

# Recruiting volunteers

How to attract new volunteers  
in a new world



# 2020 has accelerated known problems and presented new opportunities

Known volunteer recruitment challenges such as an **ageing volunteer workforce**, have been magnified by the global pandemic.

It has also **inspired people to build strong local communities**, more than ever before.

The competition in the jobs market is tough and New Zealander's are looking for a way to boost their resume and **progress their career**.

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**Today we will share data, insights and important tips on how to help your volunteer opportunities stand out and your organisation attract more volunteers**

# Insights from NZ Research and Reports

## Pre-COVID we knew...

- **A lack of volunteers** is reported by 36.6% of organisations as their single biggest challenge. Recruiting and retaining volunteers continued to pose a challenge to many organisations.
- **Concern over an ageing volunteer workforce** which was clear before COVID. 35.8% of organisations expressing concern over an ageing volunteer workforce.
- Volunteers report increasing **preference for episodic, project-based volunteering**.
- **Volunteer motivations of developing skills, connecting with, and helping the community** are cited as the biggest motivations. A notable 82.3% of respondents intend to continue with their current volunteering role long term.

## COVID highlighted...

- Retention and engagement was the second most cited issue (funding was #1). 33% of organisations are concerned as to how they will **engage with and retain their volunteer workforce**.
- Despite restrictions that were put in place for the Community and Voluntary sector, there have been **opportunities, adaptability, and flexibility** that participating organisations took to move towards. Examples of this include **virtually onboarding volunteers and online & remote volunteering**.
- **People want to volunteer**, the supply of opportunities can't necessarily meet the demand



*Sources:*  
NZ State of Volunteering Report  
COVID Impact Survey

# Our SKV data is telling us we can help...

- **We have more interest in volunteering than ever before**

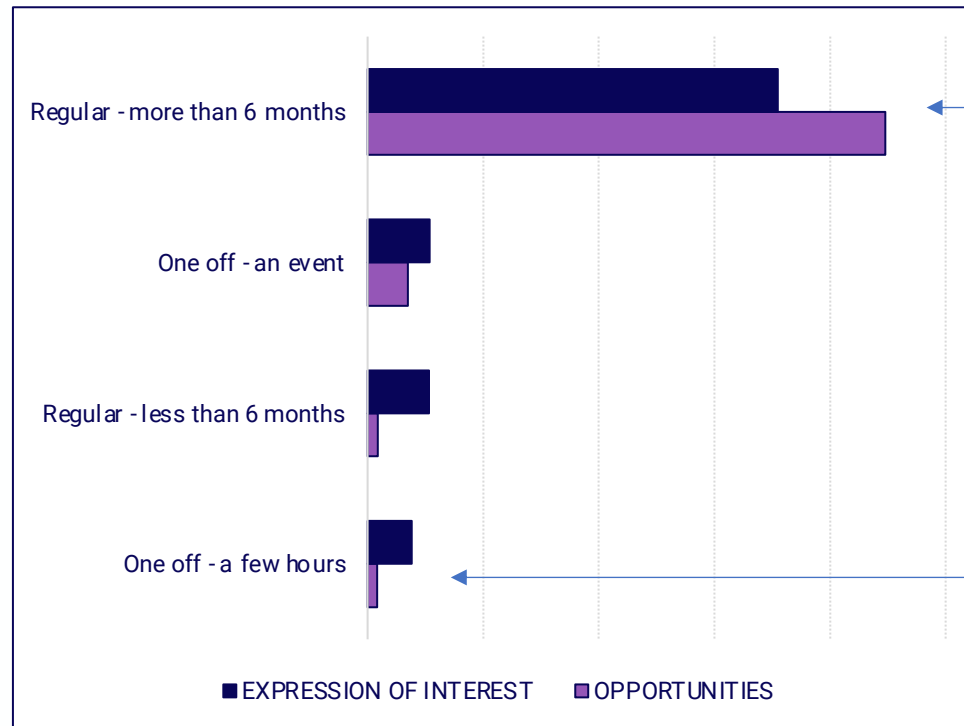
SEEK Volunteer	2020	2019	% change	Sept 2020
Visits	188,113	156,007	21%	36%
Expressions of Interest	11,145	8,756	27%	10%

- **We have the next generation of volunteers, as 20 to 40 year old's make up 63% of our expressions of interest**

Age	% of EOI's
Under 20	10%
20 - 29	43%
30 - 39	20%
40 - 49	8%
50 - 59	5%
60 - 69	2%
70+	0%
No Age Provided	9%

