

Session 3C



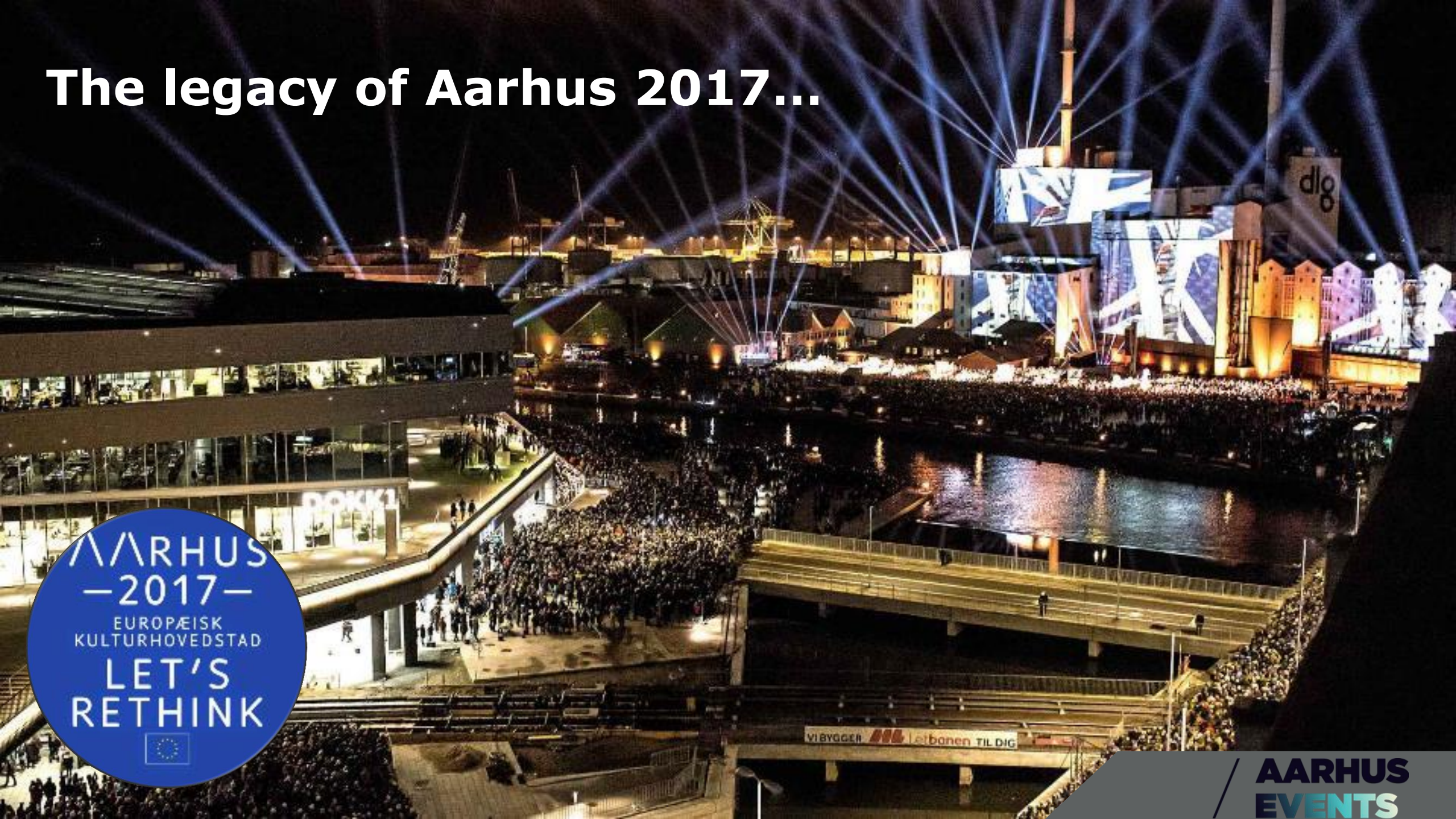
Recruiting, Training and Managing Volunteers



Volunteering For Aarhus

Charlotte Kirk Elkjær, Event Director, TSR Aarhus 2019

The legacy of Aarhus 2017...



