

# Volunteer Recruitment

Attracting more volunteers to help Wheels for All is fundamental in supporting our growth as a charity.

In this period of growth, it is essential we continue striving towards a volunteer team who are representative of society and reflective of the communities we serve. A diverse volunteer workforce of people with a range of skills, community connections and lived experience is vital to our work. This will help us to fulfill the needs of local communities through providing high quality inclusive cycling sessions.



Soon after my wife and I arrived in Manchester after moving from Hong Kong, we wanted to get involved in our new community. We came across the volunteering opportunity with Wheels for All via the Manchester Volunteer Centre. We were deeply impressed by their aim and the work they are doing. Now working and chatting with the people at the Wheels for All sessions is definitely the best part of our new life in the UK.

**Willey and Suki**  
Greater Manchester



## Our volunteer Recruitment objectives

- Increase our number of active volunteers by 15%
- Increase the diversity of volunteers to be more reflective of society inline with the latest UK census regarding [age](#), [gender](#), [ethnicity](#) and [disability](#)\*

\*Hyperlinks to 2021 census data

## Increase awareness

- Update and refresh our volunteering website page
- Design a National volunteer recruitment campaign
- Develop audience specific content
- Trial targeted adverts i.e. social media
- Diversity methods of promoting opportunities
- Host our volunteer opportunities on more volunteer matching websites
- Continue to engage with National campaigns such as the big help out



## Increase accessibility

- Understand the barriers to volunteering for currently underrepresented groups
- Explore how best to offer short term roles, digital and project based opportunities
- Develop a policy for involving young volunteers
- Create and trial a young volunteer award
- Printed volunteer applications at all hubs
- We will communicate the physical and mental health benefits of volunteering





## Empower our regions

- Mechanism to report on volunteer demographics and activity
- Create a volunteer recruitment toolkit with resources and templates to help attract new volunteers
- Develop a volunteer recruitment plan for each region

## Form new partnerships

- Explore new partnerships such as:
  - Duke of Edinburgh
  - Cycling clubs
  - Corporate organisations
  - Educational institutions
  - Organisations supporting asylum seekers/refugees
  - Job centres
  - Volunteer centres
  - Community organisations
  - National volunteering support organisations

