



# VOLUNTEER MAKERS

THE FUTURE OF  
VOLUNTEERING

**Volunteer Makers – seminar slides**  
**Claire Sully**



Today we aim to ....

- Inspire you
- Help you understand the why & how
- How to get involved with our programme going forward

# Agenda



- Introduction
- Funding, changing volunteers and digital
- Blended volunteering – the future of volunteering
- Engagement culture – why it is important
- Making a step-change
- Volunteer Makers Programme – how to get involved
- Round-up

**TRADITIONAL VOLUNTEERS**

**DIFFERENT VOICES**

**DEMOGRAPHICS**

**BEYOND VOLUNTEERING**

# **BLENDED VOLUNTEERING**

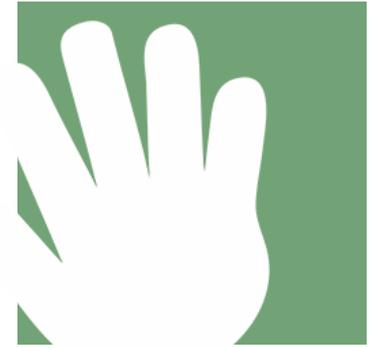
**DIGITAL VOLUNTEERING**

**ENGAGING VOLUNTEERS**

**LONG TAIL OF VOLUNTEERING**

**VALUE EXCHANGE**

**MICRO-VOLUNTEERING**



# Blended Volunteering

- Blending your volunteering with public participation, marketing and digital
- See volunteering beyond traditional roles
- Blending regular volunteering with micro-volunteering
- See your audience as supporters as volunteers

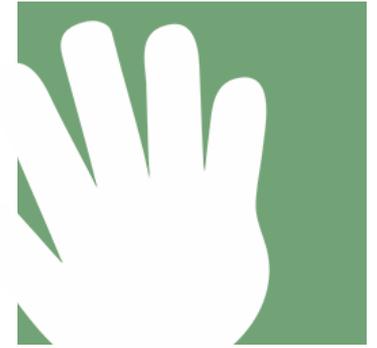


- The long tail – larger numbers, small amounts of time = lots more volunteers and often hard to reach volunteers
- Beyond volunteering – how everyone who connects to you can become a volunteer
- Value exchange – creating value for you and your volunteer in more ways than one!
- Different voices – increasing diversity in your supporter base
- Get connected – how technology can increase engagement
- Gamification – using game playing and technology as a way to engage people

# What is Volunteer Makers



- Volunteer Makers is an engagement model for widening participation in volunteering activities
- It can deliver Blended Volunteering and micro-volunteering and grow your regular volunteering
- It an our app as well
- It meets the challenges set by:
  - Changing Economics
  - Changing volunteer profiles
  - Digital engagement
- It is a Museum-led idea



# Volunteer Makers delivers

- Gamification
- Skills Matching
- Value exchange
- Feeling in control
- Impact Reporting

# Where is Volunteer Makers tech



The screenshot shows the Museum Makers website homepage. At the top left is the logo 'MUSEUM MAKERS' in a yellow grid. To the right are 'Log in' and 'JOIN NOW' buttons. A navigation menu includes 'ABOUT', 'GET INVOLVED', 'EVENTS', 'BLOG', 'GALLERY', and 'CONTACT'. A teal banner reads 'WELCOME BACK TO MUSEUM MAKERS'. Below this is a purple callout box with a yellow 'M' icon and the text: 'Wardown Park Museum is currently closed for redevelopment. Keep up to date with the latest news.' To the right is a red box: 'INTERESTED IN BECOMING A MUSEUM MAKER? SIGN UP NOW >'. Below that is a 'NEW CHALLENGES' section listing 'Dining Room table top display' (Tuesday 10<sup>th</sup> January, 2017) and 'Bookplate illustration' (Wednesday 24<sup>th</sup> August, 2016). At the bottom are four colored boxes: 'MINUTES TO SPARE?' (orange, clock icon), 'DONATE A DAY' (teal, calendar icon), 'MAKE IT REGULAR' (yellow, hourglass icon), and 'DO IT TOgether' (blue, group icon). A small text at the bottom left reads 'Waiting for idsyncr1cdn.com...'.

WANT TO BECOME A VOLUNTEER?

