

Recruitment Guidelines for Speaking Out



SPEAKERS are giving inspirational talks to audiences across the UK on how to save children's lives

WE need new volunteer Speakers to spread our message

Can YOU recruit volunteers to Speaking Out?

“Speaking Out is Save the Children’s network of volunteer speakers. They bring about dramatic change for children by raising public awareness of our work and inspiring new audiences to support us. Volunteer Speakers deliver engaging, motivating and well informed talks to a variety of audiences across the UK.”

Speaking Out is Expanding

Speaking Out is a fantastic volunteer opportunity and we’re very proud of it. We currently have a dedicated team of Speakers and Coordinators. But we have ambitious plans. We want to increase the profile of Save the Children across the UK and to do this we need to continuously recruit new speakers.

Speaking Out will be centrally recruiting speakers from all over the UK. But we need your help to meet our ambitious targets. Part of your role as a Speaker Coordinator is to recruit new volunteers in your local area.

There are many ways that you can start recruiting speakers. We hope this guide will help you bring many more volunteers to the Speaking Out team.

How Do I Recruit?

The following pages contain suggestions on ways that you can recruit new volunteers. These guidelines contain:

- Recruitment ideas
- Using social media to recruit new speakers
- Suggestions of good places to advertise
- Useful internet sites
- Copies of relevant forms and adverts

Please remember to check out the Givetime Extranet for resources and ideas:

www.savethechildren.org.uk/speakingout

Preceding page: Parwana with her sisters Farzana and Medina. The sisters all attend the Hearing Impaired Foundation of Afghanistan (HIFA) in Kabul, a school supported by Save the Children.

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For your convenience this guide has been **COLOUR** coded into appropriate sections.



More than 14,000 fifth birthday campaign action cards were handed over to No. 10 Downing Street, London, UK. The cards are from campaigners across the UK with personal messages putting pressure on Prime Minister Gordon Brown, to help stop millions of children dying before their fifth birthday.

General Recruitment Ideas

Recruiting new volunteers may seem daunting, but most recruitment methods are simple and very effective. The best way to recruit volunteers is to remain proactive and experiment with different methods. The ideas below are just suggestions and some methods may work better in different areas. If you have any recruitment ideas that are not in this guide, please let us know.

We want to make it as easy as possible for Coordinators to recruit new speakers. On the GiveTime Extranet we have lots of recruitment resources for you, including sample press releases and posters. We understand that your time is precious and therefore the recruitment ideas in this pack won't take much of your time. If you need any help at any point, please don't hesitate to contact your local Community Fundraising Assistant.

Internet

The internet is full of endless opportunities for recruiting new Speakers. For instance some online job sites advertise volunteer positions for free.

Speaking Out will be using the internet to recruit volunteers nationally. Details of any potential new speakers will be forwarded to the Regional Fundraising team.

We're encouraging Coordinators to use the internet to recruit volunteers in their area. But as we are also recruiting nationally on the web, we have listed suitable websites for regional recruitment to avoid confusion. See P.10 for more information.

Posters/Postcards/Flyers

These methods may not be hi-tech, but they are very effective. The London Office has A2 Speaking Out recruitment posters that are bright and eye-catching. To request a poster please send an email to: speakingout@savethechildren.org.uk

We also have Speaking Out recruitment postcards, which can be obtained by contacting your regional Community Fundraising Assistant.

If you're feeling creative, feel free to design your own recruitment material, but please follow Save the Children's easy branding guidelines (located on the Givetime Extranet). P.11 has examples of good places to advertise using posters/postcards.

Universities

Speaking Out is perfect for students who would like to improve their skills and spice up their CV. Contact the Volunteer Centre at your local University or Executive members of the Students Union. If you have any problems, contact your Regional Community Fundraising Assistant for support.

Word of Mouth

Can't keep your friend off his/her soapbox? Do you know anyone who would be interested in volunteering? Many people become volunteers because they already know someone who is. Tell your friends, colleagues, neighbours, hairdresser...

Charitable Organisations

University of the Third Age (U3A)

A national charity that arranges scholars/teachers/speakers to give lectures to members of the retired community. Contact your local branch: www.u3a.org.uk

REACH

A fantastic organisation that links skilled professionals with appropriate volunteer opportunities. The paper work can be quite tricky, so we have a sample form completed and ready to download on the Givetime Extranet. All you need to do is make appropriate adjustments. Reach website: www.reach-online.org.uk

Volunteer Centres

Most towns/cities have a dedicated Volunteer Centre that assists the local voluntary sector. Amongst other things, one of their responsibilities is to help local charities recruit new volunteers. Give them the Speaker role description and Save the Children charity number (England and Wales: 213890, Scotland: SC039570) and they'll be able to advertise for you.