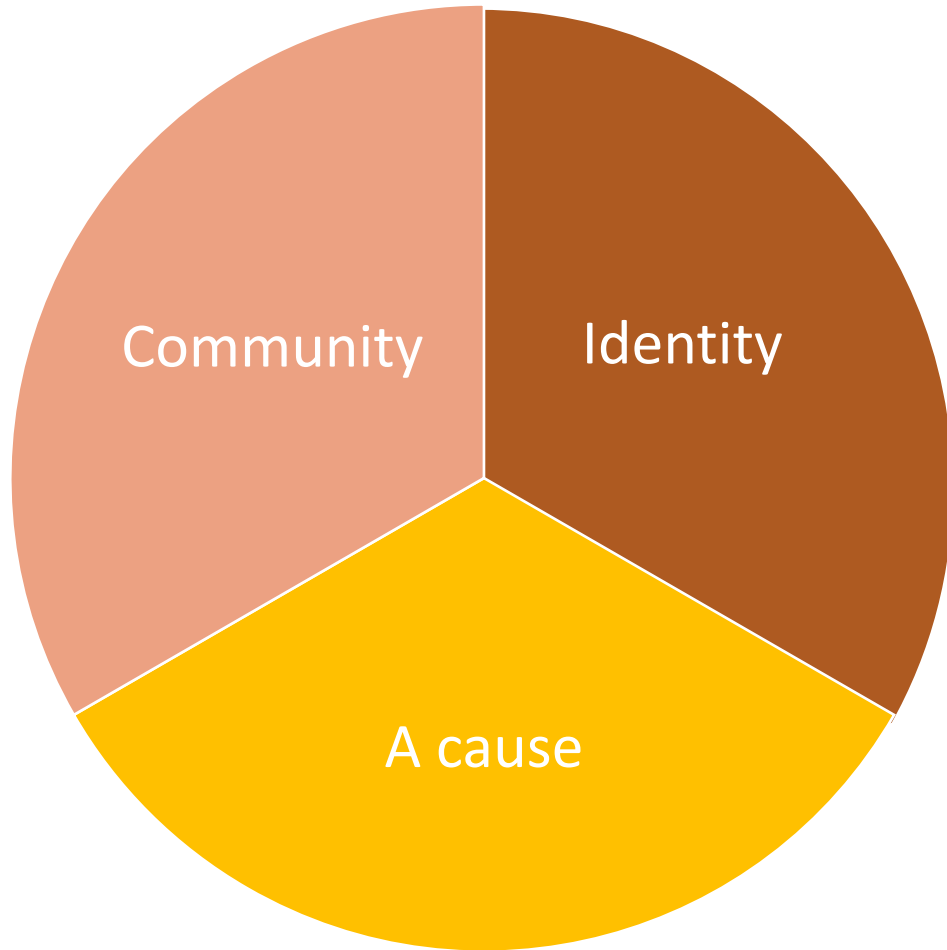
AARHUS
—2017—
EUROPÆISK
KULTURHOVEDSTAD
LET'S
RETHINK


**We started the
Volunteer Programme
in 2014 to the Capital of
Culture year 2017**





**Supporting culture,
events, tourism and
business...**



Volunteer Management Model

An aerial photograph of a circular wooden walkway on a beach. The walkway is made of light-colored wood and is surrounded by sand. Several people are walking along the path. The background shows the ocean and some vegetation. The text "Building identity and building brand" is overlaid in the center of the image.

**Building identity and
building brand**



Identity

- The big picture
- Photos
- Positive engaging communication
#comejoin #dontmissout
#extraordinary
- Create a positive culture
- Make it easy
- Give the volunteers a name



**We call our volunteers:
ReThinkers**



How do you create the identity?

- Do you know any warm good stories about the volunteers?
- Can you create visibility on the webpage?
- Contact person? Is it easy to sign up? Do you get a fast and clear response?
- Do you have cheerful photos of the volunteers?



us' velkomstværter, gæsten i september

Vigtig viden om Bæredygtighed og Events
27. jul 2019 · Ulla Svenningsen Lund

VIGTIG VIDEN OM EVENTS OG BÆREDYGTIGHED

— TIL FRIVILLIGE

Vi vil gerne påvirke arrangementer og events i og omkring Aarhus i en mere ressourcevenlig og bæredygtig retning. Derfor har vi netop lavet denne grønne guide til netop frivillige
[Læs hele nyheden](#)



i ReThinker Speed starter kl. 19.00 på op denne aften, og

Overblik over aktuelle opgaver
12. mar 2019 · Ulla Svenningsen Lund



Hvis du ønsker at få et overblik over aktuelle opgaver, så anbefaler vi at du for det første læser de udsendte ReThinker Nyhedsbreve (udsendes ca. hver 3. uge) - og/eller at du følger
[Læs hele nyheden](#)



