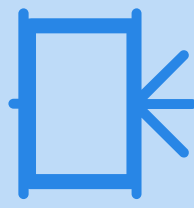
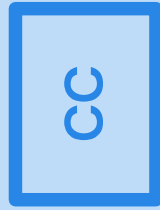
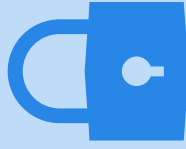


Motivating members to volunteer

The Third Age Trust





Objectives

- To recognise the importance of volunteering within the u3a movement
 - To identify the challenges of recruiting volunteers
 - To meet, network and share ideas and find solutions with other u3a members
 - To understand how to value and retain volunteers
 - To share sources of advice and guidance
- 

Remember

Each u3a is run by the members for the members.

Volunteer led and volunteer run, everything we do is done by our members.



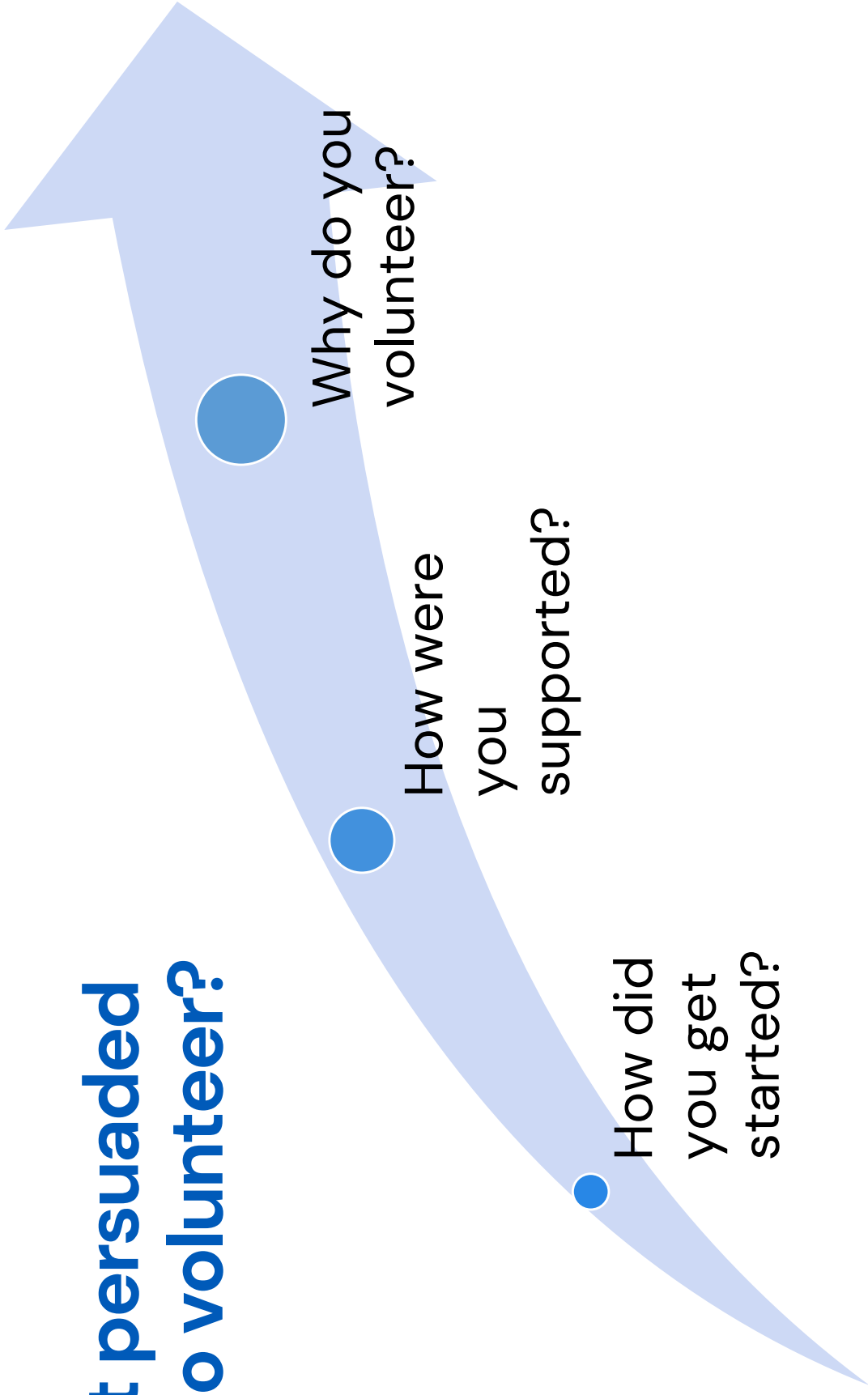
Volunteering & the u3a movement

- Volunteers are essential for operation & growth
- Members volunteer in a variety of ways
- All volunteering support should be recognised and appreciated