Finding your nearest volunteer centre couldn't be easier, all you need to do is search on the relevant website:

www.volunteering.org.uk (England)

www.volunteernow.co.uk (Northern Ireland)

www.volunteering-wales.net (Wales)

www.volunteerscotland.org.uk (Scotland)

Retired Teachers' Associations

Retired Teachers' Associations exist across the UK as a support network for retired teachers. It may be worth contacting your local RTA to enquire if any members would be interested in Speaking Out. You can find your local RTA by doing a quick search on the internet.

Northern Ireland's RTA has its own website: www.rtani.co.uk

Volunteer Action Council

Volunteer Action Councils exist across the UK to support the voluntary sector in a specified area. One of their roles is to place volunteers with appropriate charities.

Your local Volunteer Action Council contact details can be found by searching on the relevant website:

www.navca.org.uk (England)

www.vsb.org.uk (Northern Island)

www.scvo.org.uk (Scotland)

www.wcva.org.uk/ (Wales)

Public organisations/ Businesses

Religious Organisations

Many faith groups fundraise throughout the year and are usually well acquainted with the charity sector. Religious leaders generally have brilliant public speaking skills and may be interested in becoming speakers. Don't forget the laity either; they may want to get involved.

Advertise in Local Media

If you are a keen writer, then why not produce a small article/press release on Speaking Out for your local newspaper? Hopefully, not only will this recruit more speakers, it will also help generate more talks.

In your area, it is likely that there will be community newsletters produced by local churches, residents associations and social clubs. These are all great places to advertise Speaking Out, usually for free. You could place a traditional advert or produce a small article.

There is a template press release on the Givetime Extranet, which can be used as it is, edited or simply as an example.

Employer Supported Volunteers

Many businesses are increasingly recognising that they have a responsibility to the surrounding community, and governments alone cannot solve all social problems. Most businesses have some sort of Corporate Responsibility Strategy.

Due to the rise of the importance of Corporate Social Responsibility in businesses, many volunteer programmes exist to enable employees to give something back to the community. These programmes are usually known as 'Employer Supported Volunteers' (ESV). There are several ways you can promote Speaking Out to businesses:

- Contact your nearest Voluntary Action Council and Volunteer Centre to enquire if they are currently running an ESV programme (most do).
- Contact local businesses directly to see if they are looking into or currently have an ESV programme and if they would be interested in Speaking Out (template letter on the Givetime extranet).



Ailine, 15, attends the Monsenhor Arruda Camara school in Olinda, Brazil. She says that the quality of teaching is very low and not relevant to her own life. Ailine takes part in a Save the Children project, Projeto Peixearte, which trains young people to monitor and influence how local government's funds are allocated and spent.

Other Organisations/Individuals

Some people can be put off becoming a Speaker because they feel their public speaking skills aren't up to scratch. You don't need to be from a professional background to give inspiring interesting talks, but you do require enthusiasm and passion for child rights.

Below is a list of organisations that are heavily involved in charity work and members may be interested in becoming Speakers. It would be fantastic if you could contact regional branches of these organisations and enquire if members would like to get involved with our work.

Inner Wheel

Inner Wheel is a well established international organisation with over 100,000 members. A female only organisation, they have regional branches across the UK. Inner Wheel members regularly fundraise for local charities and get involved with community projects. You can find details of your local branch here: <http://home.btconnect.com/associationofinnerwheelclubs>

Rotary Clubs

Rotary International in Great Britain and Ireland (RIBI) has over 55,000 members in 1,840 clubs. Rotary clubs are open to both men and women; members volunteer for numerous charities and support volunteer projects. You can find the contact details for your local branch here: www.ribi.org

Councillors

As elected representatives of communities, Councillors maybe interested in social activism and the voluntary sector; many of them are great public speakers too. Contacting your local Councillors is extremely easy, simply type in your postcode on the following website: www.writetothem.com

Scout Network

Scout Network is open to anyone aged 18-25. They do all the usual activities of regular Scouts along with other activities suitable to their age group. The Scout Network regularly fundraises and volunteers for charities. Find out more about the Scout Network here: www.scouts.org.uk

Girl Guides-Senior Network

Senior Network is open to women aged 14-26 year olds. As you're probably aware, Guides are encouraged to get involved with their community and volunteering. The Senior Network also encourages personal development and Speaking Out is of course great for learning new skills. Find out more information about the Senior Network here: www.girlguiding.org.uk

Women's Institute (WI)

An extremely famous and well established women's organisation with several million members in over 70 countries; in England alone there are over 200,000 members. The Women's Institute has regional groups in most towns across the UK. WI provides educational opportunities for women, and groups are heavily involved with volunteering and campaigning. You can find out the contact details for your local branch by going to their website: www.thewi.org.uk

Strategic Volunteer Recruitment

Targeting Different Age Groups/Members of Society

It is good practise to have a mix of speakers from a wide variety of backgrounds. A young audience may prefer a young speaker, whilst a rowdy group of teenagers may need a retired teacher/older speaker to keep a talk under control!

