



Girlguiding
Leeds county

Are you recruitment ready?



We are launching a county-wide initiative to recruit more volunteers.

Did you know...?

35% of parents say they don't volunteer because they've never been asked

We know that for it to be a success, we need volunteer teams on the ground to help us spread the word about how rewarding and fun volunteering with Girlguiding is.

We'll have a range of materials available to members on the county website and will be signposting more that can be accessed from the Girlguiding website.

Visit <https://girlguidingleeds.org.uk/member-resources/growing/> for more information.

How you can help

As a volunteer you're vital in helping us to grow our membership. There are so many ways you can support, and it can be simple and easy to do.

You could spread the word by encouraging your local area to share materials with friends, families and supporters.

You could even share ideas that have helped to recruit volunteers before – join our county Facebook page www.facebook.com/GGLEeds to hear ideas from others and to share yours.

Everything you do can help towards recruiting new volunteers. We want you to enjoy volunteering and help girls and young women develop their skills and have fun. By doing what you do, sharing this on social media or in the local media, and by being seen out and about – you can help recruit new members.

Have fun, be seen, spread the word!

Turn over for our top tips to make the most of your recruitment journey.

Did you know...?

The majority of volunteers join because they've seen us on social media or heard about us through word of mouth.

1 Think about what kind of volunteers you need and the opportunities available.

There are lots of roles people can take on – don't assume everyone wants to be a leader or can take on a weekly commitment.
See our *Volunteer Roles flyer* for more information.

2 Consider how you might take a flexible guiding approach.

Making changes to how you run your unit, like meeting at weekends or in the holidays, could attract new volunteers who might otherwise not be able to join.
See our *Flexible guiding flyer* for more information.

3 Plan what you're going to do

Think about what, how, where, why and when. Make sure it's manageable for you and your team, and done well using all the resources available. Remember, every little bit helps and you don't have to do everything all at once!

6 Encourage others to spread the word.

Ask other volunteers, friends, families and supporters to look out on social media and get reposting and retweeting. Share your own stories about why you love volunteering.

5 Gather together recruitment resources and think about how best to use them.

Where could you put up posters - libraries, schools, shops, community centres, public noticeboards? Are there events planned where you could recruit new volunteers?

4 Ask others to help you recruit.

You could ask parents and your division team, or approach local authorities, community centres, other youth organisations, volunteer centres, women's groups, community leaders, and other charities.

7 Keep going and stay visible.

Put up lots of posters, print out flyers and use our social media channels. Adapt and change social media responses and messages occasionally to keep your messages fresh and relevant.

8 Make sure all volunteer enquiries are contacted promptly.

It's important there isn't a build-up of enquiries. Respond within seven days to new volunteer enquirers and keep them informed along the way, you don't want to lose any potential volunteers.

9 Be ready for lots of new sign ups!

Contact your Warm Welcome team for help to move enquiries along quickly. Invite potential new volunteers to visit and see what you do, so you can encourage them to get involved.

After you've held a recruitment drive, have a chat with your volunteer team about what worked well for your area, and encourage them to keep recruiting volunteers in the future – and please share your success stories on our Facebook page!