Bliv frivillig til Kong Arthur
12. feb 2019 · Ulla Svenningsen Lund



Permanent hold
VisitAarhus ReThinker
Holdside Holdliste [Coordinator] (Aktiv)

Hold
GeLinde Husalf (0024)
Arkiv - tidligere hold > 2017 - Administration Medlem (Aktiv)
Holdside Holdliste

Hold
Krydstogtanløb 2019 i Aarhus (3008)
Vejkonstvejer Medlem (Aktiv)
Holdside Holdliste


Arkiv (8 hold)
Se din hold historik

Din profil Ulla Svenningsen Lund Rediger


 Facebook

(100002) Ulla Svenningsen Lund Hold og produkter Hold

Rediger medlem



Stamdata

Oprettelsesdato 19.02.2014 11:06:00

(Løst/Logen)

Medlemsnummer 100002

Primær titel Koordinator

Fødselsdag * 11.04.1967

Fornavn * Ulla Svenningsen

Efternavn * Lund

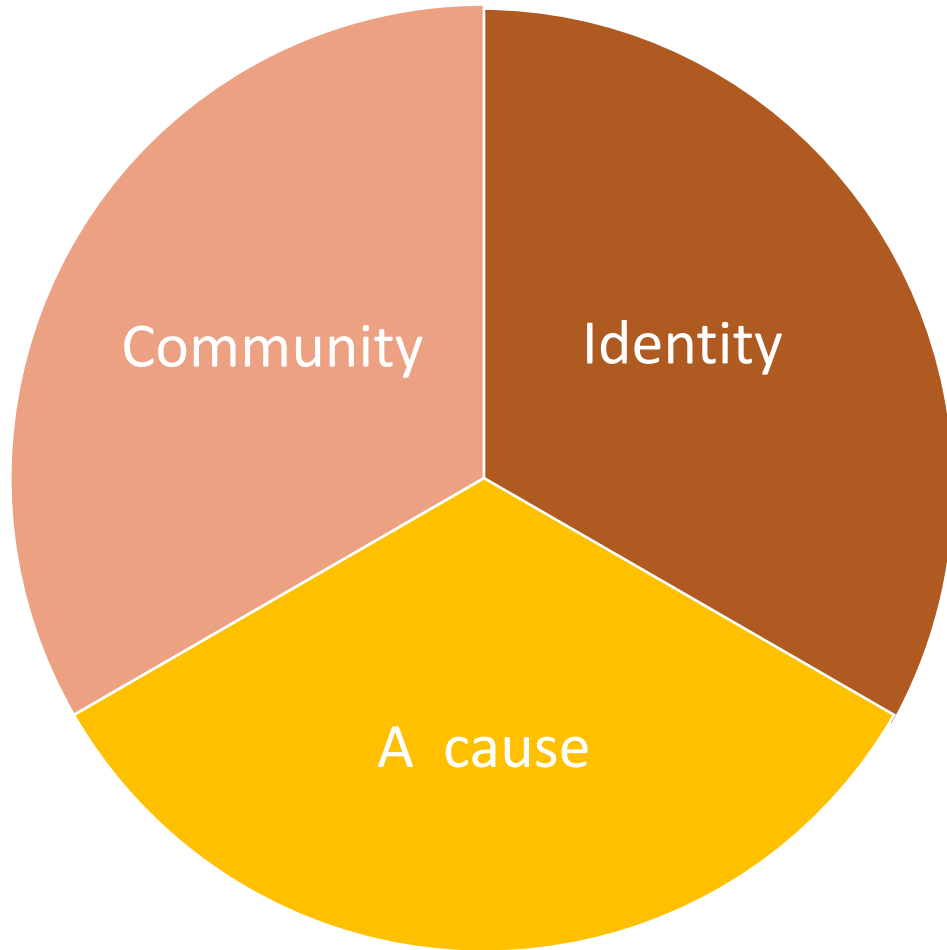
Kaldenavn Kaldenavn

Beskrivelse/ansvar

Kompetencer og Interesser

VM Sjælland 2018 X
Continuity & Food X
Engelsk - language skills X
Project management X