# But we need to consider 'supply vs demand'

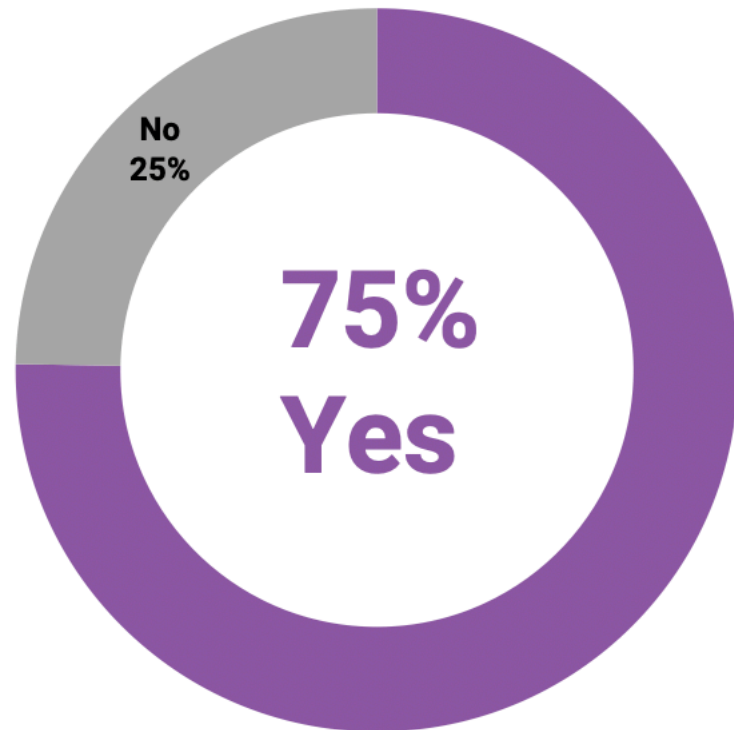
- 77% of the advertised opportunities are asking the volunteer to make a commitment of more than 6 months, but we know that younger people have a **preference for episodic and project-based volunteering**.



*0.8 x EOI's for each opportunity*

*4 x EOI's for each opportunity*

## Consider a 'Recruit then Retain' strategy



**Three in four volunteers report they have continued to have an ongoing volunteer relationship with the organisation.**

- The COVID game changer – virtual onboarding!

*\*Australian SEEK Volunteer Research*

# Attracting the 'most suitable' volunteer

- Understand their 'Primary Intention'

