

Thinking Outside of The Box

Broadening perceptions of volunteering through
digital engagement



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Inductions

Supervision

Training

Time

Volunteer

Recruitment

Commitment

Reimbursement



horseworld.volunteermakers.org

Volunteering – but not as we know it

In order to succeed, volunteering must find a space in today's smartphone-social-media savvy society.

It must be:

- Quick
- Simple
- Convenient
- Modern
- Flexible

Through digital engagement you can connect new audiences to your organisation and inspire others.



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Where to begin?

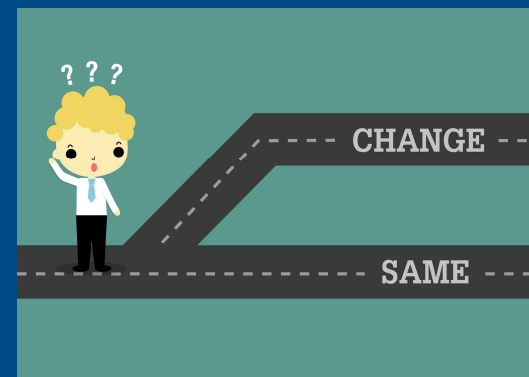
Establishing your volunteering initiative

What are your goals? E.g.

- Get more long-term supporters
- To engage younger volunteers
- To enlarge your target audiences
- Get more signups to your newsletter
- To raise money
- Fill roles/recruit extra help
- Get more visitors

Review your current opportunities

- Are your offers helping to meet your goals?
- What are you getting from your current opportunities?
- What is needed to move forward?



Establish your plan

- Organise a step by step programme to implement new ideas in a manageable way.
- Centre these steps around your goals.

E.g. Engaging younger volunteers:

- Use social media to reach out to potential supporters
- Target adverts and posts based on relevant interests and age ranges
- Create a simple and convenient way to capture data
- Make offers that are attractive to younger volunteers
- Highlight the aspects of the roles that benefit them



A new approach

Working with VolunteerMakers, we split our volunteering 'challenges' into sections:

Just a Minute

- Follow HorseWorld on social media
- Share a Facebook post
- Sign up to AmazonSmile

An Hour or Two

- Bake a cake for our Open Day cake sale
- Knit or crochet donkeys for us to sell
- Paint horse shoes for Discovery courses

Give A Day

- Organise an afternoon tea
- Spruce up our In Memorium boards

Regular Help

- Become a Discovery volunteer
- eBay volunteer
- Data input volunteer

Corporate Challenges

- Paint our stable block
- Paint our arena fencing



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JUST A MINUTE
Just a minute
Could you spare a few minutes?
LATEST CHALLENGES
Sign up to Amazon Smile »
Shop via Amazon Smile to fundraise for HorseWorld
Take part in our Lottery »
Sign up to our lottery where for every

HOOR OR TWO
An hour or two
Do you have a bit more time to spare?
LATEST CHALLENGES
Paint horse shoes for Discovery »
Come to HorseWorld and decorate horseshoes for our Discovery students to take home
Bake a cake for the Open Day »

GIVE A DAY
Give a day
Giving a day will open up wonderful opportunities.
LATEST CHALLENGES
Go to work in your pyjamas for a day »
Wear your PJ's to work or school for a day and get sponsored for it
Organise a sponsored litter pick »

REGULAR HELP
Regular help
You could become one of our regular volunteers.
LATEST CHALLENGES
Car share »
Car share on your way to work or school, and use the money saved in petrol as a donation
Become a Discovery Volunteer »



ABOUT US

[Home](#) / [About](#)

HorseWorld Heroes: About Us

HorseWorld has been saving the lives of mistreated equines since 1952. Our team works around-the-clock to rescue, rehabilitate and rehome horses, ponies and donkeys that have been abandoned, neglected, injured or abused within the South-West of England and Wales.

By becoming a HorseWorld Hero, you too can help us to change the lives of hundreds of animals in need of our care.

One minute, one hour, half a day, a whole day, one week: your time is priceless to the equines in our care. By joining our super team and completing the challenges set out on this site you can help us to raise awareness of our charity, raise money to help care for the horses, learn new skills, meet new friends, and become part of a community of fellow champions of change.

HorseWorld Heroes is free to join, free to use and the best thing is, you can do your bit for charity without even leaving your house.

So, what's stopping you?

Join the team and become a HorseWorld Hero today!

HorseWorld Trust is a registered charity, number 1121920.



Bake a cake for the Open Day

Donate a raffle prize

[VIEW ALL »](#)

Make an impact

- Establish an online social presence
- Encourage public participation
- Engage with your followers
- Encourage social sharing
- Follow a marketing strategy
- Look at what others are doing

SOCIAL
MEDIA:
Don't use it
to impress
people, use
it to IMPACT
people.

 antarfm

HorseWorld's approach

- Sent direct emails to staff and current volunteers and scheduled catch up emails
- Sent mass emails via MailChimp to all active supporters
- Printed material with HorseWorld Heroes on for goody bags, display in reception and in postal mailings
- Asked all staff to add an email footer banner linking to HorseWorld Heroes
- Updated all social media cover photos and pinned posts to show HorseWorld Heroes
- Ran sponsored and boosted social media posts targeted to specific audiences
- Regularly added new challenges (volunteers get automatic notifications when a challenge is added)
- Posted on social media regularly and shared posts relating to HorseWorld Heroes



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Going forward

Keep up your digital engagement!

It's so easy once the set up and hype of initiating a new system is over to become lazy – in order to retain and keep recruiting new volunteers, you must stay present in their feeds – be that on social media, by email or by post.

This new digital non-committal approach to volunteering (or micro-volunteering means you can be easily overtaken by more relevant information if you don't keep up a presence– don't let this happen!

Managing VolunteerMakers and digital engagement doesn't take a lot of time – you can dedicate 30 minutes a day to successfully running the platform and keep in touch with all of your volunteers without prioritising it over your other responsibilities.

Please check out our website for ideas and inspiration:

horseworld.volunteermakers.org

Good Luck!



Thank you for listening
Any questions?

Please don't hesitate to contact:

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Please follow us on social media!

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