Egne børn 0-17 år



Community amongst the volunteers is the glue



**How do we
support the
community?**

A cosy meeting point



Voluntary Teamleaders



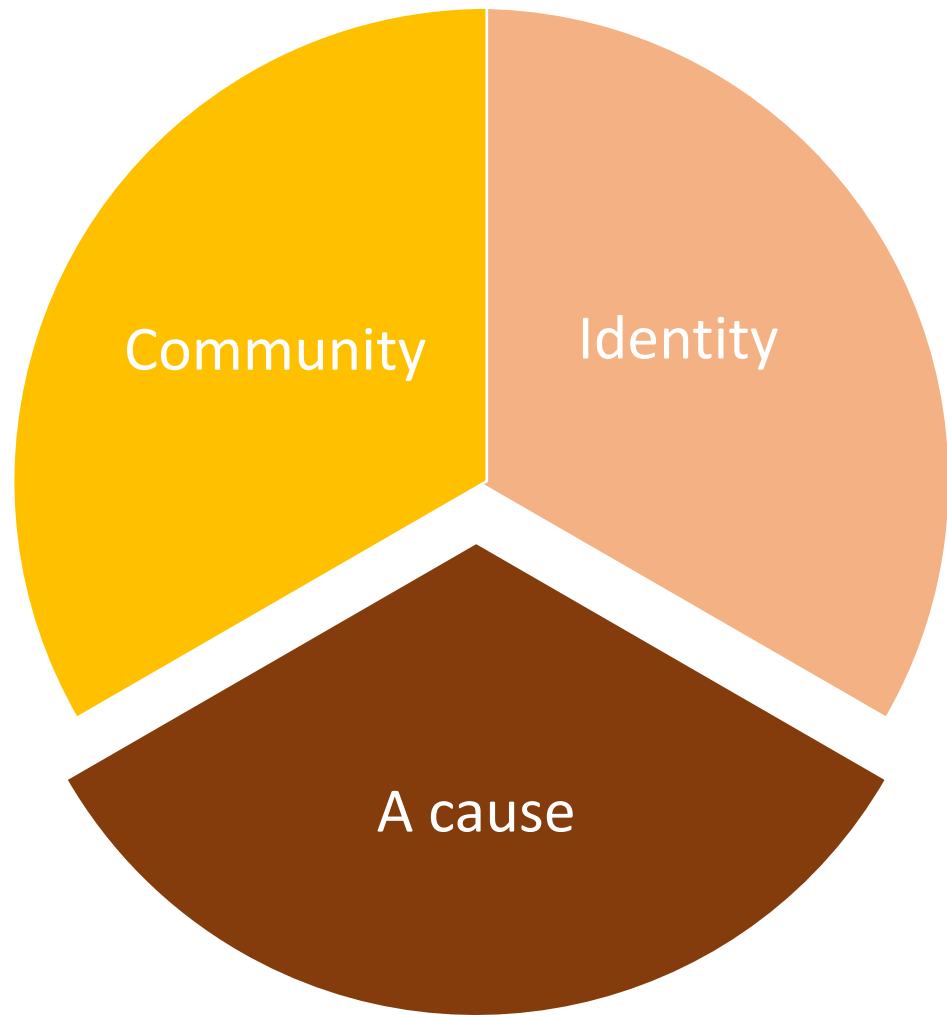


Priceless experiences..



Values

- Help the new volunteers
- Come happy – leave with even more energy
- Trust
- Shared responsibility

