

# Tapping into Hidden Resources

Thinking differently about  
volunteers for your organisation

# Blue Sky Activity

What would your service do differently if there was an unlimited budget?

## Increase Services:

- Provide extra outings
- More social contact
- Services at different times
- Start an In-house café
- Provide more to remote clients
- Free meals/subsidies
- Boarder range services
- Start cooking classes
- Transport options
- Start meal mates
- Make meals at home
- Nutrition Screening

## Improve Internal Systems:

- Financial Security
- Hire more staff
- Technology training
- Improve marketing
- Attract younger people
- Attract more diverse board members
- Volunteer recognition
- Volunteer resources / support

## Assets and Infrastructure:

- Fleet of cars + petrol
- More Space
- More Freezer space
- Refrigerated truck



Volunteers  
can assist  
with all of  
these

# Volunteer Groups

## Which groups to approach to gain Volunteer?

### Families:

- Mums with young children are perfect for digital/ social media marketing. It fits in around their other responsibilities and they are already active so sharing is very effective.
- Mums with children starting school are often looking for something to “give them a purpose” and traditional meal deliveries are in school hours.
- Mums are also often highly skilled people looking to return to the workforce but have lost confidence and willing to volunteer in many areas.
- Family of your existing clients are often generous with both time and expertise

**Remember –  
What is in it for  
me? What  
does the  
experience  
give them**

# Volunteer Groups

## Education Groups:

- Schools are often looking for ways to engage students. Working with the principal or teachers work out how volunteering could fit into the curriculum e.g. Year 1 and 2 local history, year 5 technology training for your clients, sustainable gardening
- Year 9 to 11 students doing Duke of Edenborough Awards must volunteer a minimum of 1 hour /week although most volunteer more.
- University Students are often looking for experience to improve their employability or to graduate. Tap into this resource even remotely.
- Local music teachers, bands and dance schools love to have their student perform for groups.

Use their passion  
to engage them.  
Studying Media?  
Videos for your  
website or social  
media.

# Volunteer Groups

## Professionals:

- Young professionals are often looking for increased experience and local exposure. Volunteering on your board or as a specialist role is a great way to get “one step ahead” in the career ladder
- Local Business Owners who are looking to raise their profile are often generous with in kind donations of their time or area of speciality
- Local Whitegoods Stores may be able to secure a “second” for your service at no cost. Think about fridges, heaters, kettles, microwave etc. Let them know in advance and be patient
- Retired council or government employees often know who to talk to and what needs to be in submissions to secure local grants

**Always reward your business volunteers with publicity. Spread the word and they will continue to support you.**

# Volunteer Groups

## **Corporates:**

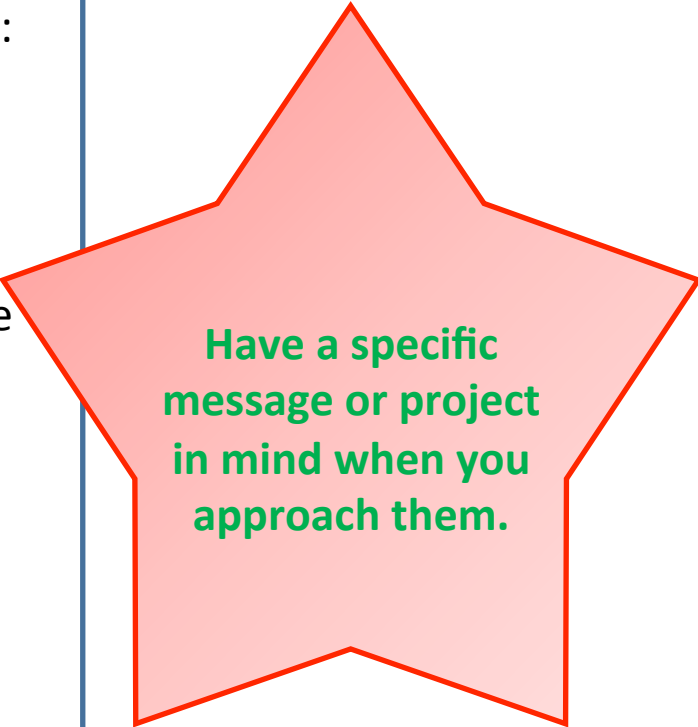
- Corporates compete in the Social Commitment area  
For additional grants and support look to your local:
  - Banks
  - Supermarkets
  - Bunnings

## **Local councils:**

- Councils will often provide marketing support in the form of information on their website and information to pensioners on their rate notices

## **Other NFPs**

- Most of us know that our volunteers are also volunteering elsewhere. Talk to your local Lions, Rotary, Probus, Zonta groups and ask for help to fundraise.



**Have a specific message or project in mind when you approach them.**

# Where to Advertise for Volunteers

There are more places to advertise for volunteers?

## Job Boards:

- [www.probonoaustralia.com.au](http://www.probonoaustralia.com.au)
- [www.signupgenius.com](http://www.signupgenius.com)
- [www.volunteer.com.au](http://www.volunteer.com.au)
- [www.govolunteer.com.au](http://www.govolunteer.com.au)
- [www.indeed.com.au](http://www.indeed.com.au)
- [www.carecareers.com.au](http://www.carecareers.com.au)
- Local council website

## Community Notice Boards:

- Supermarkets
- Banks
- Officeworks
- Schools
- Council Information
- Local coffee shop windows
- Local Gyms

## Social Media:

- Facebook, LinkedIn, Instagram, Pinterest, Vine



Volunteers  
can assist  
with all of  
these

# Tapping into Hidden Resources

Thinking differently about  
volunteers for your organisation