**Name of Accredited Museum:   
Workshop date:**  
The Volunteer Makers model will help you manage, engage, grow and inspire a volunteer base for your museum. It establishes a volunteer community, blending volunteering with public participation, marketing and digital, which supports an organisation-wide approach to engaging your audience. It can provide an extraordinary value exchange between your museum and your volunteer community, which can be measured in terms of economic impact, sustainability and diversity.

Volunteer Makers does not replace your approach or existing volunteer programmes, it simply helps you deliver it through effective engagement with your audience.

Our Volunteer Makers Pioneer Partner Programme will provide you with support during your strategic planning and can include a free extended trial period of using our Volunteer Makers app.   
  
Becoming a Volunteer Makers Pioneer requires a commitment that you take an organisation-wide approach to developing a volunteer engagement strategy and delivery of it.  
 **To help us best support you, please provide the following information:**  
1. Name of Volunteer Makers Pioneer Organisation(s):

(If you are applying as a group of museums, please list all participating museums and mention Accreditation status)

2. Name of main contact:

3. Position of main contact:

4. Current number of volunteers the museum is engaging with:  
  
0-30.……………………………………………….  
30-75………………………………………………  
75-150…………………………………………….  
150-300…………………………………………...  
300-500……………………………………………  
500-1000………………………………………….  
1000-2000………………………………………...  
2000-4000………………………………………..

5. Target number of volunteers:  
  
0-30.……………………………………………….  
30-75………………………………………………  
75-150…………………………………………….  
150-300………………………………………….  
300-500………………………………………….  
500-1000………………………………………..  
1000-2000………………………………………  
2000-4000………………………………………

6. What are the typical roles of your volunteers?

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7. What are your visitor numbers per annum?

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8. Aims of current volunteer engagement?

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9. Who works with volunteers in your organisation?

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10. How do you currently recruit volunteers?

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11. Are there any particular demographics of volunteers you wish to recruit more of? If so what have you been doing to recruit these groups?

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12. How do you currently engage your wider community (visitors, local groups /businesses /networks etc)? To what extent do you use digital platforms (web, e-news, social etc)?

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13.How is the value of volunteering currently recorded?

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14. Can you describe your current system for managing volunteers?

1. Front of house, induction …………………..
2. Recruitment of volunteers …………………..
3. Management of volunteers…………………..
4. Volunteer engagement ………………………

15. What do you think would be the biggest obstacles to you working with the Volunteer Makers approach to volunteer engagement?

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16. Where would you describe your current starting point with engaging volunteers?  
  
Step: ……………………………………….  
  
*Step 1: While you are working well with volunteers you are not aware of the blended volunteering approach or micro-volunteering as a strategy for engagement.*

*Step 2: You understand the need for an organisation-wide approach to volunteer engagement, blended volunteering and micro-volunteering, but are unsure of how to implement it.*

*Step 3: You are creating an organisation-wide blended volunteering plan, introducing digital engagement strategies including micro-volunteering, aiming to diversify and expand your volunteering.*

*Step 4: You are implementing your blended volunteering plan and are aiming to expand and diversify your volunteers with widened participation.*

*Step 5: Blended volunteering is organisation-wide and integral to your public engagement. You take a long-tail approach involving volunteers in areas beyond your traditional volunteer roles and from a wide range of backgrounds. Your volunteer engagement is evaluated in order to learn and improve. You are championing blended volunteering and micro-volunteering.*

17. Anything else you want to share with us about your volunteer engagement?

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18. Name of VM system: e.g. yourname.volunteermakers.org: ………………………………..

(we can discuss further your volunteer community branding during our training session)  
  
19. Main purpose of using a Volunteer Makers system?

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20. Workshop required: **Y**   
21. Proposed workshop dates: **TBC**22**.** Have youdiscussed your potential involvement with this programme with your Museum Development Provider? Y/N  
Please provide your Museum Development Provider contact name: ……………………………………………………….

22. Example workshop agenda:

* An organisation-wide overview of Volunteer Makers – how to adapt your engagement culture
* How to make a step-change with engaging your volunteers through Volunteer Makers
* Planning Volunteer Makers – strategy and delivery:   
    
  Setting goals  
  Targeting volunteers  
  Integrating with marketing communications and digital platforms  
  Planning resource to manage a Volunteer Makers model
* Setting up and using Volunteer Makers – the platform
* Evaluating Volunteer Makers

23. Please confirm who is attending the workshop training?

Our training encourages an organisation-wide approach to strategy development, delivery of volunteer engagement and growing volunteers, including those involved in your organisation in the following areas:

Involved in leadership: ……………………...........................................................................

Curators/creative: ……………………...................................................................................

Finance: …………………….................................................................................................

Digital: ……………………………………………………..……………………...........................

Marketing: ……………………...............................................................................................

Volunteer Managers/Co-ordinators: …………………….......................................................

Learning: ……………………..................................................................................................

Development: …………………….........................................................................................

Front of house: ….…………………………………………………………………………………

24. Have you attended a Volunteer Makers seminar? Y/N  
  
Please detail:…………………………………………………………………..  
  
If you require any further information, please do not hesitate to contact me.  
  
On behalf of Volunteer Makers On behalf of the Museum  
  
Claire Sully  
Volunteer Makers **Programme** Director Signed, dated, position