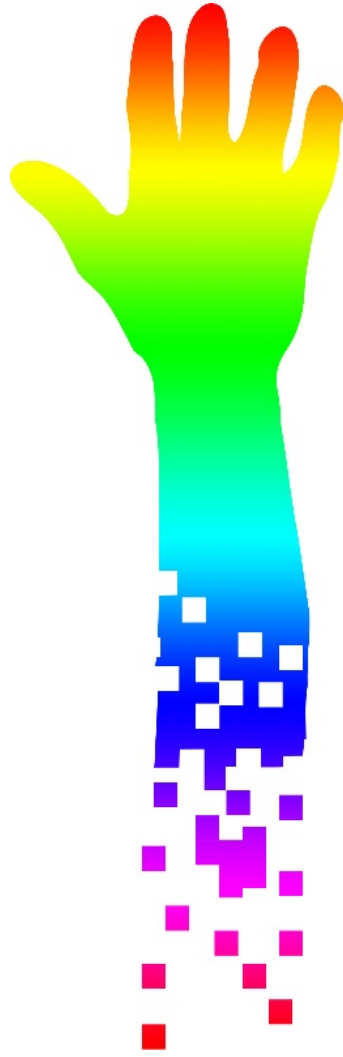




Virtually,
anyone can
volunteer

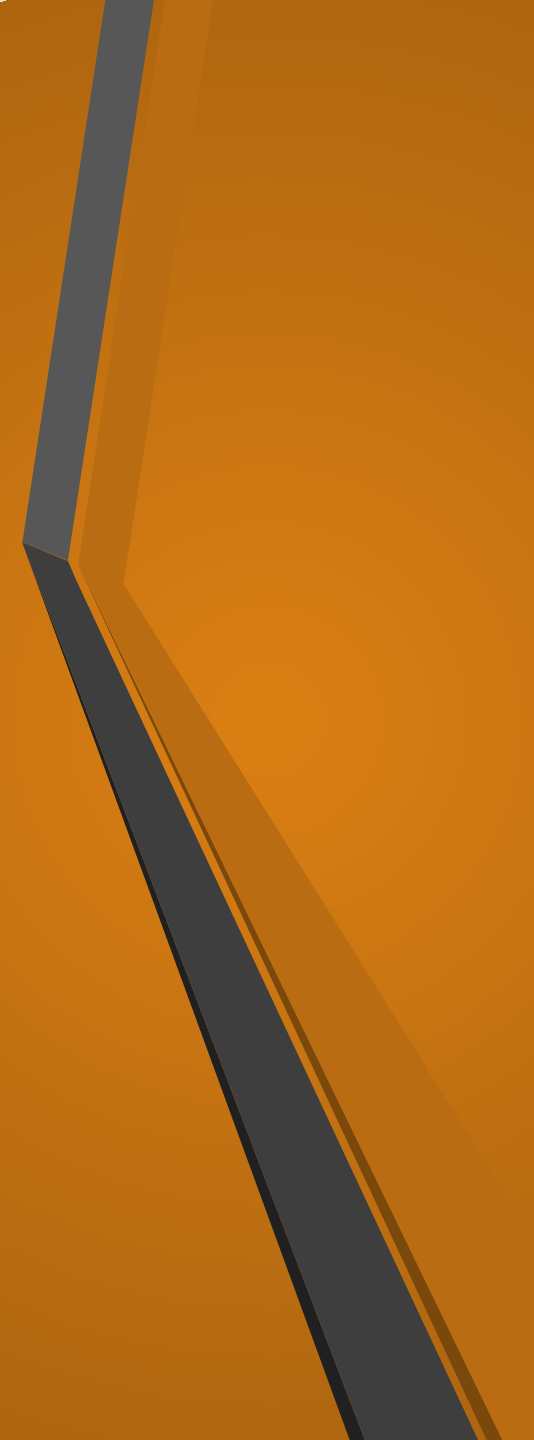


Welcome & Introductions




VIRTUAL
VOLUNTEERING

1. Virtual Volunteering project

- 
- piloting this project in the Canterbury district
 - aim : to work with a number of organisations to explore and co-produce resources
 - supporting volunteers to inform and be actively engaged with organisations
 - particularly targeting volunteers who are not traditionally catered for


Definition of Virtual Volunteering

Virtual volunteering is a term describing a volunteer who completes tasks, in whole or in part, off-site from the organization or person being assisted.



