Session 7: Managing Groups
Wednesday 6th October 2021, 19:00-21:00
Agenda - update

- Welcome back 19:00-19:05
- Volunteering experience 19:05-19:30
- Engaging volunteers - Nicole Barton 19:30-19:50

Break 19:50-20:00

- Q&A and discussion with Nicole 20:00-20:30
- Team roles 15-20 min 20:30-20:50
- Wrap up 20:50-21:00
Welcome back and recap
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Your volunteering experience
The good and the bad
Your good & bad volunteering experiences

Thinking about your experiences with volunteering, consider

● What were the reasons you volunteered?
● What were the reasons you stopped?
Managing and recruiting volunteers
Nicole Barton, CCF
Nicole Barton, Volunteer and Events Co-ordinator
Finding and keeping people
"It's not about getting there, it's the adventure that counts."

Revenge of the Outsider

Guest editor Guy Ritchie heads up a celebration of London's rebels

When you get one person to stop taking drugs, ten more seem to take their place.

ZAINAB ABDULLA WILLIAMS

'There are no right or wrong answers. Everyone is learning to do it on their own way. In the UK, they learn the science of a drug and get to other people's, but this time we're doing it on our own. This opportunity is a gift."

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CAR-MAD COPPER

INSPECTOR DAVIS STONEHOUSE

'It's easy to imagine the genius in the canons of Hemingway. Build on facts, and then build on facts."

The editor of the local paper came down and sat in the corner of the page. "You know what? I always wanted to hear about it." But the story of David Stonehouse, a local youth worker, was compelling in its own way. Together with a group of social workers and educationalists, he wanted to work with young offenders. Specifically, they believed that looking at their own lives could distract them from a life of crime.

'Stonehouse is a bit like a poet. He's not afraid to make the words sound right."

'I hope you had a good trip,' he said. Clearly we were going to some offenders who were unable to continue effective treatment. But the majority are going to come out reformed into society. Please focus on this.'

A number of these projects offer 16- to 24-year-olds a chance to indulge in their problems while putting something back into the community.

The report: 'The time was due to show them another side to the depressing environments they usually see.'

Nicolette Barber, manager of the four-year-old project, says, 'The 12 years old is on a mission to improve the strictly harmful background of volunteering and make the kids feel confident and that they are part of a team. Everyone is needed to be involved, but the best thing is that we all have something to offer.'

We've seen someone get up and walk out on the job. Confidence is boosted. Our task is to help people to do what they want to do for as long as they want to do it. We've seen people's confidence grow, taking pride in themselves and their work.'
Dame Elizabeth Hoodless was passionate the societal change could be brought about by bridging the gap between the huge need that exists in society and people’s need to feel valued, useful and empowered to have an impact on the things they care about. She believed that volunteering was transformative ‘Let those who say it can’t be done, let those of us doing it, get on with it.’

‘It’s all about people Nicole’…. listening to their motivations and interests, the relationships, feeling like they’re making a difference and enjoying themselves
• So if you have 3000 in your village, 30 might be leaders like you who will take on responsibility
• There’ll be 270 who will get involved when asked
• The environment is a key concern for people, your people are there
3 R’s

1. Recruit
2. Retain
3. Reward

Recruiting is easier than retaining so in planning, skip to thinking about 2 first. In general people tend to be time poor – if their skills and interests don’t match the tasks, if they’re not enjoying what they’re doing and/or they don’t feel it’s making a difference…they’ll stop!

But saying that, there are two useful things you can do before diving into retention …
- Key national/global and local dates – summer or winter fairs, tie in with local initiatives/gatherings of parish council, wellbeing and health groups, biodiversity/litter picking, car free days, food festivals etc…..
- Not only useful to tie in with others to benefit from their footfall and publicity but it can really help with pulling your volunteers to the next level.
LISTEN

SURVEY

FEEDBACK

...and do ask for their contact details and whether they might be interested in finding out more about becoming actively involved.
Retention

Agree an overarching vision that you can share with recruits and examples of the sorts of events and activities you might run as a group to achieve your aims.

