



## **Volunteer Management – Guidance for Campaign Organisers**

### **Planning for volunteer involvement using the volunteer journey**

*Address the specific steps in the volunteer journey below.*

#### **Finding volunteers**

How will you find the volunteers to get involved? E.g. word of mouth.

#### **Recruitment**

How will you recruit volunteers for the project? What particular skills and experience will help the campaign success?

#### **Volunteer agreement/Principles of involvement**

How will this be discussed with volunteers?

#### **Welcome and induction to the role**

How will you welcome your volunteers? In addition to the online volunteering induction resources, is there anything else you need?

How will you ensure they have accessed all induction resources? (See our checklist for a list of resources).

**Managing the relationship**

Are there any additional learning resources specific to your campaign you feel you or your supporting staff member should deliver?

How will you support volunteers to carry out their roles? How will you develop and maintain the relationship after the first three to six month settling in period, e.g. through regular phone catch-ups or emails?

**Ongoing Engagement:**

How will you recognise the contribution of volunteers to your campaign and/or review their role when necessary?

**Campaign overview**

More information about the campaign you will be running. When written this text can form part of advertising for volunteers as well as in any campaign tactics.

**Campaign Aim**

Clearly define the change we are seeking to achieve - these objectives should be measurable.

**Target**

Which key audiences will be involved targeted, e.g. professionals, decision-makers, people affected by MS?

**External levers/ opportunities**

What external levers and local opportunities are there to influence?

**Overview of tactics**

Outline any tactics you have planned e.g. press releases, public events, meetings.

**Campaign messaging**

If needed. What are your campaign’s key messages?

**Timeline**

All key dates - e.g. recruitment, key campaign dates, review of pilot, pilot end?

Month	Key dates	Activity	Progress
e.g. September	26	Begin recruitment	

<b>Campaign Organiser toolkit – Project plan template v1</b>	
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