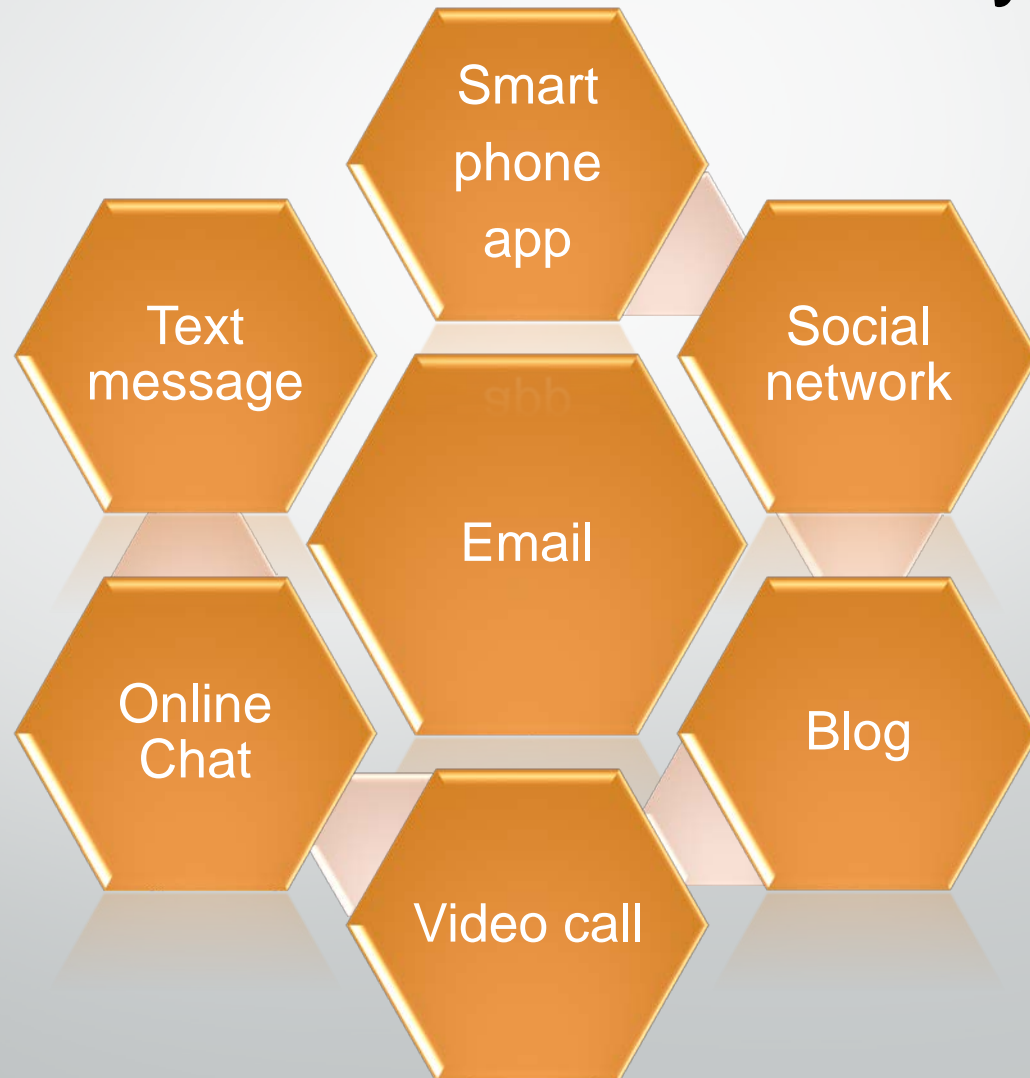
“Organisations that are not Internet savvy are increasingly falling behind in their ability to engage volunteers.”

– Jayne Cravens and Susan J. Ellis



3. Why you should adopt Virtual Volunteering?

How do people increasingly communicate nowadays?