Once you've noticed gaps in the diversity of your speakers, you can start strategically recruiting that group. For instance, if you don't have many male speakers, why not advertise Speaking Out in your local gym?

Volunteer Group	Recruitment Suggestions
Men	Sports Clubs, Barber Shops, Pubs,
Young People	Bars, Clubs, Coffee Bars
Retired	University of the Third Age, WI , Rotary Clubs
Mothers	Mother's groups, Childcare/Community Centres
Students	Student Unions, Bars, Community Centres

Recruiting Speakers from Specific Areas

Many Speakers will not want to travel long distances to give talks and therefore it would be great if we could have Speakers evenly distributed across an area. Therefore you may want to recruit volunteers from specific communities. A good tip to discover the distribution of Speakers is to get a map and pin the location of every Speaker. Once you've discovered the gaps, you can start targeting those areas.

Recruiting volunteers from certain areas may appear difficult, but can actually be achieved very easily. Why not leave posters/adverts in local shops, Post Offices, School notice-boards, and community centres?

Hobbies/Interests

A great way of recruiting volunteers is to target groups of people who maybe already interested in public speaking. A few examples are:

- Drama Students
- Amateur Dramatic Groups
- Teachers
- Journalists/ Media Trainees
- School Governors
- Mature Students
- Councillors
- Magistrates

Utilizing Social Media

Social Media websites are powerful tools of communication. Their main role is to allow individuals to communicate and interact with one another. You can use Social Media in many different ways, but the information below provides information on how Social Media can help you as a Coordinator.

Facebook (www.facebook.com)

Facebook is undoubtedly the most popular Social Media website in the UK. It is used by a wide range of age groups and everyone from MPs to Celebrities are on Facebook. '**Groups**' on Facebook are extremely useful; these are mini websites allowing you to have your own forum, share photos/videos and information.

As a Coordinator it may be useful for you to set up a local Speaker Facebook group, which can be used as an online community space for Speakers.

Twitter (twitter.com/)

Twitter is an instant micro-blogging site, which allows users to send small messages of up to 150 characters (similar to a text message). It's extremely popular. Like Facebook, it's very useful in keeping in contact with lots of people, but Twitter is generally used to keep friends updated with what you've been up to. Updating your profile is called a '**tweet**' and is similar to a text message in length. You can 'tweet' almost anywhere; you can send tweets via the web and by phone.

Twitter can be very useful for Coordinators; it is literally an instant way to keep in touch with speakers in their area. Be aware though that the most effective 'twitterers' are those who update their status regularly (e.g. several times a day).

Facebook and Twitter are great ways of communicating with supporters. They are extremely easy to use and both websites have a help page that explains how you can set up your own account. Some people may feel uncomfortable using social media sites and it's up to you whether you utilise these websites or not.

Idealist (www.idealist.org/)

Excellent online community of social activists. Contains blogs, articles, podcasts and forums. The site also advertises jobs/voluntary positions for charities for free. This site is very easy to use and has lots of very interesting information regarding social activism and international development.

Please be aware of personal safety whilst using social media sites, never display your address or phone number.

Useful Websites



The Speaking Out team will be recruiting volunteers on national websites. As a Coordinator we would really appreciate if you could advertise on local volunteering sites or websites specifically designed for your area.

Unfortunately we can't list all local websites for the whole of the UK, so those below are just examples. Please be aware that we are unable to pay for adverts; many websites will post volunteer opportunities for free.

Websites Suitable for National Recruitment

(Speaking Out Team in London Office will use these sites)

- www.w4mp.org - website that advertises political jobs/internships.
- www.charityjobs.co.uk - Extremely popular recruitment website.
- www.forum3.co.uk - Forum 3 organises job fairs in the voluntary sector. On their website they advertise jobs and have a section for social networking.
- jobsincharity.com - Jobseeker website for the charity sector.
- www.junction49.co.uk - Innovative website by Timebank where members can submit 'ideas' and 'action'.
- www.spanglejelly.org.uk - Spangle Jelly is a charity owned jobsite, which displays jobs/voluntary opportunities for the voluntary sector.
- www.politics.co.uk - Popular politics magazine which also advertises volunteer opportunities.
- www.vinspired.com - Volunteer website for 16-25 yr olds.
- www.publicaffairslinks.co.uk -Jobs for lobbyists and those interested in the politics. Lists volunteer vacancies.
- www.charityjobs.co.uk - Very popular jobseeker website for the voluntary sector

Websites Suitable for Local Recruitment

(Coordinators can advertise using sites such as these)

- www.timebank.org.uk - National charity that encourages individuals to volunteer in their communities. They also develop volunteer strategies for local charities.
- www.do-it.org - UK's main volunteering website.
- www.vivastreet.co.uk - Free classified ads in your area.
- www.gumtree.com – Community classified aids.
- www.jobs-midlands.com - Job site for the Midlands.
- www.eastmidlandsjobs.co.uk- Online job site.
- www.seekssouthwest.co.uk - Seek South West is an online resource for everything on Southwest England. Non-profit organisations are able to post ads for free.
- www.volunteering.org.uk - Volunteer England website. Contact your local volunteer centre to post a local volunteer opportunity on this national website.