[SIGN UP NOW >](#)

### NEW CHALLENGES

**Day out with Thomas Event  
Stewards**

Thursday 20<sup>th</sup> April, 2017

**Friends of Discovery Museum,  
Machine Maintainers**

Thursday 20<sup>th</sup> April, 2017

All the Fun of the Fair

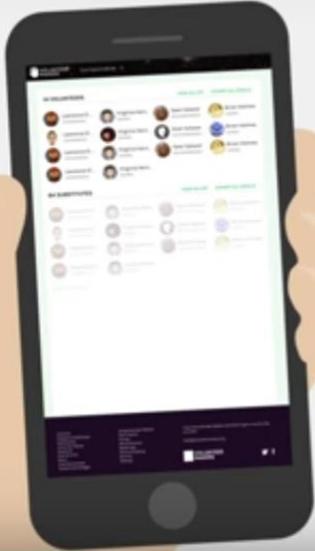
[VOLUNTEER AT DISCOVERY MUSEUMS FROM JUNE 2017 »](#)





# Volunteer Makers Model & APP

Volunteer Makers - an overview Infographic



**VOLUNTEER MAKERS**  
Helps Manage,  
Grow &  
Engage a  
**VOLUNTEER COMMUNITY**

0:15 / 1:00

HD

Video player controls including play/pause, next, volume, and full screen buttons.

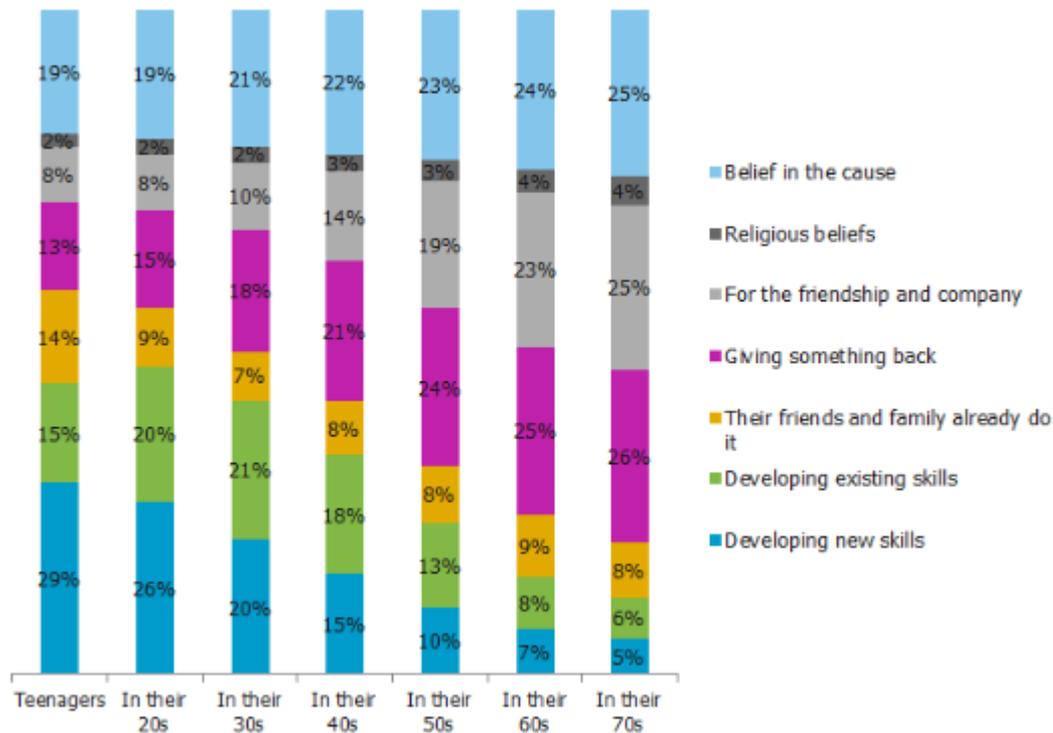
# The volunteer landscape - key research and challenges

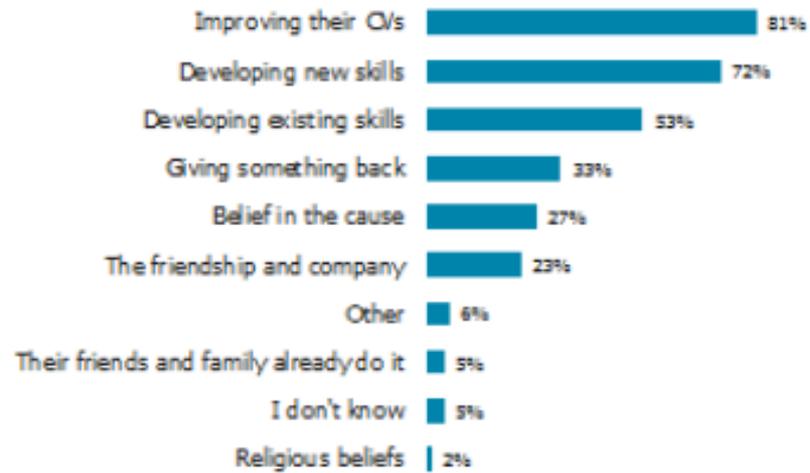


- Volunteers have changed
- Demographics create a different volunteer opportunity
- Baby boomers
- Millennials
- Other profiles