Competition for volunteers/opportunities for volunteers

4Uks	East Kent Mencap	Orjam
5th Whitstable Cub Scouts	East Kent Rape Line	Padlocks (The)
Abacus Furniture Project	East Kent Schoolboy Scramble Club	Parsons UK Canterbury and District Branch
Abbyfield Kent Society	East Kent with Swale Cruise Bereavement Care	Pathways House
Abbyfield Society (The)	EF High School Year Foundation UK	PCSA
AbbyNet (TC) charity	Elizabeth House	People's Trust for Endangered Species
Action on Hearing Loss	EllenOlions Hospices	Perennial - The Horticulturalists' Charity
Action with Communities in Rural Kent	Enterprising Opportunities CIC	Pilgrims Hospices
ActionAid UK	Ertopia Association	Pilgrims Hospices Ann Robertson Centre
Active Lark Ltd	Epilepsy Action	Pippy Children's Centre
Activeness (London Youth)	Eye Appeal (The)	Porchlight
Age UK Canterbury	Faversham Umbrella	Prince Of Wales Youth Club
Age UK Faversham	First Ainstest Heritage Trust	Prince's Initiative for Mature Enterprise (The) (PRIME)
Age UK Herne Bay	Friday Club	Prince's Trust (The)
Age UK Whitstable	Fynvola Foundation	Progressio
Aire Tropicaine Club	Gambia Education and Teaching Support	Project Lions
Alzheimer's Society	Gazen Salts Nature Reserve	Racqueters Badminton Club
Apple Tree Children's Centre, Chatham	Gilgilding	RE Computer Recycling
Army Welfare Service	Governor Services	Riverside ECHG
Avante Care & Support	Greenfinch Charitable Trust	RNLJ
Ayestham Neighbourhood Project	Greenhill Youth Club	Royal British Legion
Barnard's Fostering South East	Greyhound Rescue West of England (GRWE)	Royal National Institute of Blind People (RNIB)
Bay Project	Guide Dogs for the Blind Association	RSP
Be Our Buddy (BOB)	Headway East Kent	RSPCA Canterbury and District Animal Centre
Beach Creative	Healthwatch Kent	RSPCA Charity Shop
Beating Bowel Cancer	Help from Home	Sanctuary Housing Association
Blurt Foundation CIC (The)	Herne & Broomfield Youth Club	Save the Children
Breakthrough Breast Cancer	Herne Bay Bocca	Seeds for Africa
Breathe Canterbury	Herne Bay Museum and Gallery	SGOSS: Governors for Schools
British Heart Foundation	Herne Bay Pier Trust	Shared Interest Society
British Heart Foundation Shop	Herne Bay Stigmobility	Shelter
British Red Cross	Hendrer Neighbourhood Centre Association (The)	Show That you Care for the Orphans
British Red Cross	Hi Kent	Sidney Cooper Gallery
British Red Cross Kent - Main office - Youth Befriending	Hill Prison Service	Silver Club (The)
Brogdale Collections	Home-start Canterbury & Coastal	Smallhythe Place (National Trust)
CA2VAs	Hope for Tomorrow	SNAP
CAJOT	HOST UK	SOVA
Cancer Care Club	ICVE UK	Speak up for Asthma
Cancer Research UK (HR2)	Independent Age	Spinal Injuries Association
Cancer Research UK Shop	Independent Monitoring Boards Secretariat	Sported.
Canterbury & District Mencap 18 Plus Project	Joining Hands	SSAF Forces Help
Canterbury & District Multiple Sclerosis Society	KCFN	St John Ambulance
Canterbury & District Recorder	Kent Adult Social Services, East Kent Customer Care	St John Ambulance Canterbury Cadets
Canterbury & District Samaritans	Kent and Medway Charity Team (KM Charity Team)	St Martin's Hospital NHS
Canterbury & Herne Bay Stigmobility	Kent Association for the Blind - Herne Bay Branch	St Stephens Community Centre
Canterbury ActionAid Group	Kent Association for the Blind (KAB)	Stepahead Support
Canterbury and District Pensioners' Forum	Kent Cancer Trust	Stepping Stones Pre School
Canterbury and Herne Bay Volunteer Centre	Kent Community Health NHS Trust	Strode Park Charity Shop