Volunteer motivations

**What persuaded
you to volunteer?**



What are your biggest
challenges with recruiting
volunteers?



Breakout Rooms

Reflecting on your own experience, how have you encouraged other members to volunteer?

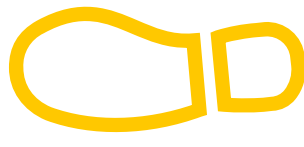


Feedback



4 steps to consider to encourage volunteers and recruit and retain volunteers

- **Connect** with members
- **Create** easier paths
- **Communicate** opportunities
- **Celebrate** volunteers

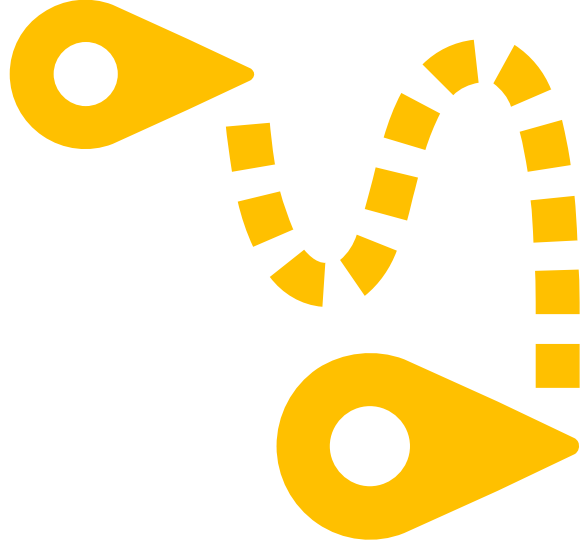


Connect with members

- Start at member recruitment stage
- Host new members' meetings
- Coffee mornings
- Individual approaches



Create easier paths



- STAR / RUGs*
- Share roles
- Micro-tasks
- Remove the unknown
- Nurturing & shadowing
- Increase diversity!

*Small/Specific Tasks As Required/Really Useful Groups

Communicate opportunities

- Sell the benefits
- Regular communications
- Case studies and stories
- Task/Opportunities board
- The 'nuclear' option





Celebrate volunteers

- Say 'thank you' and show appreciation
- Celebrate volunteering and raise its profile
- Remember to praise unsung heroes
- Acknowledge when volunteers move on
- Join in with national events
 - Volunteers' Week – 1–7 June
 - Trustees' Week – 9–13 November
 - u3a Week – 19–27 September
- Tell them of the difference they make

Breakout Rooms



What actions could you take to encourage members to volunteer?

- Connect with members
- Create easier paths
- Communicate opportunities
- Celebrate volunteers



Feedback



Retaining volunteers



Retaining volunteers

- Provide quick and friendly induction and offer peer support/buddying/shadowing
- Reimburse expenses where possible
- Hold role relevant meetings (e.g. Group Leaders/Converter meetings)
- Keep tasks simple, clear and flexible
- Recognise their impact, no matter how small it may be

Retaining volunteers

- Organise social events for volunteers
- Promote teamwork and mutual understanding
- Speak to volunteers about how they are doing/are feeling about their role/ task
- Be sure to address any niggles or issues they are facing
- Manage any conflict early
- Consult your volunteers about decisions that affect them get their feedback and buy-in

Recruitment and Retention Toolkit

A helpful resource developed by
and for u3a members

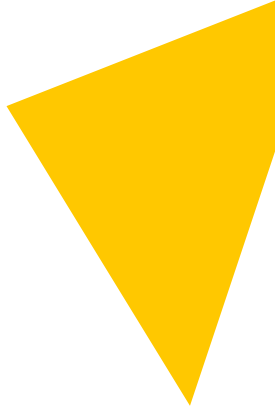


Questions?