# Reasons for volunteering







# The value of Volunteering?

- In England, 15.9m individuals volunteer frequently from an overall population of 53.9m.
- **£23.9 billion** - The Office for National Statistics
- **£45.1 billion** - Volunteering England
- **£53 billion** – DWP

A comparison:

- **£69.5 billion** turnover as UK car industry sector accelerates to historic high.

# A comparison to Financial Services Industry



- 7% of the UK workforce, producing nearly 12% of total economic output, contributing £66bn in taxes and generating a trade surplus of £72bn

# A changing volunteer landscape?



- Volunteering for charities and other organisations in the country declined by 7% in the three years to 2015.
- Over the past decade there has been a 15.4% fall in the total number of regular hours dedicated to volunteering, dropping from to 2.28 billion from 1.93 billion hours.
- This, according to the Office for National Statistics, resulted in a loss of more than £1 billion between 2012 and 2015.



# What do the stats reveal?

- Amount of time volunteering in decline, but more people are signing up to volunteer especially young people.

# What do we mean by value?



- Economic
- Value to the volunteer
- Value to your organisation
- Value contributing your organisation's sustainability
- Wellbeing
- Culture & mindset
- Other?



- Nesta: “My prediction is that 2017 might just be the year of micro-volunteering and data donation, with cheap technologies allowing everyone to volunteer from home for short and sweet periods of time, no matter how much time they have to give.

One of the most significant declines was in the number of **young people** visiting these museums for educational purposes, which dropped by over 6% from the previous year.



Is micro-volunteering the answer?

## British museums and art galleries hit by 1.4m fall in visitors



Fewer school trips, security fears and a lack of blockbuster exhibitions blamed for decline at UK's major attractions



SMT

# Accreditation?





# Accreditation

- 1.4 Effective forward planning The museum must plan effectively for long-term success and to make sure it can adapt in a changing environment in order to survive. Its approved forward plans must include or cover the following:
- 1.7 Appropriate workforce, in numbers and experience, for the museum's responsibilities and plans The museum must have an appropriate workforce to run it effectively. It must have effective employment procedures and roles in place to meet its responsibilities.
- 3.2 User-focused experience The museum must provide a welcoming, accessible environment, and appropriate services and facilities.

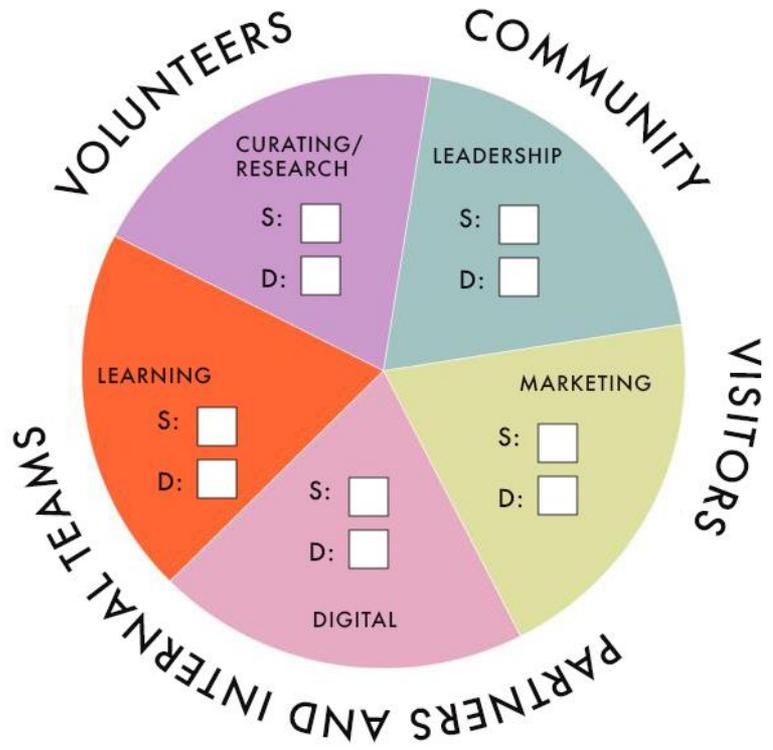
Including: communicate effectively with users and potential users through a range of accessible marketing and promotional activities