Canterbury and Swale Learning Disability Team	Kent County Council - Environment	Strode Park Foundation
Canterbury City Council	Kent County Council, Countryside Access Service	Stroke Association
Canterbury City Museums Service	Kent Enterprise Trust	Surrey Independent Visitor Service
Canterbury College Cricket Club	Kent event Team	Suzana
Canterbury District Community Alliance	Kent Fire and Rescue Service	Teenage Cancer Trust
Canterbury District Partnership Group	Kent Foundation	Telling Whitstable's Story (TWS) Community Memories Group
Canterbury DOS	Kent Golf Partnership	Time2Give
Canterbury Food Bank	Kent Greeters	Toe H
Canterbury Head of Hearing Club	Kent Kids Miles of Smiles	Talk2Buses Meeting
Canterbury Hospital Radio	Kent LINK	Triumph Over Phobia (TOP UK)
Canterbury Housing Advice Centre	Kent Link Scheme	Umbrella Centre of Herne Bay
Canterbury Mental Disease Support Group	Kent Multiple Sclerosis Therapy Centre	Universal Beneficent Society
Canterbury Oast Trust and Rare Breeds Centre	Kent Music	Victim Support
Canterbury Umbrella Centre	Kent Police	Vitalise
Canterbury, Whitstable & Herne Bay Scout Council	Kent Police Force	Voice - Canterbury & Thanet
Care's Support - Canterbury, Dover & Thanet	Kent Probation	Volleyball England
CASE Kent	Kent Refugee Action Network (KRAN)	Volunteer Reading Help
Catch22 - Roads to Work Programme	Kent Refugees Help	VSU Youth in Action
Catching Lives, Canterbury Open Centre	Kent Savers	Walk the Walk
Cats Protection	Kent Sport	War Memorials Trust
Caulwell Children	Kent Wildlife Trust	Waterway Recovery Group
Challenge Youth Group	Kent, Surrey & Sussex Air Ambulance Trust	Webb Garden
Changing Faces	Kentish Delights	WEDU (World Education Development Group)
Chatham Historic Dockyard Trust	Kentish Strout Countryside Partnership	Whizz-kids
Chaucer Education Project	Kenward Trust	Wild Sites on Your Doorstep
Chaucer Homescare	L'Herbe	Workers' Educational Association (WEA)
Children's Country Holiday Fund	Lay Observers	Young Lives Foundation (The)
Children's Society Shop	League of Friends at J&K Hospital	Youth Hostels Association (YHA)
Children's Trust (The)	Legasee Educational Trust	
Cincoman Trust (The)	Leukaemia CARE	
Circles South East	Little Bees Children's Centre	
Citizens Advice Bureau	Lounges on the Farm Music Festival	
Cobden Meadow Group Riding For Disabled	Lower Harbours and Nactington Village Hall	
College for International Co-operation and Development	Macmillan Cancer Support	
Concordia International Volunteers	Making Music	
Conservation Volunteers (The)	Malvern Fencing Club	
CRI East Kent Alcohol Service	Marie Curie Cancer Care	
CRIP (Citizens Rights For Older People)	Marine Society and Sea Cadets	
Crossroads - Care East Kent in partnership with Macmillan Cancer Support	Media	
CSV	MENCAP	
CKI Ltd	Metro Centre Ltd (The)	
Dance4Life	Migrant Help	
DEBRA	Motor Neurone Disease Association	
Demelza Bookshop	MS Society	
Demelza Hospice Care For Children	Muscular Dystrophy Campaign	
Demelza House Charity Shop	Music for Change	
Demnetta Friends, Alzheimer's Society	National Centre for Young People with Epilepsy	
DESO (Disabled Equipment Sent Overseas)	National Youth Advocacy Service	
Diocese of Canterbury Credit Union	Naval England	
Dizzy Heights Table Tennis Club	New Perspective	
Dover Detainee Visitor Group	NIPCC	
East Kent Friends (Gay and Lesbian Support Organisation)	NIVAS	
East Kent HealthWalks	One World Summer Festival	
	Operation Showbox UK	
	Ofam	

