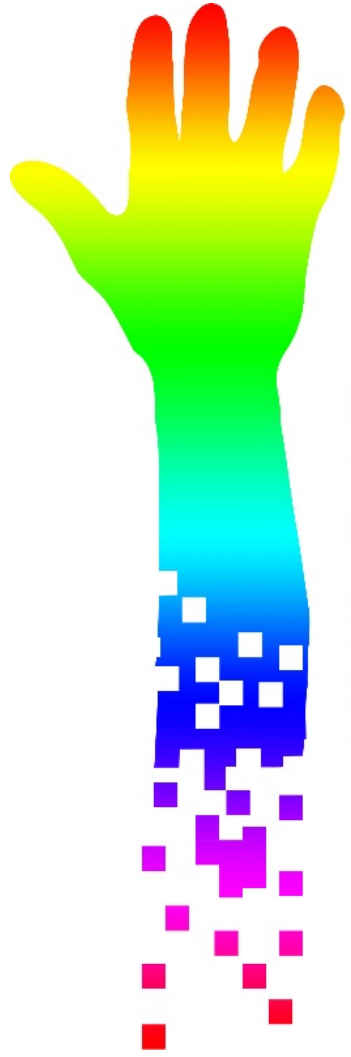




Virtue in the
virtual

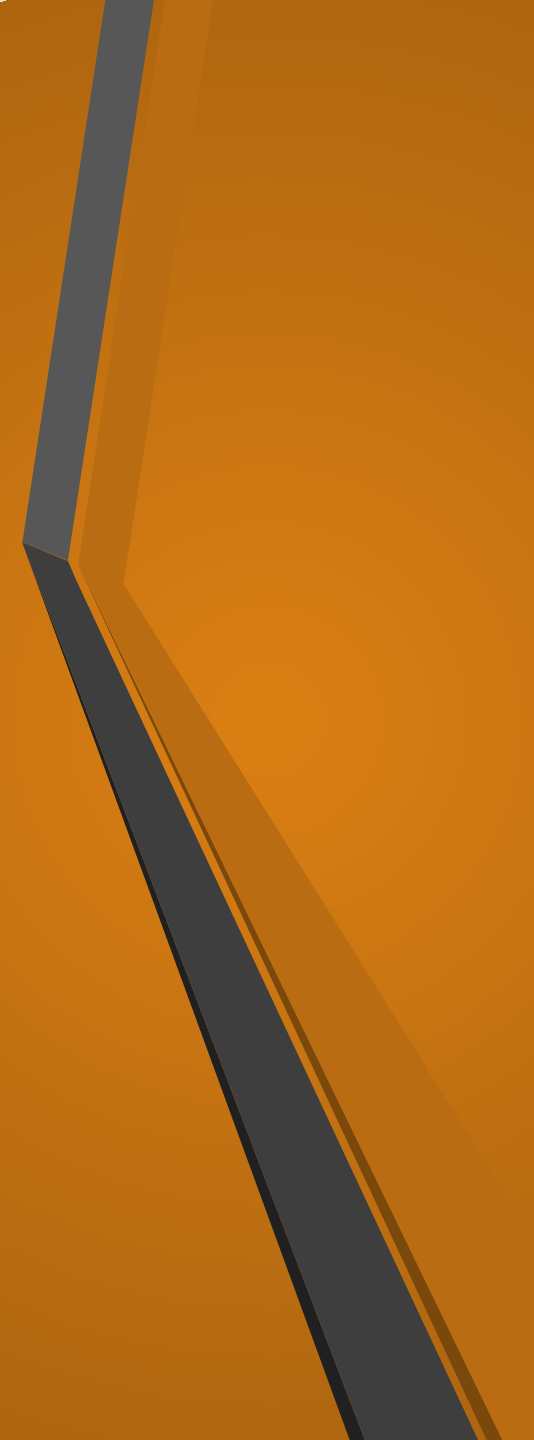


Welcome & Introductions



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 volunteering

NCVO define volunteering as:

“any activity that involves spending time, unpaid, doing something that aims to benefit the environment or someone (individuals or groups) other than, or in addition to, close relatives. . . volunteering must be a choice freely made by each individual.

This can include formal activity undertaken through public, private and voluntary organisations as well as informal community participation.”

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.

Covid -19 & Volunteers

Who can volunteer

You can volunteer outside your home if you follow [the social distancing guidance](#), and:

- you're well
 - nobody in your household has [coronavirus symptoms](#)
- If you are [over 70](#) or [clinically vulnerable](#) , you can also volunteer outside your home if:


- the volunteering organisation does a risk assessment
- you can work in a separate area away from other people

You should not volunteer outside your home if you are [extremely clinically vulnerable](#).

You can volunteer from home if you are:

- [over 70](#)
- [clinically vulnerable](#)
- [extremely clinically vulnerable](#)

You should not volunteer if you have symptoms of coronavirus (COVID-19) or if you have tested positive for coronavirus.



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

– Jayne Cravens and Susan J. Ellis

How people increasingly communicate nowadays?





How do you communicate?

