



**VOLUNTEER
MAKERS**

**THE FUTURE OF
VOLUNTEERING**

Claire Sully

AIM conference 2017

June 22, 2017

Today is about the future of
volunteering





Change

- How we are funded
- Who (or where) are our volunteers
- How do I reach them (and keep them)



Shifts in demographics have
changed volunteering
irrevocably



Volunteering or not?



- Write a review - enjoyed an exhibition? Wowed by a workshop? Spread the word by writing a review.
- Donate your junk! We need your recyclables and old, useless tech!
- Fact of the Day Take part in this crowd-sourced research project for our 'This Day In History' calendar!
- Post a photo - Take a photo of something you've enjoyed on your visit, then share it on social media.
- Gallery steward

Corinium Museum

is located at the heart of Cirencester, the 'Capital of the Cotswolds'. Their principal collection consists of the highly significant finds from the Roman town of Corinium. Growing their community of volunteers is at the heart of the museum's vision and here is how they are doing it, on their recently launched Volunteer Makers platform.



ACTIVITY: Research a Mystery Object

WHATS
INVOLVED:

The museum is looking for researchers to help identify mystery objects in their collection. Your research will help spread new light on the collections, create a better understanding of the material the museum holds and give you an opportunity to practise your research skills.

ACTIVITY: Be a garden volunteer

WHATS
INVOLVED:

What's involved: The museums is looking for a volunteer to help maintain and develop our Roman Garden.

ACTIVITY: Trial a Trail

WHATS
INVOLVED:

The challenge is to help the museum trial a new gallery trail at the design stage for museum families and schools.

Get involved: corinium.volunteermakers.org

What is ...

- Blended volunteering
- Micro-volunteering
- Volunteering Makers



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

Volunteer Makers delivers your vision through engaged supporters



What is Volunteer Makers



- an engagement model for widening participation in volunteering activities
- It can deliver Blended Volunteering and micro-volunteering and grow your regular volunteering
- It an app as well
- It is a Museum-led idea