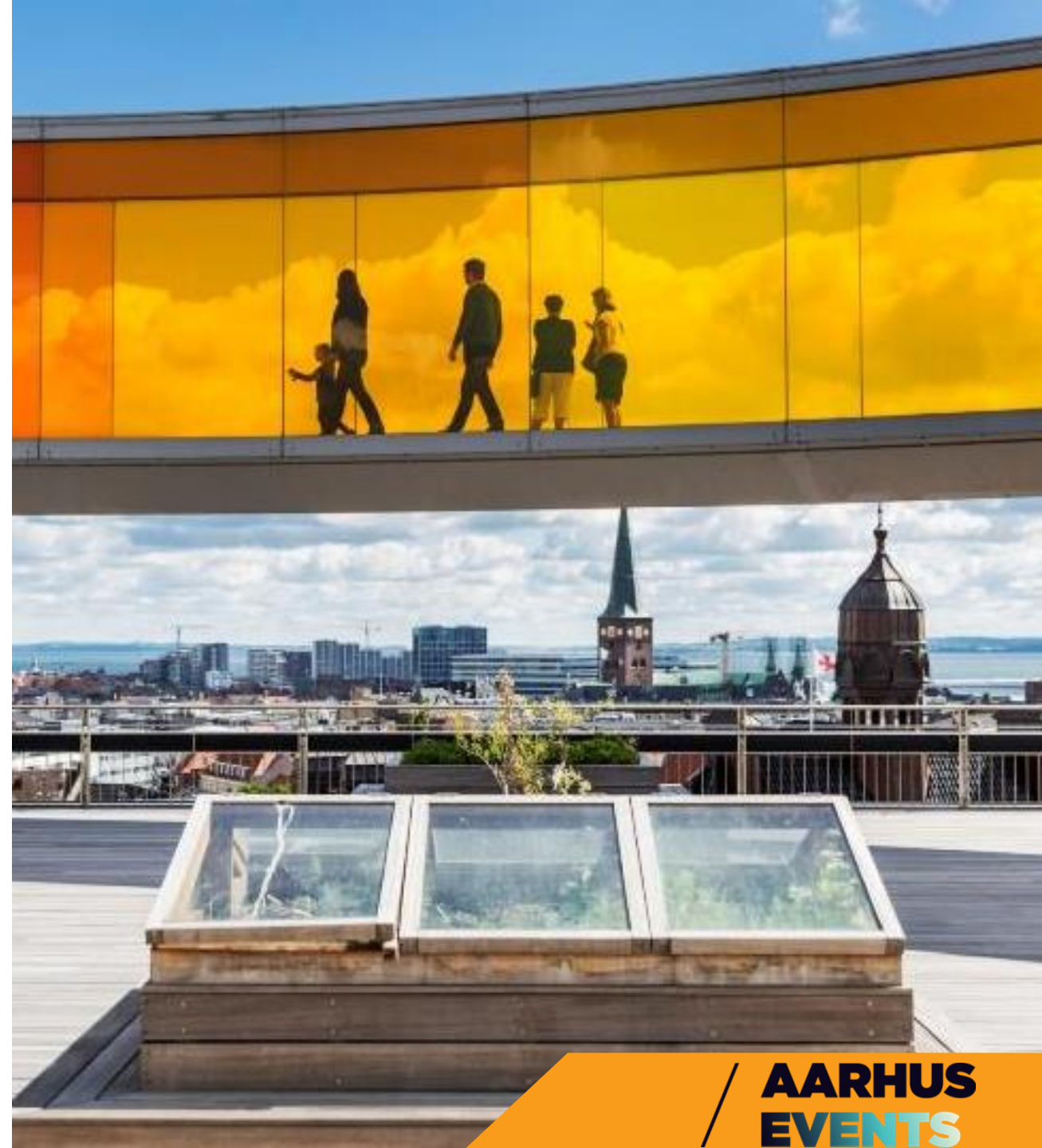


There must be a cause

The volunteer task



- **Cruise ships**
- **Big sports events**
- **Small cultural events & festivals**
- **Pop-up events**
- **Conferences and business events**
- **Big productions – ex. Danish Royal Theatre**



Ask-Me people





...people will forget what you said, people will forget what you did, but people will never forget how you made them feel...

De frivillige ReThinkers

The ReThinker volunteers

- Skole OL ● VM i Sejlsport ● Velkomstværter ved krydstog
- Tall Ships Races ● frivillige til Kong Arthur ● Outdoorfes
- Ry ● Mini Maker Faire ● Move for Life ● Natteravnene ●
- Grønlandske hus ● Veteranhjem Midtjylland ● Skrivekonk
- 500 ord ● :Danish+ ● Brabrand Kulturuge ● Film i skoven
- Åbning af Europæisk Frivillighovedstad ● VM Fodboldfest
- havneområdet ● BørnefestiBAL ● Sidste skoledag ● Aarhus
- Northside Festival ● Hjælp en ung på kanten af hjemlø
- Naturhistoriske Museum ● Åbning af Havnebadet ●
- Vilhelmsborg Festspil ● Tour de Femme cykelløb ● Festug
- Foodfestival ● Leg på Bispetorvet med DGI ● GasOrleans
- Godsbanen ● Statist til "It does matter Where" ● This. Fes
- Sydhavnsfestival ● Aarhus City Welcome ● Folkets Møde-
- Ildsjælefestival ● Statist til Kong Arthur ● Cluster Square i
- Danmarks Byggefestival ● Ridehuset Swinger ● Classic
- LitteraturXchange ● Klub god Mad ● Børns Voksenvenner
- Følgeven for psykisk sårbare ● Folketingsvalg ● Aarhus



