



Recruiting volunteers

Encouraging more members to get involved with the Group is an on-going effort. Because many office holders are elected annually at the AGM, there can be a temptation to leave recruitment until the meeting (or just before), and then trying to encourage new people to come forward. This approach rarely results in new volunteers and certainly not willing volunteers.

Central Office is available to assist Groups who wish to re-think how to approach recruiting volunteers. The Team can help with requests for specific volunteers (a new Treasurer, Secretary etc) or with ideas to ensure that the invitation to volunteer generally remains visible and attractive.

To help with the recruitment of committee positions, outline role descriptions of the main committee positions are available on the website (or direct from the Volunteer Support Team)

Where to look for volunteers

- Led walks: One of the most successful places to encourage volunteering is on led walks. Getting to know people and building up trust and interest in the group can lead to many people getting further involved
- Requests to the membership: Many members do not come out on Group walks, yet they may be prepared to get involved with the right opportunity. In addition new members join the Group all the time. For some specific roles, an advert to the members may prove fruitful. To encourage general involvement, it is important to ensure that the invitation to volunteer is included at every opportunity (welcome letters, walk programmes, newsletters, websites and annual reports)
- Beyond the membership: Committee members and walks leaders must be Ramblers members. However, this does not mean that they cannot be found outside the Association first, and then encouraged to join. Remember too that for some roles, volunteers do not need to be members. Typically these could be non-committee roles (eg, web editor, newsletter editor, independent examiner).

What to remember when recruiting volunteers

1. Be positive about volunteering. Ensure that you talk about it as an opportunity rather than a chore. Encourage people to get involve because it can be enjoyable and rewarding, not because you're desperate for someone to fill an unattractive vacancy.
2. Be honest about the time commitment involved. If the role involves regular meetings, be up-front about when and where.
3. Be explicit about the purpose of the role. Make sure that it is clear what is involved in being, for instance, the Group Chair or the Group Footpaths Secretary. Don't assume that members will know what needs to be done.
4. Provide a contact for further information. Ensure that it is clear who to contact to discuss the role further. Wherever possible, provide an email address and a phone number.