## **Social Good 40%**

To make a difference

To contribute to my  
community or a cause

## **Career 40%**

Gain skills and experience  
to enhance my career

Use my skills and  
experience for social good

## **Belonging 20%**

To feel connected

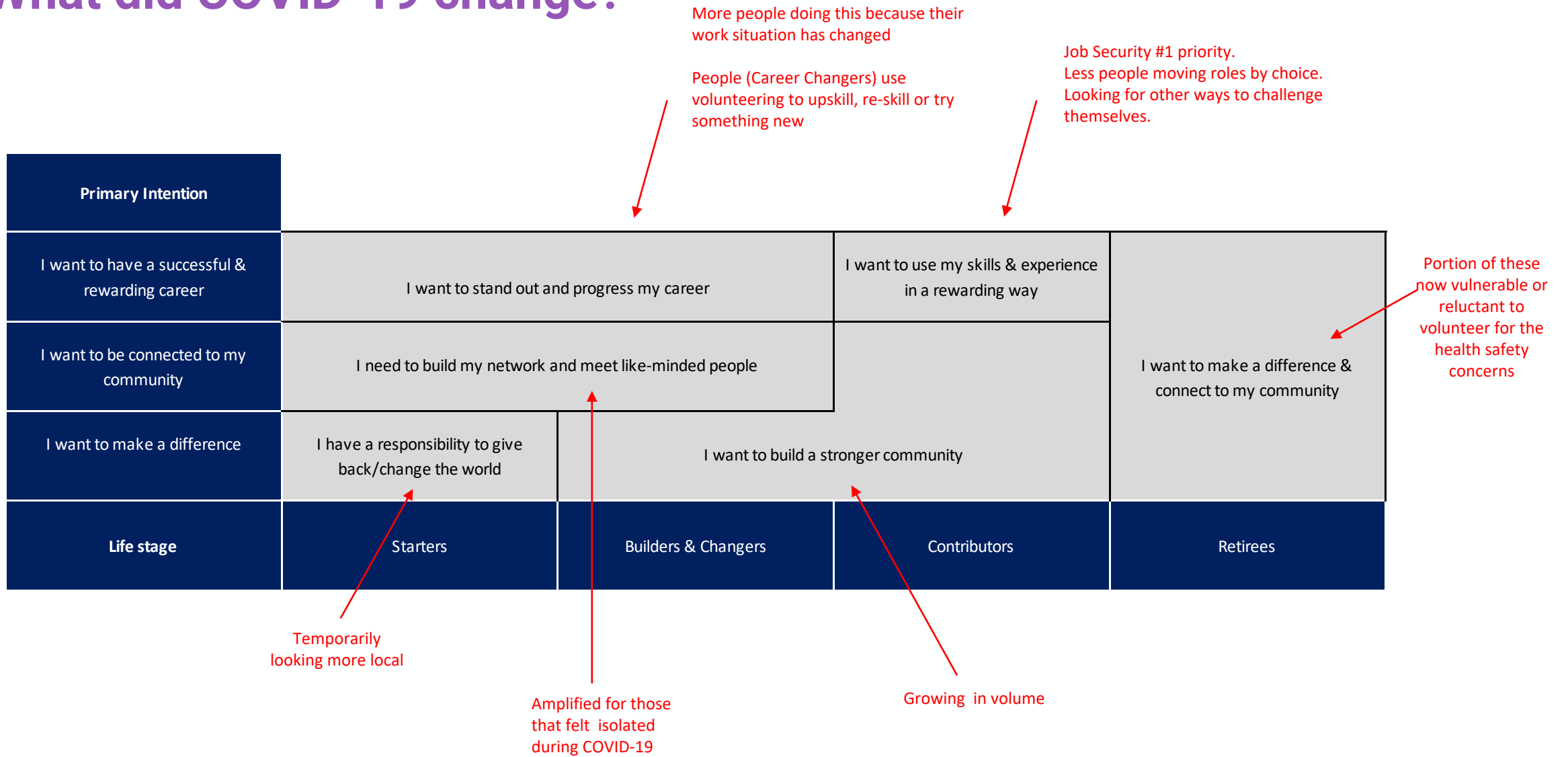
To build relationships

# How we use this to think about volunteer segments

Primary Intention ↓	I want to stand out and progress my career		I want to use my skills & experience in a rewarding way	I want to make a difference & connect to my community
I want to have a successful & rewarding career	I need to build my network and meet like-minded people			
I want to be connected to my community	I have a responsibility to give back/change the world	I want to build a stronger community		
I want to make a difference		Builders & Changers	Contributors	Retirees
Life stage →	Starters			



# What did COVID-19 change?



# SEEK NZ Insights – COVID-19 & Job Candidates

More than 2 in 3 candidates are interested in upskilling, reskilling or retraining in the next 6 months with 36% of these candidates having made this decision post-COVID19

## Previous participation and Intention



### Upskilling

The process of improving workers' skills in their current job or career



### Reskilling

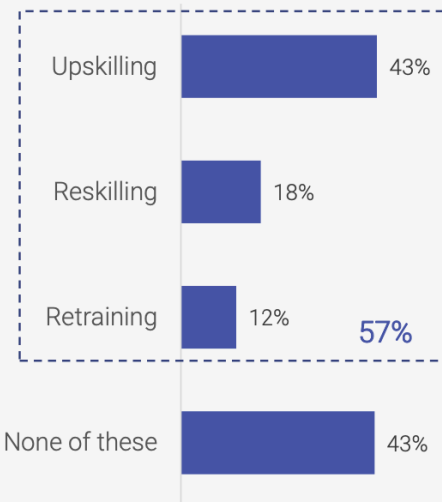
The process of learning new skills so you can do a different job or career



