

Recruiting Support Volunteers

Your Toolkit



Support Volunteers get to see first-hand the impact MND can have on a family's life, they are vital in supporting people affected by this devastating disease and help in the following ways:

Association Visitors provide emotional support via phone, email, or face to face visits.

Voice Banking Volunteers help people living with MND to bank their voice.

Carers Champions provide information to carers about support available to them and help bring new, existing and past carers together.

Support Event Helpers help at coffee mornings, afternoon teas, support meetings or drop-ins for people living with MND.

Support Meeting Coordinators coordinate coffee mornings, afternoon teas, support meetings or drop-ins for people living with MND, their families and carers.

For further information about all the support roles visit:

www.mndassociation.org/get-involved/volunteering/support-volunteering/roles

This toolkit provides some ideas to help your group or branch recruit more volunteers, some activities you may have tried, some may be new to you. It can be very difficult to recruit volunteers, but we would encourage you to keep trying. We also may not have thought of everything so, if you have any other ideas that we can share with groups and branches, please let us know.

The Volunteering Team and your Area Support Coordinator (ASC) are also working to recruit volunteers through a variety of national and regional methods including websites such as Do-it, Third Sector, Charity jobs, Facebook, Twitter as well as the Association website. This toolkit can also be used to recruit to committee roles.

Good luck!

Branch/Group meetings

Often the best way to recruit volunteers is to ask directly. Can you mention the need for more volunteers at support meetings and fundraising events throughout the year? Maybe have a display board, with some leaflets?

If you have current support volunteers, could you ask them to give a short talk? Or have your ASC talk about the role? And remember to ask people to pass on leaflets to friends and family.



Posters and leaflets

Consider promoting the role locally at libraries, places of worship, leisure centres, golf clubs, women's institute groups, local council buildings, rotary clubs, coffee shops and community centres. Places like these may allow you to put up posters or leave leaflets for people to take.

You can order the AV leaflet from volunteering@mndassociation.org or download electronic versions of recruitment posters and flyers on our [website](#). Please get in touch with the Volunteering Team if you would like your branch/group's contact details to be added to posters/flyers.



Giving talks

You may have the opportunity to give a talk about the MND Association and the need for volunteers. Your local networks or local businesses could provide opportunities. If you want ideas about presentations, visit our [website](#) and tailor the presentation to your needs.

Working with your local media

This can be a great way to shout about your story, encourage support and engage with new audiences so reaching potential new volunteers. The guidance that follows tells you about how to work with your local media.

Colleges and universities

You can discuss with your ASC if support roles are listed at your local university or college (they all have a volunteering department). If not, you can work together to see how best to recruit.



Your Branch/Group webpage or website

You can use your webpage or website to recruit volunteers. Keep your message short, clear and positive and make sure you include links to the Associations main website where there is lots more information about how to become a volunteer.

Recruiting volunteers using social media

You can use your branch/group social media channels, such as Twitter and Facebook, to recruit volunteers. You could consider posting a range of content regularly on your accounts, which can include requests for new volunteers.

Both Twitter and Facebook allow you to reach out to your engaged audience, who are likely to share your content. There is also a paid for feature where you can target potential volunteers who don't currently follow your page.



For more information about this option please contact volunteering@mndassociation.org

Volunteer Centres

Most large towns or districts have volunteer centres which do mailings, recruitment fairs etc to promote volunteering roles. Has your branch linked with your local volunteer centre to advertise not only the support roles, but other branch and group roles?

Here is a list of all the volunteer centres across the country, you can discuss with your VDC about how best to recruit. www.ncvo.org.uk/ncvo-volunteering/find-a-volunteer-centre

Responding to queries

It's always good to inform your ASC if a new person would like to apply for a role. You can also direct them to the website or order an application pack from volunteering@mndassociation.org. Please remember to let us know about people who occasionally help at your branch or group event.

Get in touch

The volunteering team and your local ASC are here to support you. Contact us if you need any information, advice or supplies to help you with your recruitment:

- Phone: 0345 6044 150
- Email: volunteering@mndassociation.org
- Website: www.mndassociation.org/volunteering
- Twitter: [@mndvolunteering](https://twitter.com/mndvolunteering)
- Facebook: [/mndassociation](https://www.facebook.com/mndassociation)

Using the media to attract new volunteers

The media is a great platform to encourage support, engage with new audiences and so reach potential new volunteers. The key to making headlines is to provide newspapers, radio and magazines with a 'local' story.

That means talking about something taking place in their area, featuring their listeners or readers, or demonstrating how their community will benefit. You have all that - so now it's just a case of making them notice you.

Local newspapers love being provided with good stories, complete with quotes and photos. If you have a short video clip which they can use on their website, even better. For evening newspapers send your press release mid-afternoon, for daily newspapers contact them late morning and send your press release to weekly newspapers three days before they go on sale.

Postcode publications are the news sheets, newsletter and magazines that are posted free through letterboxes and given away in cafes, hairdressers and local shops. The same tips apply as for local newspapers although they work a few weeks in advance so let them know of launches, events etc as early as possible.

Local volunteer umbrella groups, councils etc often have newsletters distributed via email to their networks. Ask them to include your story.

Radio stations, particularly community ones, are often really keen to cover local stories especially if someone local is available to be interviewed.

The MND Association Communications Team has created a template which you can use to share your story, available in the toolkit. If you'd like further help or support please email:

communications@mndassociation.org



What a journalist needs to know

Include as much information as you can about your story and always include a call to action. This might be a website address, a telephone number to call for information or the details of an event you'd like people to attend.

How to contact the media

There are lots of ways to get in touch with journalists. Email addresses tend to be readily available on websites. Consider your subject line - it should give the recipient a steer on the content of the email, for instance 'Charity seeks volunteers to support terminally ill people in [name of town]', or 'Long service volunteer from [name of town]' tells their story.

Some publications will have an enquiry form on their website. Paste the contents of your press release on to the form, remembering to include your contact details.

Use social media to contact the publication or reporter directly - tweet them using their @, message them via Facebook or direct message via Instagram.

Of course you could pick up the phone and call the media or drop by their reception. Google is your best friend for tracking down numbers and addresses.



What's the story?

How would you tell your story to your family? What's the 'guess what...' line? To encourage the media to use your story make it as relevant, timely and personal as possible.

Examples of stories:

- Volunteers in [name of town] are launching a campaign to swell their ranks ensuring more people with motor neurone disease have the support they need.
- [Name of volunteer] is marking 10 years of providing support to terminally ill people in [name of town] and is calling on others to join them.
- People interested in discovering how volunteering can increase job prospects, grow their social circle and help them develop new skills are being invited to a coffee morning in [name of town]. Always include an appropriate photo if possible, ensuring the relevant permissions are in place. A photo might be a group of volunteers or a volunteer with a 'long service' certificate.

Get in touch

The volunteering team and your local ASC are here to support you. Contact us if you need any information, advice about working with the media.

Phone: 0345 6044 150

Email: volunteering@mndassociation.org

Website: www.mndassociation.org/volunteering

Twitter: @mndvolunteering

Facebook: /mndassociation