of the volunteers, as by this time you might well be working flat out already!

Where to recruit volunteers

If an advisory group for your event has been formed, this will be a good place to start in terms of asking for recommendations about where to advertise volunteer opportunities. Send them, by agreement, recruitment information to forward on to their personal networks.

Other places to advertise event volunteer opportunities:

- your [local Volunteer Centre](#)
- the event venue
- ask for volunteer opportunities to be advertised as part of any other promotion for the event
- promote volunteering opportunities via your organisations' social media and website
- advertise opportunities in the geographical location of the event, eg, through community halls, churches, libraries etc
- contact previous volunteers (if you have permission to do so)

What to include in your recruitment information

- make it clear that this is a voluntary role
- explain what the role involves
- note any particular skills or abilities volunteers will need to have
- consider the benefits to volunteers
- consider the time commitment required of volunteers
- include a note about any training volunteers might need to undertake
- make clear when volunteers need to contact you by if interested
- see [Mental Health Arts Festival volunteer advert](#) as an example.

Diversity

Diversity amongst your event volunteer team

In general, organisations should aim to put on events that are widely accessible and of interest and relevance to a diverse range of participants or audience members.

There are however, some events that are very specifically aimed at a particular group of people.

As a rule of thumb, the diversity of your volunteer event team should be roughly reflective of what is being aimed for in terms of diversity amongst the target audience.

So for example, if your organisation wanted to encourage a wide range of participants, you should aim to gather a volunteer event team that is as diverse as possible.

However, if, for example, the event was aimed at exploring issues for parents with mental health problems, there might be a stipulation that only people with personal experience of that subject could be involved. This is something which should be clarified with the event organiser.

How to gather a diverse volunteer event team

Make sure that publicity and information you are sending out to volunteers is accessible and relevant to as wide a range of people as possible.

Keep in mind the idea that when looking at new ideas and opportunities, one of the first things people consider (consciously or subconsciously) is the question 'Is this for people like me?'. Include a broad range of people in any photographs or images you use and aim to address a very wide range of people from different communities and with different abilities in any volunteer recruitment information.

Make a point of stating that you welcome, and would support, volunteers from a diverse range of backgrounds and abilities, including volunteers with disabilities (if you are able to do so). Make it clear that you want to know how you might be able to support them to be involved and will do your best to do that.

Be open-minded about how volunteers from different backgrounds can help at your event. It often only needs really small changes to the volunteer support you already have in place.

In summary - top tips for recruiting a diversity of volunteers:

- Seek to establish a budget for volunteer support in order to be able to support volunteers with specific requirements. A volunteer might only be able to support your event if you are able to cover the cost of a BSL signer, for example.
- If you want a diverse volunteer team, make sure your recruitment information encourages a wide range of people.
- Make clear in all your recruitment information that you welcome volunteers from a range of backgrounds and with a range of abilities.

- If possible, include a diverse range of people in any images on your recruitment documents.
- Advertise your volunteer opportunities with a wide range of organisations, and in diverse communities and places.
- Get advice on your recruitment information from organisations such as:
 - [WCVA](#)
 - [Diverse Cymru](#)
 - [Disability Arts Cymru](#)
 - [Disabilty Sport Wales](#)

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