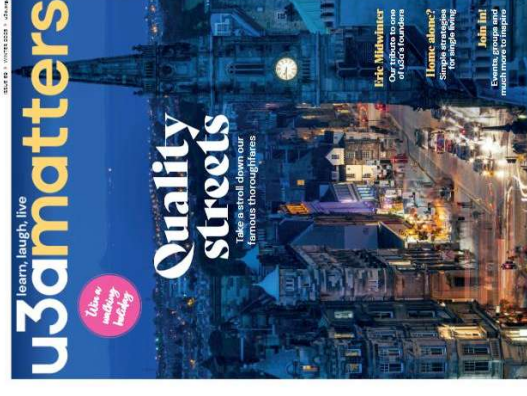
Advice, guidance and support

- u3a Office – info@u3a.org.uk
- The Third Age Trust website: www.u3a.org.uk
- Council Representative
- Local/Regional newsletters – Ask to see what you can sign up to
- Your local Networks or neighbouring u3as
- Regional and local events
- Workshops – National and local workshops



Stay up to date

u3a matters is the membership magazine of the u3a movement in the UK. Published five times a year, and posted direct to members' homes, it is packed with stories from our members and u3a activities.



[Click here to open the newsletter in your browser.](#)



The **u3a Friends newsletter** shares news, learning opportunities and member stories from across the u3a movement.

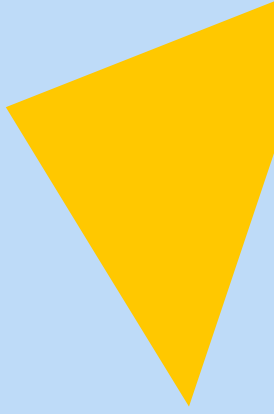
You'll also gain exclusive access to our Friends Extra website – a range of offers, discounts and services.

Thank you!



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Case studies



Case study

The new Coordinator Liaison Secretary at Rotherham u3a set out to improve volunteer retention and inclusivity. She visited Groups to build relationships and reshaped meetings so Group Leaders could influence agendas and review minutes. Her approach encouraged broader participation, identifying helpers for committee roles and future working parties. New role descriptions were developed to tap into members' wider skills and interest strengthening the organisation's volunteer base.

Connect case study

Grace attended a summer fair in her area and found the Croydon u3a stand. She saw a list of various groups but realised there was nothing focusing on Africa and she had a strong desire to fill this gap.

Croydon u3a member Maggie said that if Grace became a member, she could start a group, and Maggie would gladly help her if she wanted her support.

So, Grace joined and started the group.

Create case study

STARs (Special Tasks as Required) are invaluable for ensuring the smooth running of the general meetings.

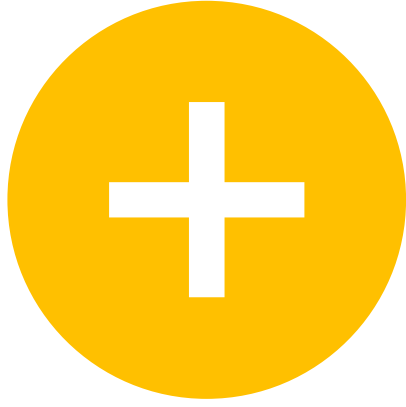
The STARs coordinator contacts volunteers to ensure that teams in place to meet and greet, make refreshments, and set up and tidy chairs and tables. They have 5 volunteers each meeting.

They built up a team of members who were happy to help in lots of ways. It doesn't have to be every week or month, but when they are free – whether that's for a one-off special event or several things throughout the year.

Harborough Welland u

Communicate case studies

Monmouth u3a have a great brochure which has a large amount of member stories, including those from group leaders. It has helped develop their volunteering culture.



Plymouth u3a experimented by creating a video in which the Chair addressed the s and unexpected loss of four committee members, which resulted in volunteers c forward to fill the vacancies.

Celebrate case study

Lymm & Thelwall u3a hold an annual 'Thank Lunch' for all their volunteers. This includes Group Leaders, Meeters and Greeters, members of working parties, and support groups.

Some members even took on new volunteer roles they learned about during the lunch.

Volunteers were also celebrated and thanked in their newsletter, on their website and their social media.