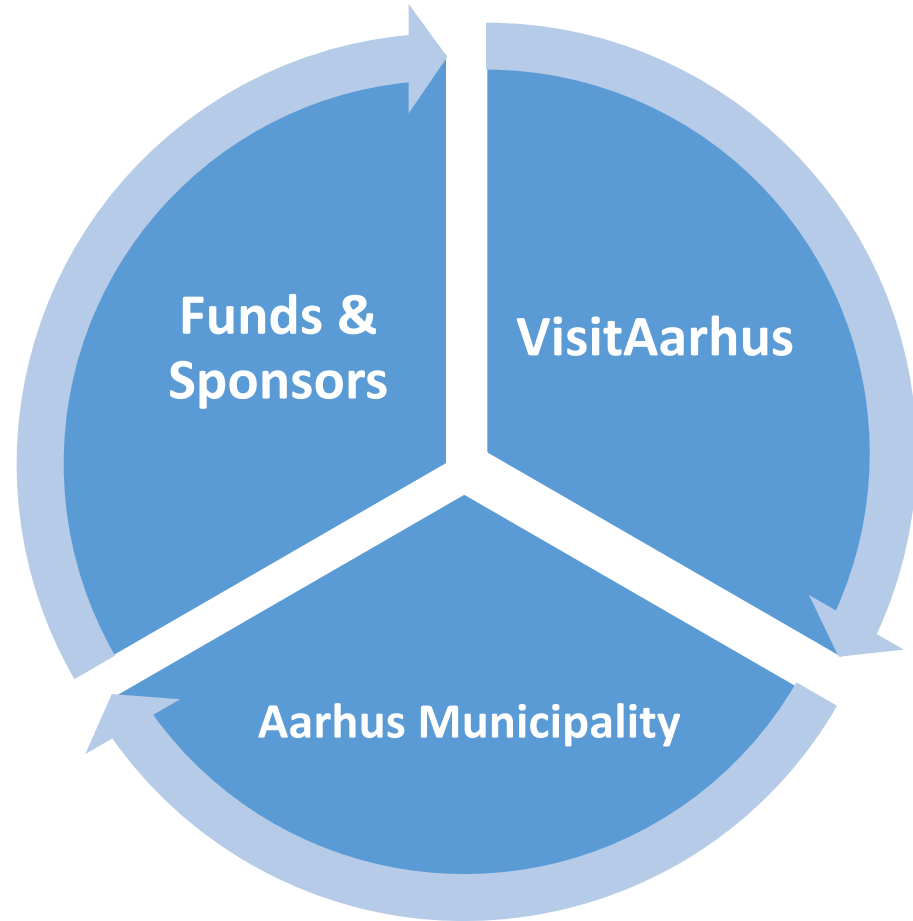
Who are the ReThinkers?

- 2.000 citizens
- 70% / 30%
- 80% living in Aarhus
- 50% more than 60 years
- 53 years (average age)



**Volunteers
demand resources!**

Financing the volunteer programme





Is it worth it?



YES IT IS!

LAVET
SAMAR
MED

V

ORG
LINE
Det

THE TALL RACES
AUG 2019

THE TALL RACES
AARHUS

**AARHUS
EVENTS**







Volunteer-based sail training since 1960

History of the RSP



‘Not constituted, established,
founded nor even inaugurated - it just sort of
happened...’