What are the benefits of
Virtual Volunteering?

For your
organisation?



EXTENDING RANGE OF
OPPORTUNITIES &
RESOURCES



INCREASE THE
DIVERSITY OF
VOLUNTEERS



MORE COMPETITIVE IN
THE OPPORTUNITIES
MARKET



LEARNING TO ENGAGE
IN OR MANAGE VIRTUAL
VOLUNTEERING



HELP STAFF DO WHAT
NEEDS TO BE DONE



NEW AND EFFECTIVE
WAY OF WORKING

Charities can harness social media to...



Share charity updates
(i.e. on fundraising efforts)



Promote campaigns



Recruit volunteers



Engage with supporters



Get involved with viral
campaigns (think the Ice
Bucket Challenge)




Test whether issues are
important to audiences

Social Media:

Organisations:

- Do you have a social media policy?
- What social media channels are you using?
- What do you use these channels for and what audience(s) are you targeting?
- Who in your organisation is overseeing you social media?



Is Virtual volunteering already happening in your organisation?

1. Are any of your volunteers working offsite (i.e. visiting clients, via phone, or any other sort of outreach into the community on your behalf)?
2. Is your website or any computer or internet tech-related issues managed outside your office?
3. Are there any pro bono consultants at your organisation?
4. Does your trustee board discuss issues via e-mail or via live chat?

Traditional vs. Virtual Volunteering

- Hands-on Physical capability much less important.
- Specific times Volunteer for an hour or few minutes.
- Geographically specific Not geographically limited or located.
- Limited roles Virtually unlimited roles

Traditional

Virtual

Exhibitions	Research
Conservation	Websites
Meet & greet	Social Media
Office Administration	Telephone Befriending
Charity Shop Assistant	Newsletters
School Governor	Design/branding
Cook	Trustees

Local online opportunities:

- CHBVC - Social Media Developer Virtual Volunteer
- Cinnamon Trust - Volunteer Pet Fosterer
- Dogs Trust Freedom Project Kent – Foster carer

- We are in contact with organisations to transform some of their opportunities from traditional volunteering to virtual volunteering.

Micro/byte sized volunteering

Microvolunteering could involve anything from signing a petition or retweeting a message to taking part in a flashmob or counting birds in your garden. The only requirements are that volunteers don't need to go through an application or training process, the tasks take only minutes to complete, and it doesn't require any ongoing commitment.

Check out [Causecorp](#), [Elbi](#) and [Be My Eyes](#) (connects volunteers from around the world to visually impaired people, who request help for things such as checking the expiry date on labels).

Best Practice:

- Volunteering should be open to everyone
- Recruitment processes should be fair and accessible
- You should aim to deliver a good volunteering experience
- You should have the appropriate policies for managing volunteers.
- You should support and supervise your volunteers within their roles
- Volunteers should have the training and information they need to carry out their roles
- All relevant legal requirements are met.
- You should have a flexible approach to volunteers

6. Virtual Volunteering Myths

Myth 1 – Virtual volunteering is a very new concept

It's 30 years old.

Myth 2 – Virtual volunteering is great for people who otherwise do not have time to volunteer

It requires real time, not virtual time.

Myth 3 – People who volunteer online do not volunteer face-to-face

The majority of face-to-face volunteers also volunteer online.

Myth 4 – People who volunteer online do so for organisations that are geographically far from them.

Most online volunteers look for opportunities on their own geographical area or at their actual volunteer organisation.

Myth 5 – Working with online volunteers is completely different than working with onsite volunteers

The application of basic volunteer management standards are the same, as well as support, feedback, guidance and recognition.

Myth 6 – Online volunteering is impersonal

Online interactions are quite personal. In general are more willing to share information and feelings online.

Myth 7 – Online volunteers engage primarily in technology related tasks.

They engage in many tasks unrelated to technology.

Myth 8 – Interviewing potential volunteers face-to-face is much more reliable than interviewing people online

Both methods have strengths and weaknesses, but each one is effective.

Myth 9 – People who volunteer online are very shy and have trouble interacting with others

Online volunteers have an hunger for interacting with others.

Myth 10 – The internet is dangerous and therefore online volunteering opens an organisation and its clients up to many risks

The internet is no more or less dangerous the offline worlds.