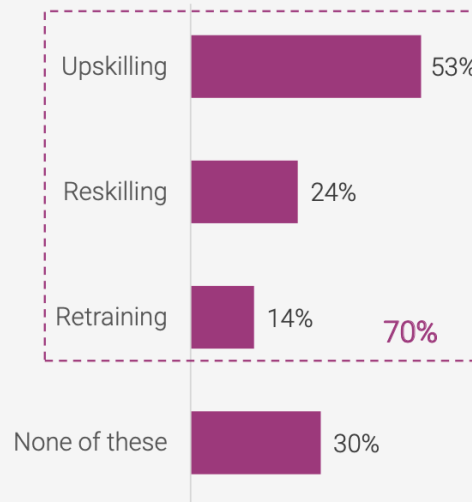
### Retraining

Re-learning the abilities required to do your current job

### Participation in the last 6 months



### Intention in the next 6 months



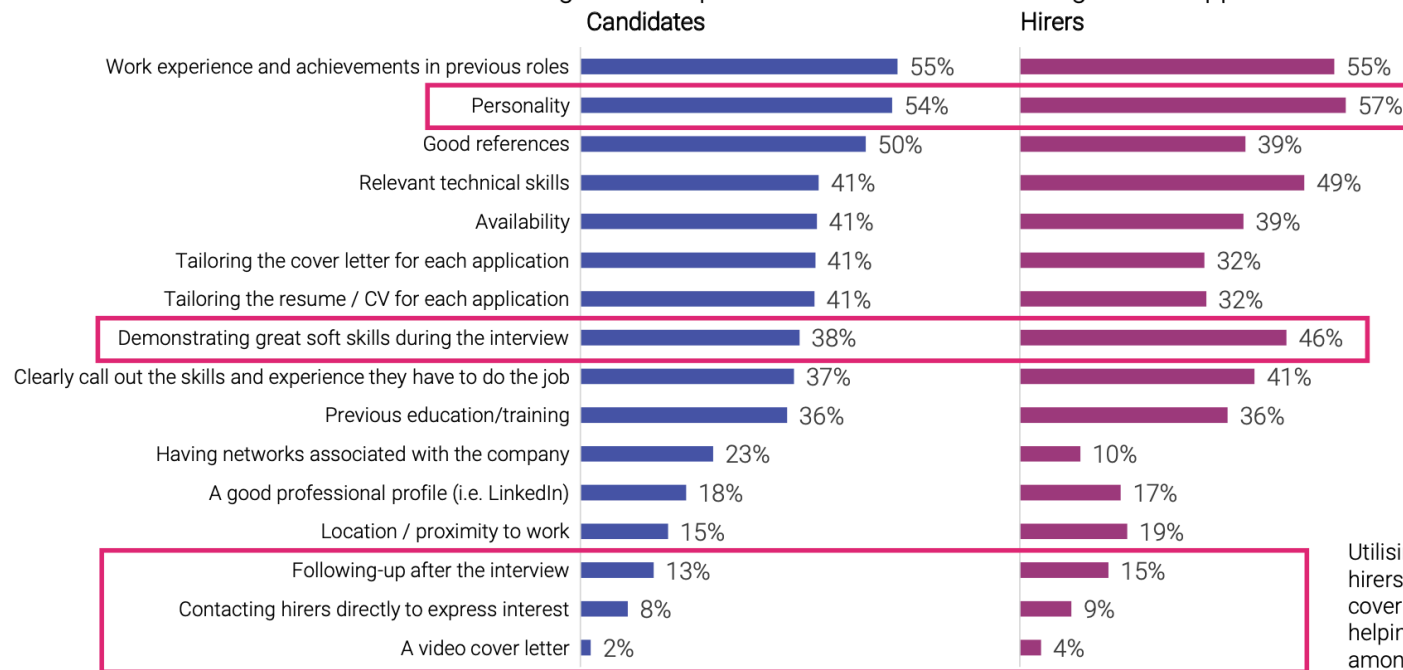
**36%**  
of candidates who intend to upskill, reskill or retrain made their decision after the COVID-19 pandemic

15% of candidates don't know/hard to tell when they made the decision

# SEEK NZ Insights – COVID-19 & Hirers

**Compared to candidates, Kiwi hirers place a higher importance on personality and soft skills as ways of standing out**

Candidates' and Hirers' view - % think the following would help a candidate stand out amongst other applicants



Utilising connections, contacting hirers directly and sending a video cover letter have limited impact on helping candidates stand out amongst other applicants

B5. If you were to apply for a job in the current market, which of the following do you think give you the best chance of standing out amongst other applicants?

B3 - Previously you mentioned that you have been involved in the hiring process. If you were to hire for a position under the current circumstances (COVID-19), which of the following do you think would help a candidate stand out amongst other applicants?

Base: Total n=336, Hirers n=82

# Let's do a quick breakout room activity

- 5 mins
- Pick one of your volunteer opportunities
- Think of the most appropriate type of volunteer for this opportunity/or a successful volunteer you know
- Come up with 1-2 punchy opening lines for your short description that would attract their attention
- Think of 2-3 technical skills or soft traits they could develop from undertaking this opportunity

## Graphic artist/quote designer

### Be The Change NZ

📍 Online or Remote    📌 Education & Training

📁 Arts, Craft & Photography, Counselling & Help Line, Education & Training, IT & Web Development, Marketing, Media & Communications, Writing & Editing

Inspire, empower & help teach youth about bullying & how to prevent it with your creative, attention-grabbing quotes. We're a "FOR youth, BY youth" charity & prefer a young person, because your ideas will be related to better & more relevant than the "oldies" on the team. The right volunteer would provide as many quotes as they would like - we post to our social media sites daily.