History

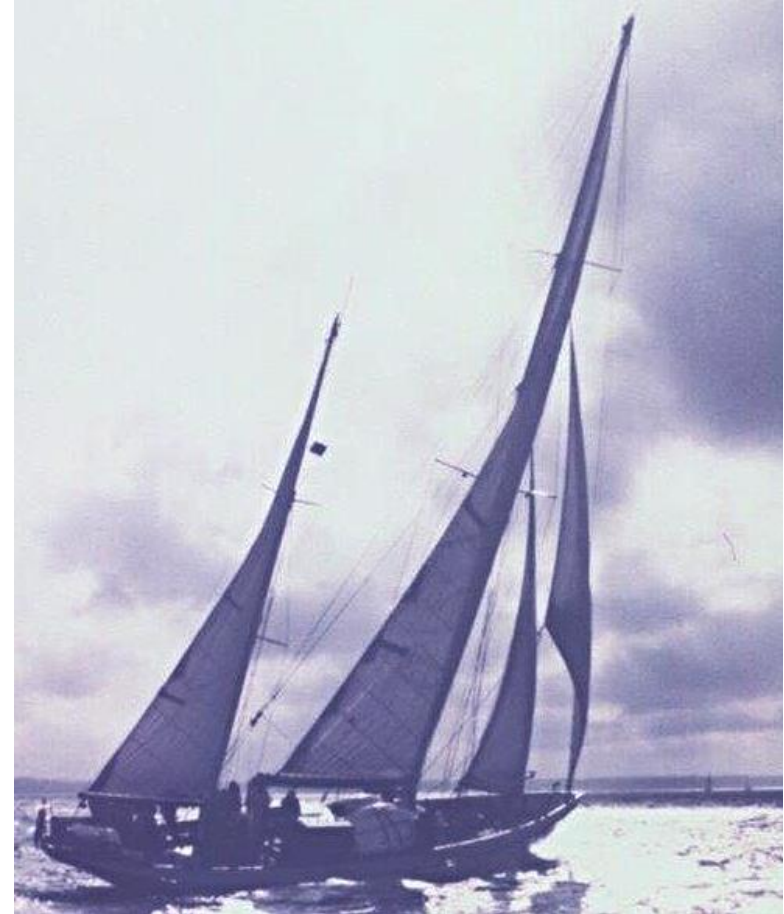


'Just happened' in 1958

'Old Rona' - 1895

Established in 1960

60th anniversary in 2020



History



- Boys only until 2003
- Afterguard – Volunteers primarily from the forces
- Crew: 4 Sea Scouts, 4 Sea Cadets and 4 boys from the London Boys Clubs
- Uniformed boys would have a grounding of seamanship and be able to help the club boys who would probably be completely new to the sea.



Recruiting Volunteers - Context

- Project Ethos
- Equality of access, representative
- Added Value - including sailing skills
- Teachers, doctors, nurses, clergy, engineers, students
- 16-85 years olds
- 4 staff
- 3 Sail Training vessels, 1 volunteer training boat
- Diverse programme
- Young people 14 to 25
- Adults: therapeutic voyages
- TSR
- Cruises - 'STVs'



Recruiting volunteers

Crew members

- Watch Leader recommendation from a voyage as STV crew
- 2 training weekends
- Safeguarding course
- Police Check

Training week as Junior WL
aged 16-25

Adults

- Supernumerary application
- Added Value:
work/charity experience, interests
- References
- Police Check
- Safeguarding
- Supernumerary berth on voyage
- Recommendation

Training

- RYA School
- Training Boat - Lady Shona
- *(courses and charters for volunteers)*
- Training facilities
- Cruising Instructors, YMIs
- RYA Trainer, Inspector and Examiners
- Ranks – linked to RYA Qualifications



Management





Management

- Robust Systems and procedures developed over years
- No contract
- Clear commitment required
- Promotion – Experience, suitability, RYA Qualifications
- Internal validation and revalidations
- SMS – sailing, people, safeguarding
- A volunteer based organisation, but professional in its management, including minimum standards
Behaviour code and disciplinary procedures



Management Systems

- Volunteer 'Afterguard Panel' all ranks reporting to the Director
- Codes
- Voluntary Board of Trustees – including Trustees who sail
- Data base
- Reports

Donald Searle



Principles

WHY does it work...?



- 100% volunteer base on voyages
- Principles of Accountability:
- Management systems
- Enable volunteers to **participate** in Project decisions and operation
- Determine the competencies and development needs of volunteers and organisation
- Complaints-handling

Thank you





www.ronasailingproject.org.uk

brid@ronasailingproject.org.uk