Competition for volunteers/opportunities for volunteers

4Ux3	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	Racquettes 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
Aylesham 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	RSPB
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)
CA2V5	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 Invent 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	Tox 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 Naltington Village Hall	
College for International Co-operation and Development	Macmillan Cancer Support	
Concordia International Volunteers	Making Music	
Conservation Volunteers (The)	Malvern Fencing Club	
COR (Citizens Rights For Older People)	Marie Curie Cancer Care	
Crossroads - Care East Kent in partnership with Macmillan Cancer Support	Marine Society and Sea Cadets	
CSV	Media	
CKJ Ltd	MENCAP	
Dance4Life	Metro Centre Ltd (The)	
DEBRA	Migrant Help	
Demelza Bookshop	Motor Neurone Disease Association	
Demelza Hospice Care For Children	MS Society	
Demelza House Charity Shop	Muscular Dystrophy Campaign	
Demelza Friends, Alzheimer's Society	Music for Change	
DESO (Disabled Equipment Sent Overseas)	National Centre for Young People with Epilepsy	
Diocese of Canterbury Credit Union	National Youth Advocacy Service	
Dizzy Heights Table Tennis Club	Naval England	
Dover Detainee Visitor Group	New Perspective	
East Kent Friends (Gay and Lesbian Support Organisation)	NIPCC	
East Kent HealthWalks	NVAS	
	One World Summer Festival	
	Operation Shoebur UK	
	Ofam	



**There are thousands of organisations
looking for volunteers:**

Why choose a particular one?

What are the benefits of Virtual Volunteering? For volunteers



IT INCREASES SKILL SETS



EXPANDS THEIR
KNOWLEDGE



INCREASES ACCESS TO
VOLUNTEERING FOR
THOSE CURRENTLY
UNABLE TO VOLUNTEER



MORE COMPETITIVE IN
THE JOB MARKET




LEARNING TO ENGAGE
IN VIRTUAL
VOLUNTEERING




PROFESSIONAL
DEVELOPMENT



REFERENCES/ CV
ENHANCEMENT



What benefits for you in
Virtual Volunteering?



Are you/could you volunteer virtually:

- Offsite by visiting clients, via phone, or any other sort of outreach into the community
- Via your tablet, smartphone or computer
- As a pro bono consultant
- On a trustee board discussing 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

Social Media:

Volunteers:

- Do you use social media?
- What social media channels are you using?
- Could you use social media to help an organisation?
- Could you spare 5/10 minutes to like or repost on social media?

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.

Virtual/Online volunteering

- Setting up and moderating social media for an organisation.
- Conducting online research for an organisation
- Designing a logo.
- Designing a website.
- Search engine optimisation of website.
- Database design
- Online/telephone befriending
- Writing press releases
- Fundraising

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 in volunteer management:

- Volunteering should be open to everyone
- Recruitment processes should be fair and accessible
- You should get a good volunteering experience
- The organisation you volunteer for should have the appropriate policies for managing volunteers.
- You should be supported and supervised in your roles
- You should have the training and information you need to carry out their roles
- All relevant legal requirements are met.
- The organisation you volunteer for should have a flexible approach to volunteers

Best Practice – what to expect from an organisation:

- An interview/chat
- Induction/training
- Named Manager
- A welcome
- Support
- Respect
- Thank you's
- A reference
- A role
- A role description
- Out of pocket expenses

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

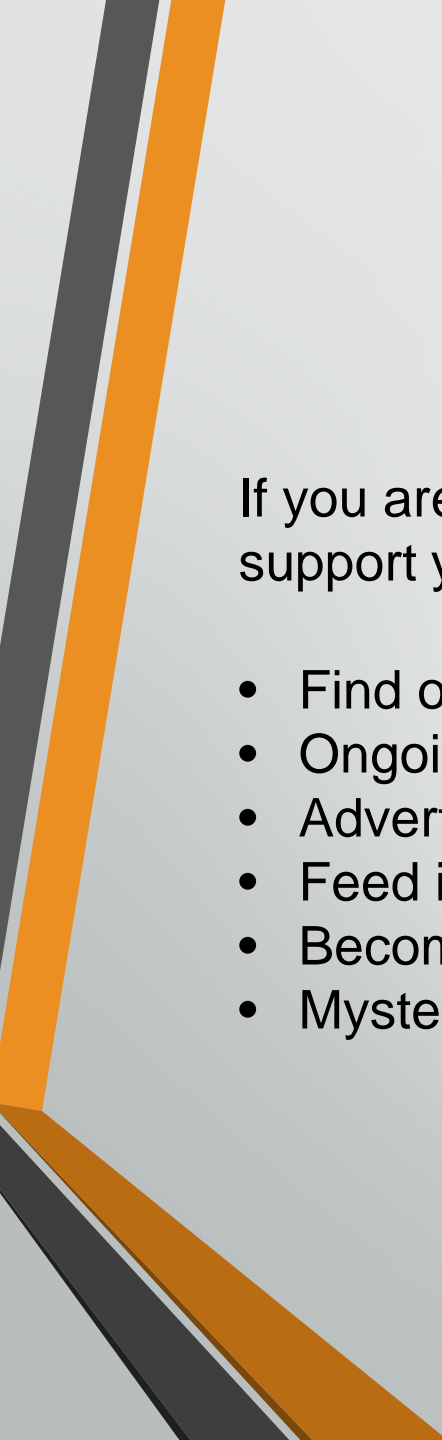
The internet is no more or less dangerous the offline worlds.

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.



If you are a volunteer we would like to help you and support you to:


- Find or create virtual opportunities
- Ongoing support
- Advertise your skills or availability
- Feed into our project
- Become part of our virtual forum?
- Mystery shopper?



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

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

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