TRADITIONAL VOLUNTEERS

DIFFERENT VOICES

DEMOGRAPHICS

BEYOND VOLUNTEERING

BLENDED VOLUNTEERING

DIGITAL VOLUNTEERING

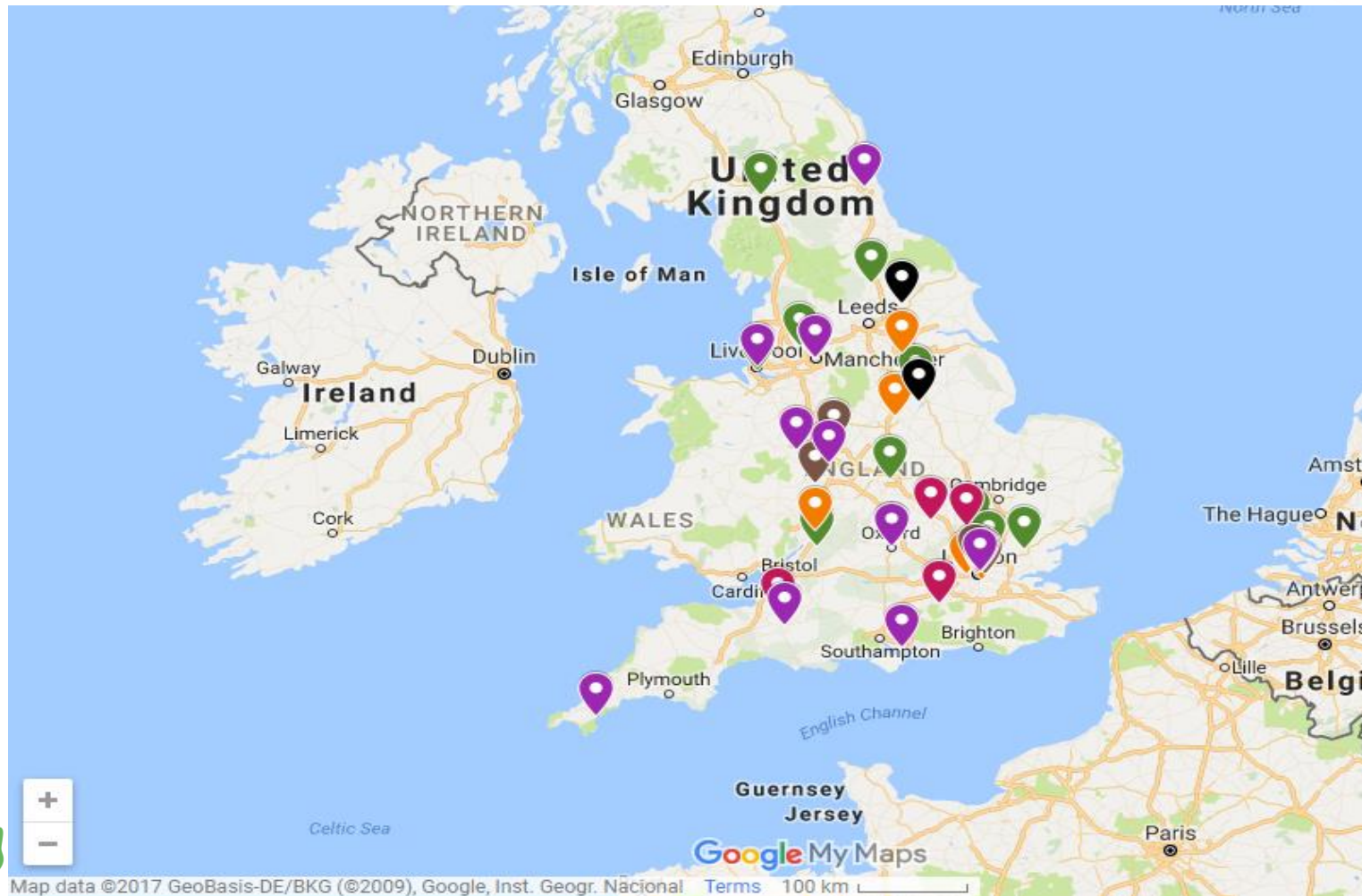
ENGAGING VOLUNTEERS

LONG TAIL OF VOLUNTEERING

VALUE EXCHANGE

MICRO-VOLUNTEERING

Where is volunteer makers



WANT TO BECOME A VOLUNTEER?

[SIGN UP NOW >](#)

NEW CHALLENGES

Day out with Thomas Event
Stewards

Thursday 20th April, 2017

Friends of Discovery Museum,
Machine Maintainers

Thursday 20th April, 2017

All the Fun of the Fair

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

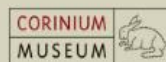


CORINIUM MUSEUM

VOLUNTEER MAKERS

Log in

JOIN NOW



ABOUT

GET INVOLVED

EVENTS

CONTACT

INTERESTED IN HELPING
CORINIUM?

SIGN UP NOW >

NEW CHALLENGES

Rural Life Preservation Project
Tuesday 6th June, 2017

Digital Mapping Volunteer
Wednesday 24th May, 2017



Corinium Museum

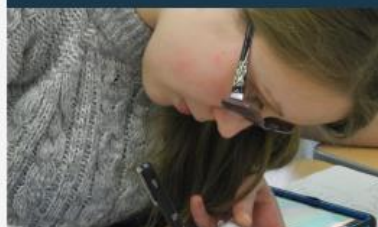
WHO ARE WE? »



JUST A MINUTE



GIVE A DAY



REGULAR HELP



WORK AS A TEAM





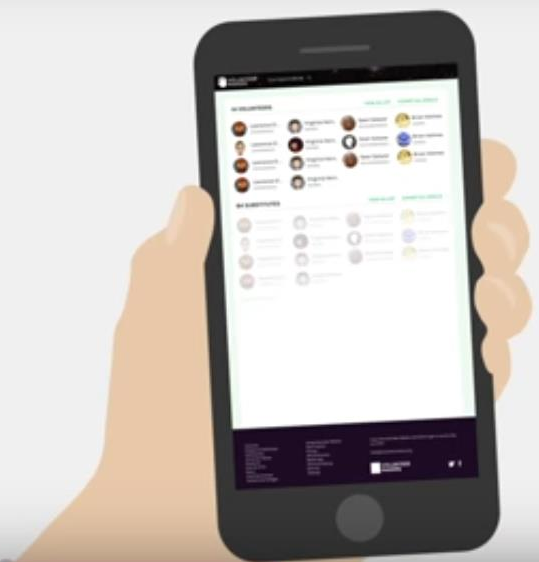
Volunteer Makers delivers

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



Volunteer Makers Model & APP

Volunteer Makers - an overview Infographic



VOLUNTEER MAKERS
Helps Manage,
Grow &
Engage a
VOLUNTEER COMMUNITY

0:15 / 1:00

HD

What do we mean by value of volunteering?



- Economic
- Value (for the volunteer)
- Value to your organisation
- Value contributing your organisation's sustainability
- Wellbeing
- Culture & mind-set
- Other?

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.



- 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.



Claire Sully ▾



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Voluntary Sector Network

charity leadership

'I feel abandoned': charities must resolve the conflict between volunteers and staff

Charities need to invest in leadership and training as well as recruitment to manage their volunteers more effectively



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Fiona Beddoes-Jones

Chartered psychologist and chief executive, the Cognitive Fitness Consultancy

Tuesday 6 June 2017 07.42 BST



Volunteer Makers Programme needs you!



- Regional seminars
- Workshops
- National Conference
- VolunteerMakers.Org
- hello@volunteermakers.org
- @volunteermakers
- Give us your ideas and examples



Thank you & Stay in touch

Hello@volunteermakers.org

@volunteermakers