Where Can I Advertise?



Good places to advertise using posters, postcards, flyers would be:

- Libraries
- Universities
- Museums
- Community Centres
- Adult Colleges
- Town/city notice boards
- Rail stations
- Bus station
- Cafes
- Sports Centres
- Places of work
- Supermarket notice boards
- Post Offices
- Village/town halls
- Tourist Information Centres
- Places of worship
- Doctors/ Dentists Surgery
- LEAs (Local Education Authorities) and education centres

The Next Steps

Your recruitment has been successful and you have lots of keen new volunteers. So what happens next?

1. Meet Your Speaker

Before you agree to train a volunteer for Speaking Out try and meet them in person. This will allow you to decide if the person is articulate. Speaking Out is not suitable for everyone and occasionally you may need to suggest that another volunteer opportunity may be more appropriate. It's best to meet them face to face, but if this isn't possible, speak to the new volunteer on the phone.

Please be sensible and stay safe. If you do not know the new volunteer personally, please meet them in a public space, preferably with another person.

If you have recruited several new volunteers simultaneously, it may be easier to hold an introductory session, which could be held at your regional office.



Jenin, five, in the playground of Aftal Beit Hanoun kindergarten, Gaza. She lives with her parents, brother and two sisters in Northern Gaza. Save the Children is providing support to Jenin's school, as part of a three months program to help ten kindergartens in North Gaza.

2. Check References

Before new speakers receive any training they will need to undergo a full reference check. Your regional Community Fundraising Assistant will be responsible for processing references.

As a Coordinator you are not responsible for checking references, but it would be useful if you can keep a copy of their CV and note if they have CRB clearance.

3. Getting New Speakers Trained

Once references have been checked, then you can organise training for the volunteer. See the **training guidelines** for more information.

New Speaker Form



Title.....

First Name.....

Surname.....

Hours available.....

Postal Address.....

Email Address.....

Phone number (day).....

Phone number (evening).....

How did they hear about Speaking Out? (E.g. word of mouth, Givetime)

.....

Any special requirements?

.....

Recruited by.....

Start date.....

In case of emergency

Contact name.....

Contact number

Relationship to Speaker.....

Speaking Out Volunteers

Save the Children is the world's independent children's charity. We're outraged that millions of children are still denied proper healthcare, food, education and protection. We're working flat out to get every child their rights and we're determined to make further, faster changes. How many? How fast? It's up to you.

Speaking Out is Save the Children's network of volunteer speakers who bring about dramatic change for children by raising public awareness of our work and inspiring new audiences to support us. Volunteer Speakers deliver engaging, motivating and well informed talks to a variety of audiences across the UK.

As a Volunteer Speaker you will:

- Provide talks on Save the Children within your community
- Respond to requests for talks and also proactively network to create new talk opportunities
- Encourage audiences to support Save the Children in ways that are appropriate to them
- Be familiar with our Speaker resource materials, use the internet to access up-to-date information and be willing to attend updating/training sessions
- Complete a talk feedback form and forward to Save the Children on completion of each talk
- Maintain contact with you local Speaker Co-ordinator and/or Regional Community support staff updating them on any change of personal contact details/audience preferences

In return we'll give you the support you need:

- All new volunteer speakers receive training on Save the Children's work, delivering talks, and engaging new supporters
- You will be supported by a volunteer Speaking Out Co-ordinator who has responsibility for the personal support of speakers in their team. Where there is no volunteer co-ordinator, you will be supported by a member of the regional Community Fundraising team
- We'll give you great resources to help you with your talks, plus regular up-to-date information on our programme work and fundraising initiatives via a dedicated volunteer website.

Commitment

- Time commitment is flexible. We encourage speakers to undertake as many talks as they feel able to do, aiming for on average 1 talk per month

We Save the Children  **Will you?**

Thank you...

We are extremely grateful for your help recruiting new speakers...

Without your help Speaking Out wouldn't exist

You've enabled us to SPEAK OUT on Child rights

We're the world's independent children's charity. We're outraged that millions of children are still denied proper healthcare, food, education and protection. We're working flat out to get every child their rights and were determined to make further, faster changes. How many? How fast? It's up to you.

We Save the Children  Will you?