

Recruiting New Members

Seven ways to find new volunteers

If you have any questions about any of these seven ways to find new volunteers, or about the action in general, do not hesitate to email Emily on emily.cabon@results.org.uk.

As you will see from this month's action sheet, we have some great campaigns lined up for 2016. In order to have the most impact, we need as many voices as possible shouting for our cause. That's why, this month, we have decided to set you a bit of a challenge! Between now and the next time your group meets in February, we would like every group member to try to invite at least one new person along to the group. If a group of 4 manages to bring one new person along each, that's 4 more people taking action—a doubling of your group's reach! To help you out, we have come up with seven top tips on how to grow your group. Have a read for some ideas and inspiration.

1. Encourage your friends and colleagues

It might sound simple, but reaching out to a friend or colleague is one of the easiest ways to get someone new along to your group. Next time you are in the staff room or meeting a friend for coffee, strike up a conversation about a development issue you care about or something current from the news; tell them why campaigning is so important to you, and the impact it can have. Even if they haven't shown any interest in your campaigning around health and education in development, they may be interested in our new work on climate risk insurance. If they seem interested, invite them along to your next group meeting – easy.

2. Put up posters and leaflets in your local area

Is it old fashioned? Perhaps, but putting up a poster, or handing out leaflets, in a local café, library or community centre, is sometimes surprisingly effective for growing your group. Feel free to get creative and make your own materials, or ask us to send you some. Make sure you add information about your local group and leave contact details so anyone who is interested can get in touch.

3. Attend a Volunteer Fair

Volunteer fairs are one of the best ways to get new volunteers along to your group. Whether it's at the local university or with your local volunteer centre, it's a great way to meet and engage with people who are interested in similar issues. Have a search and see if anyone is holding a fair in your area, and if they are, book a place! They are usually free but if there is a fee, RESULTS has a small budget for these kinds of activities and would be more than happy to cover reasonable costs. We do try and come to as many volunteer fairs as we can, so let us know if you are interested in attending one – with as much notice as possible – and we'll do our best to come along to support you.

4. Link up with other campaigning groups

Many different organisations share our vision of a world free from extreme poverty. Oxfam, Amnesty International, World Development Movement and Rotary International all have local campaign groups that meet to campaign against poverty, inequality and human rights injustice. There may also be local charities in your area that have staff and volunteers who would love to be actively involved with your group. Why not link up with these other campaign groups and share your stories? You may find a lot of overlap between what you are doing and what other groups are working on. If not, it is always nice to meet like-minded people and share campaigning tips and successes. You could also seek out organisations that specialise in climate and learn more about the topic before we start campaigning on climate risk insurance. You never know, some of these people might be interested in getting involved with your group as well.

5. Post an advert on social media

Social media is a great way to reach out to your friends, family, and wider network quickly and easily. Upload your poster or create an event to invite your friends along to the next group meeting. Make your promotion creative in order to grab people's attention and remember to include all the necessary information, including contact details. You could also share why you campaign with RESULTS and some of your group's recent breakthroughs or successes; sharing personal stories and achievements is one of the best ways to inspire people to get involved. The more effort you put into regularly updating your social media, the more you get out of it, so you might not get quick results, but it's an investment that pays off over time.

6. Volunteer Recruitment Websites

Whilst RESULTS already has a presence on many of the volunteer recruitment websites, it is a great way to advertise your local group as it allows volunteers to find you! There are national volunteer recruitment websites that every group can use, such as do-it.org, and local volunteer sites for specific groups, such as [Team London](#) or [Volunteer Bristol](#). You can also ask the local university/universities if you can advertise the opportunity on their volunteer website. Adding personalised group promotion to the websites will encourage individuals in your area to get in touch and join the group. Usually adverts are free, but do let us know if you want help to pay any small fee. Take some time and find the appropriate websites for your area. It would also be worth asking everyone in the group how they heard of RESULTS, and whether it was through a volunteer recruitment website.

7. Networking

Networking with volunteers and professionals from the sector is one of the most effective forms of promotion. Essentially, networking is similar to linking up with other campaigning groups but has a much broader focus. You may have a lot of experience networking or this may be new to you. Either way, our work on climate risk insurance opens up a whole new area within the sector for all of you to network with. There are many different ways you can network, some of which are suggested below.

- Attend networking events and conferences.

You can find different networking events and conferences online, in newspaper adverts, on posters in your local area and through word of mouth. If you are looking online, events can be found directly on charities/volunteering websites or through event promotions sites such as [Eventbrite](#). When you are at the event, introduce yourself to people and explain what your group does, why you are so passionate about the cause and how they can get involved. If they are interested in joining the group, make sure you leave your contact details.

- Go to lectures and/or seminars focused on international development.

Many organisations and universities hold free lectures and seminars about various topics within international development. Attending these events is a great way to meet new people in the sector whilst learning about a new topic at the same time. While you are at the event, ask questions about how your work with RESULTS could relate to the discussion topic. Afterwards, talk to other attendees about what you do and how they can get involved.

- Online forums and social media.

The internet has made networking a much more accessible option with many forums and networking sites for those in international development to discuss their views and knowledge. For example, there is the [International Development Network](#) (IDN) and [eCampaigning Forum](#). There are also different groups on social media that you could join and share information about your group. For example, Facebook has the '[London International Development Network](#)' group and '[Women in Campaigns](#)'. Whilst these examples won't all be relevant to all of you, there will be other groups that you could reach out to.