# ENGAGEMENT CULTURE



S:   
D:   
S = STRATEGIC  
D = DELIVERY

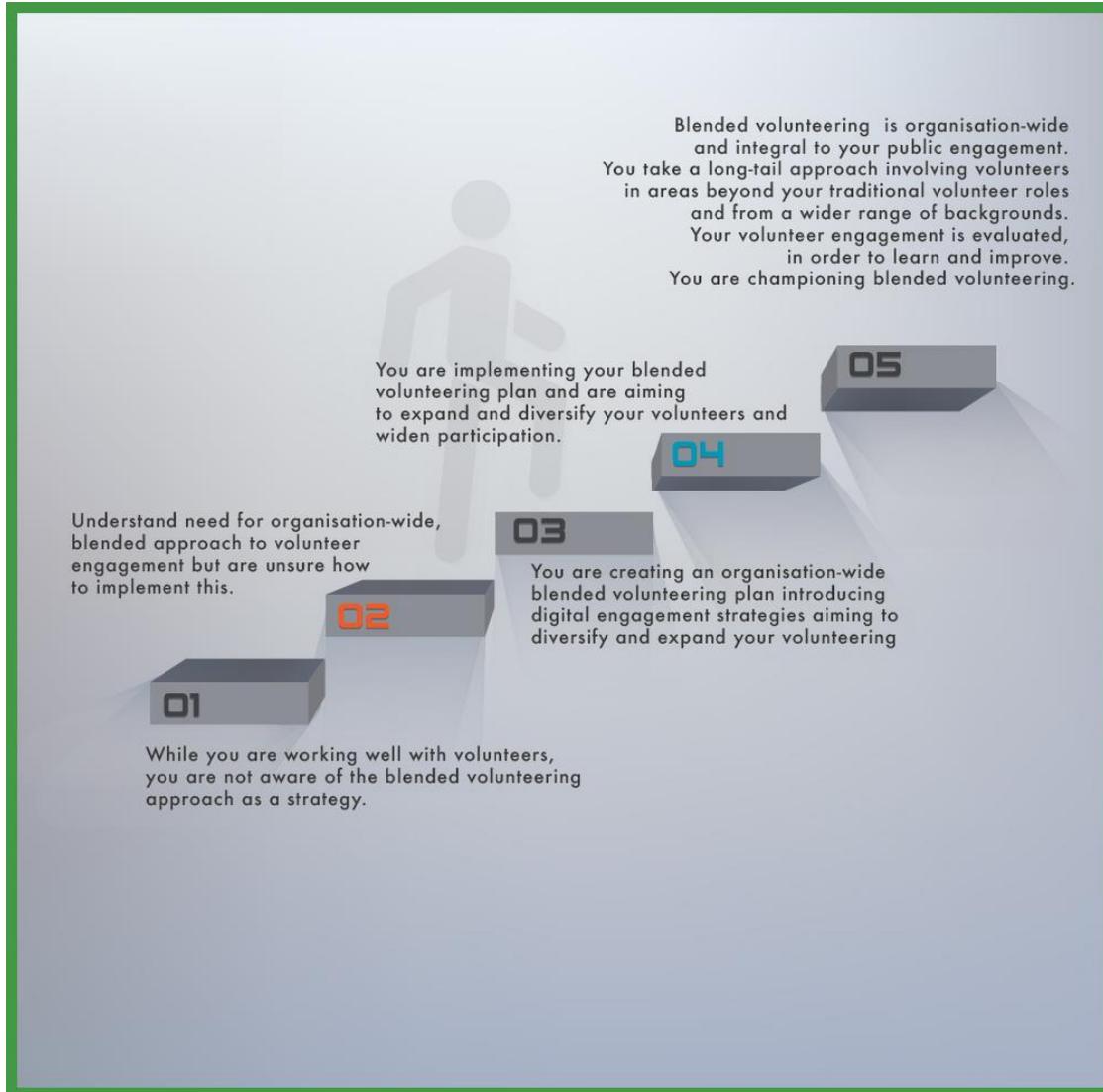
SCORE OUT OF  
10 FOR INVOLVEMENT



# It's about you

- Step-change approach





# Volunteer Makers Programme



- Regional seminars
- Workshops
- National Conference
- VolunteerMakers.Org
- [hello@volunteermakers.org](mailto:hello@volunteermakers.org)
- @volunteermakers
- Give us your ideas and examples

# Let us work with you to implement Blended Volunteering



- Apply here:

<http://volunteermakers.org/national-volunteer-engagement-training-programme/national-volunteer-makers-training-programme/>



Thank you & Stay in touch

[Hello@volunteermakers.org](mailto:Hello@volunteermakers.org)

@volunteermakers