♥ Favourite opportunity

## Audio Editing and Digital Recording Knowledge Bank

📍 Hastings Central Hawkes Bay    📌 Museums & Heritage

📁 Administration & Office Management, Education & Training, Fundraising & Events, IT & Web Development, Library Services, Marketing, Media & Communications, Research, Policy & Analysis, Writing & Editing

Do you have or want skills in audio editing? Are you passionate about Hawke's Bay and its history? Do you have some skill and free time to involve yourself in a growing community project? Wanting to find a place with great people? Come contribute and build up your skills at the Hawke's Bay Knowledge Bank. There's room for you and others with a wide range of interests.

♥ Favourite opportunity

## HOW TO WRITE A GREAT VOLUNTEER OPPORTUNITY

When it comes to writing a volunteer opportunity to attract the volunteers you want, it's often the little things that make the biggest difference. Here are some simple tips that will make your opportunity stand out from the crowd.

### AN ENGAGING TITLE

**DO:** Describe the task they will be doing and keep it succinct.

**DON'T:** Use the word 'volunteer' in your title, instead try descriptive words like assistant, support, specialist, enthusiast, coordinator, guide or leader.

### SHORT DESCRIPTION

**DO:** Think of this as your 'movie trailer'. Use action words to sell the activity. Make sure you include what the volunteer will be doing and the impact they/this activity will have. Leave them being inspired and wanting more.

**DON'T:** Include information about your organisation here.

### LONG DESCRIPTION

Here's your opportunity to say more. We recommend you include a detailed outline of -

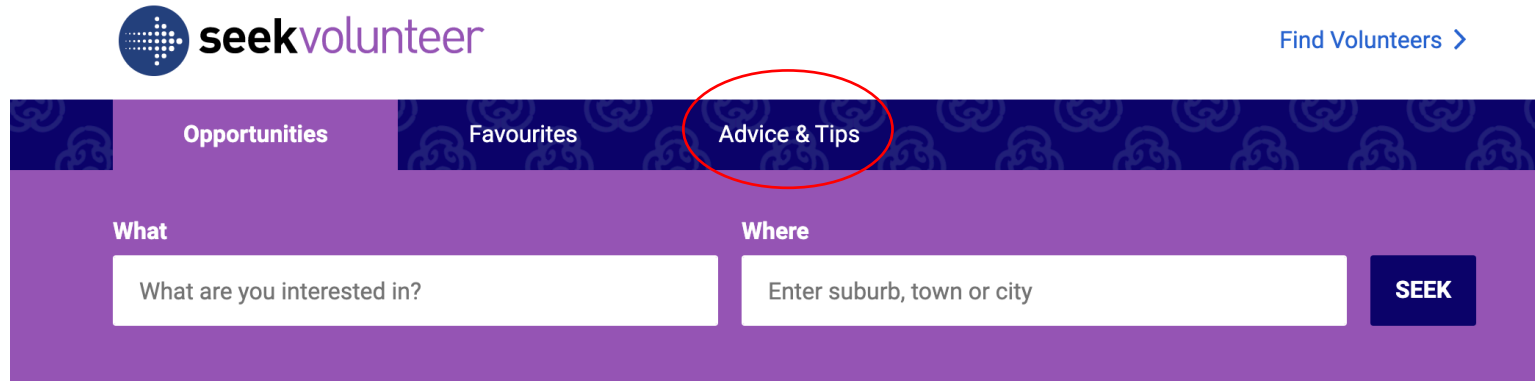
- Your Company
- The Activity
- The social impact your company and this activity will have
- Traits you're looking for in a volunteer (skills, experience, attitude)
- Clearly articulate the expected commitment (mostly time, but anything else that you need them to commit to)


### OTHER HANDY TIPS

- Complete all the fields that appear in the rest of the form
- Put yourself in the shoes of the volunteer and remember they don't have the knowledge you have
- Run a draft past someone who knows nothing about the volunteer opportunity and get their feedback
- If you have an idea how to improve your text once you've written it, make sure you jump back in and update it. You can do this at any time.



# SEEK Volunteer Advice & Tips



 seekvolunteer [Find Volunteers >](#)

Opportunities Favourites **Advice & Tips**

What Where

What are you interested in? Enter suburb, town or city **SEEK**

## Supporting and connecting communities in Aotearoa New Zealand



Thank you

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