Key roles with a basic role description
(RD’s help people feel confident about what’s expected of them and allays the fear of being sucked in!)

Comms – social media, draft a newsletter, basic wordpress skills and ok to write some copy to go in other’s newsletters etc

Admin – add sign-ups to a contact list, take some basic minutes/record actions, handle any donations, reporting and constitutional matters

Events organisers – plan, schedule, approach people, licences, recruit volunteers, risk assessments, help co-ordinate publicity

Broader ‘as and when’ team: fundraisers/tin shakers, bakers and cooks, stewards, photographers, artists, people with transport and other equipment, subject experts/public speakers etc.

Roles for later – volunteer co-ordinator/treasurer/fundraiser/chair
# Cambridge Carbon Footprint (CCF)

## Role Description

**Role title:**

**Reporting to:**

**Principle function:**

Cambridge Sustainable Fashion Festival Intern
Nicole Barton (Volunteer and Events Organiser)

To help Nicole organise all aspects of Cambridge Carbon Footprint’s (CCF) second Sustainable Fashion Festival, scheduled for Sat 21st March, 2020.

**Expenses:**

**Location:**

Agreed in advance for lunch and travel
CCF, The Bike Depot, 140 Cowley Road, Cambridge, CB4 0DL

**Days and hours (please be as specific as possible giving days and am/pm)**

2 – 3 days a week (pref Tues-Thurs but flexible)
10:00am – 5pm. Ideally we’d have an introductory day before the Christmas break.

### Duration (ongoing or fixed period)

**Description of the Role**

Start Jan 2020 – end March 2020

- Helping to create an engaging timetable of events for the day
- Securing a range of sustainable brands for the pop-up market
- Securing and liaising with event speakers and workshop facilitators
- Helping in all aspects of promotion and marketing including writing blogs, coming up with interesting copy, visuals, case studies and social media
- Supporting the press work, including print, online, TV, radio
- Helping keep CCF’s website up to date
- Helping recruit and manage a team of ~70 volunteers in the lead up to the event and on the day
- Liaising with the venue on health and safety, facilities, schedules etc.
- Helping fundraise and find sponsors for the event
- Responding to queries around the Festival
- Help with monitoring and evaluation of the Festival

### The benefits and/or difference the volunteers commitment will bring:

The Festival has helped put Cambridge on the sustainable fashion map and is a key event in the CCF calendar. The Sustainable Fashion Festival intern will help ensure that the event is headline grabbing, well attended and engages people on the critical issues of waste, resource use, the circular economy and the impact of global fashion on the climate crisis.

### Skills and/or qualifications and experience required:

- A strong interest in sustainability is essential and an interest in sustainable fashion and/or the circular economy would be great
- Good IT skills
- Strong partnership building/stakeholder management skills
Talks and social events to meet people interested in getting involved:

- Ocean Plastics
- XR
- Recycling and waste

Sign-up sheets, ideas for activities, skills they'd like to share, receive newsletter?
Retain and reward

• Meet in nice settings (ask what suits people)
• Be friendly, welcoming and stick to time
• Ensure those who want to feel included in planning/decisions are
• Go with the energy
• Say thank you verbally, by email, a card or public recognition via social media, the local press, nominate for awards.
• Have summer and or festive social to ‘get to know one another’, reflect on the year gone by.

Take time to celebrate achievements, not just lurch from one thing to the next

• Report successes and difference made in your newsletters, social media and share any public acolades/thanks
• Share positive feedback
Thank you

Please get in touch for further info, chats about the 3R’s or anything else volunteer/event related

nicole@cambridgecarbonfootprint.org
Q&A - Volunteering & Groups
Break
Break-out: Your group
Take action on recruiting and managing your group

- Grouped into pairs
- Identify some team and volunteer roles you may need for your project
- Make a note of your thoughts using the worksheet provided
Wrap up and next steps
Take away activities

● Create a volunteer document - see worksheets
  ○ Volunteer role description
  ○ Volunteer advert
  ○ Volunteering policy

● Review reading & resource lists for sessions 7 & 8