Myth 11 – Online volunteering requires building a dedicated online platform or using a specific tool

Email is key and are used in every organisation. There are several free tools available for smartphones and computers.

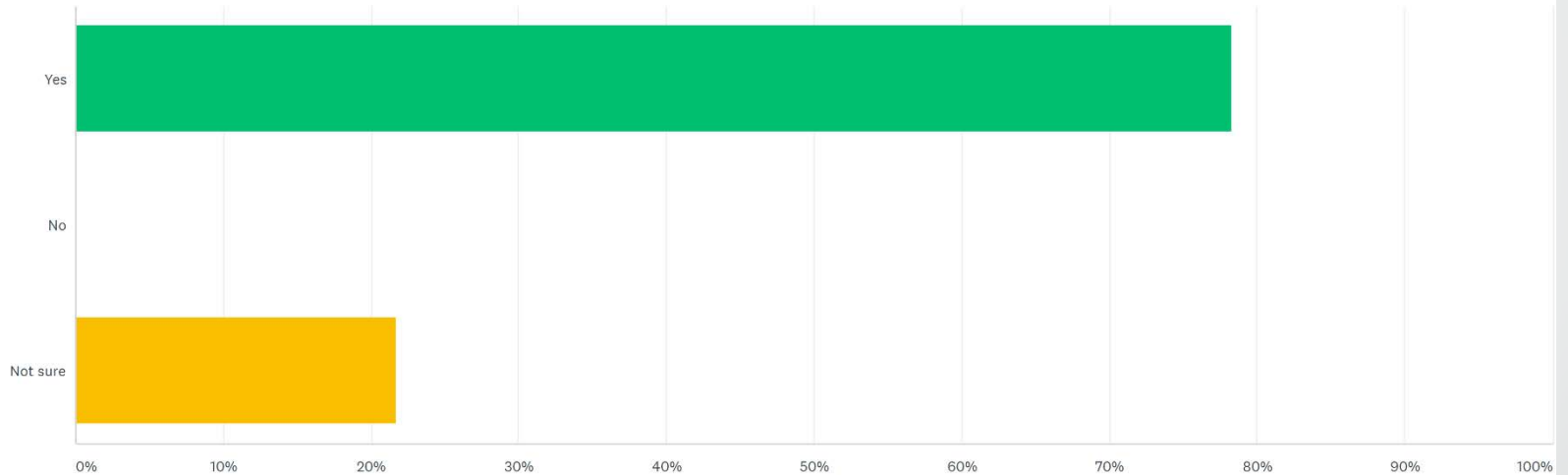
Myth 12 – Much more needs to be done to get people to volunteer online

There are plenty of people who want to volunteer online, far more than there are opportunities for them.

78% are interested in new ways of volunteering

Are you interested in finding new ways of supporting causes/organisations

Answered: 23 Skipped: 1



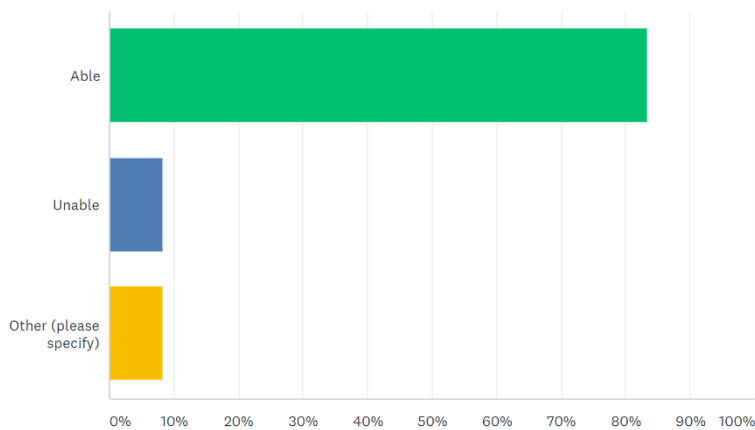
Virtual Volunteer Survey

🔍 (0)

83% are ready to volunteer

Are you able to volunteer at present?

Answered: 24 Skipped: 0



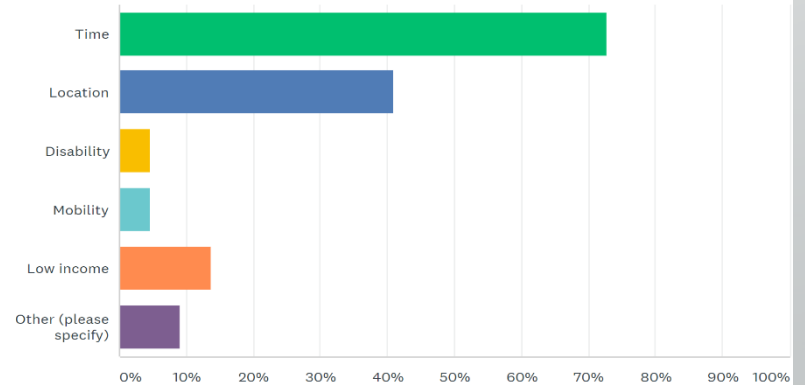
Virtual Volunteer Survey

🔍 (0)

72% said time is what stop them from volunteering and 41% Location

What, if anything, would stop you from volunteering at the moment?

Answered: 22 Skipped: 2

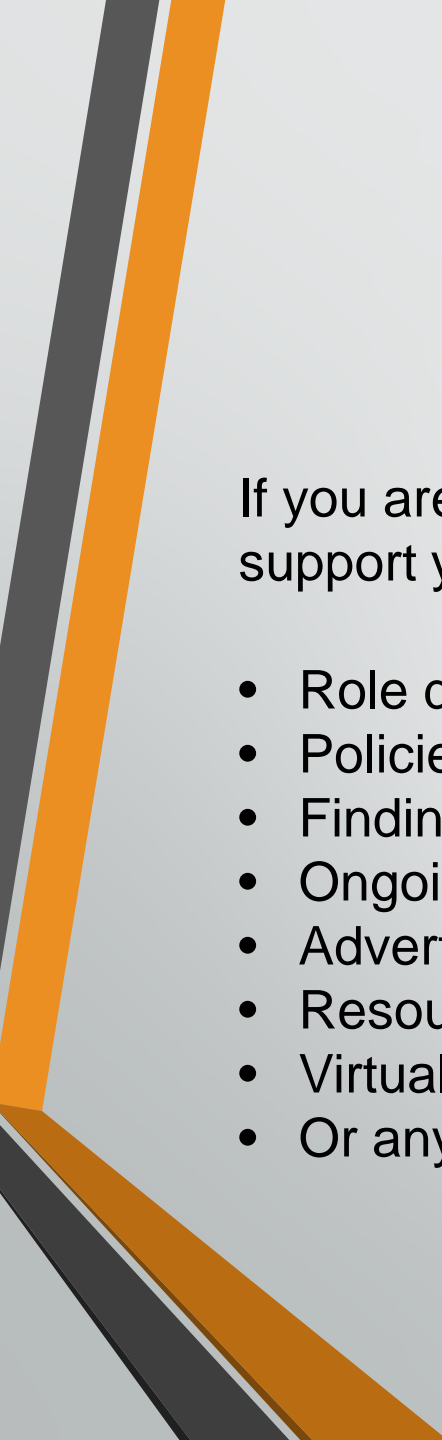


Virtual Volunteer Survey

🔍 (0)



7. How can we support you?



If you are an organisation we would like to help you and support you with...


- Role descriptions
- Policies and procedures?
- Finding virtual volunteers
- Ongoing support
- Advertising your opportunities
- Resources
- Virtual forum
- Or any other issues related to virtual volunteering



Any Questions?



Remote/online/virtual opportunities on Do-it, the national database of volunteering



"Being able to virtually help during these times gives me a surge of importance and happiness. It's tough to find ways to help during these unprecedented times, and virtual volunteering allows a way for me to do this." - Emily Clugston

Final notes:

- We have produced a couple of virtual volunteering readiness checklists - one for volunteers and one for organisations
- We are currently working on a virtual volunteering handbook
- We will be sending you a survey in regard to how you found this session
- If you would like more detail on any thing we covered today, please get in contact.

Supporting, promoting and developing volunteering opportunities within the Canterbury District, since 2007.

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ana@chbvc.org

