



# Creating Volunteering Opportunities inspired by the London 2012 Olympic and Paralympic Games

## Inspiration and Legacy from the 2012 Olympic and Paralympic Games

To help people inspired by the 2012 Games to find volunteering opportunities more quickly and easily, Volunteering England and YouthNet are jointly delivering the Inspiration and Legacy from the 2012 Games project. The project is funded by the Office of the Third Sector.

The aim of the project is to enable organisations to create, promote and manage volunteering opportunities that have been Games inspired, particularly in the fields of sport, arts and culture and the environment and conservation. This resource provides guidance for organisations on how to create and advertise Games inspired volunteering opportunities.

Since the announcement in 2005 that London would host the 2012 Games, many people have already been inspired to register their interest in becoming a volunteer during Games Time – the period during which the 2012 Games will be held (27<sup>th</sup> July – 9<sup>th</sup> September). In addition to the Games, the Cultural Olympiad will also provide opportunities for volunteers to get involved in activities around the country, thus enabling even more people to participate in the celebrations.

With volunteering very much an integral part of the 2012 Games, many organisations are looking for ways to capture and harness people's enthusiasm by creating volunteering opportunities that are inspired by the 2012 Games.

This resource will help your organisation to harness enthusiasm by creating Games inspired volunteering opportunities.

## What is a Games inspired volunteering opportunity?

A Games inspired opportunity is one that meets all of the following points:

- It will **benefit** your local community now and/or in the future
- Be an opportunity that **celebrates** the 2012 Games
- Have a **demonstrable** link with the 2012 Games
- Be a practical **expression** of the Olympic values of excellence, friendship, respect and the Paralympic values of courage, determination, inspiration and equality.

## How do I create Games inspired volunteering opportunities?

### Be creative

The best way to create Games inspired volunteering opportunities is to consider how you can incorporate the inspiration of the 2012 Games into your work. Think about the Olympic and Paralympic values, and how they relate to the services that your organisation offers.

- What new volunteer opportunities and projects can you create to tap into the expected increase in volunteering interest?
- Are there existing volunteering opportunities that could be adapted to encompass the Olympic and Paralympic values?
- How can the 2012 Games be factored into your wider volunteer recruitment methods?
- Are there ways in which you can link your work to general 2012 Games news stories?

You can also find out what other organisations are doing, both nationally and in your area, as this may give you some inspiration on how to create new volunteering opportunities or adapt existing ones. For instance, both v and Youth Sports Trust are running Games inspired projects, and local Volunteer Centres may know of organisations that are offering Games inspired volunteering opportunities. The website details for these organisations can be found at the end of this information sheet.

Don't forget to involve your users, members and existing volunteers, as their input may help you to decide what types of opportunities potential volunteers could be inspired to apply for.

### Create the project

For the project to succeed, it's important to plan out the various strands of work that will be required, from preparation through to delivery and evaluation. Some aspects of the project will include:

- Working out the purpose and content of the project – what do you want to achieve and how?
- Considering the usual elements of project planning, such as project management and operation, monitoring, evaluation, and quality assurance. The approach you take to the project should focus on its outcomes. For instance, if your project attracts x number of volunteers, part of your monitoring could include how long they stay with your organisation for after the 2012 Games.
- Working out what resources you will need to deliver the project. These could include staff time, funding, materials and so on.
- Determining your project's USP (unique selling point). What is it that sets it apart from all the other Games inspired projects out there?

Above all, it's important to get buy-in from all of your organisation's stakeholders – not just the users and/or members, but also staff colleagues, existing volunteers, trustees, donors and patrons etc. If everyone involved with the organisation knows and understands the reasons for engaging volunteers and supports this, then the project is far more likely to be successful.

### Devise the volunteer opportunities

The Olympic and Paralympic values and the definition of Games inspired volunteering opportunities outlined above should provide a good starting point for creating your own volunteering opportunities, and further information can be found on Volunteering England's website at:

[www.volunteering.org.uk/2012](http://www.volunteering.org.uk/2012)

When devising your Games inspired volunteering opportunities you should refer to the official LOCOG guidelines on branding, as this will help you with linking the volunteering role to the 2012 Games. More information can be found on the LOCOG website:

<http://business.london-2012.co.uk/London-2012-Brand-guidelines/>

As well as tailoring the opportunities to ensure that they reflect Olympic and Paralympic values, there are some general principles to remember when creating volunteer opportunities.

- Think about how volunteers can be engaged in your organisation's work. Whilst some volunteer opportunities may come to mind immediately, others may be less obvious, and only reveal themselves by examining how your organisation actually works.
- Ensure that the opportunities are of value to volunteers, as well as adding value to the work of your organisation, whether through providing experience, offering rewarding opportunities or a chance to meet new people.
- Consider people's motivations for volunteering. These could range from giving something back to the local community and helping others to gaining self-esteem and boosting self-confidence. Some people may also want to enhance their employability by gaining new skills or developing existing ones.
- Devise task descriptions for your different volunteering opportunities, to clarify both your organisation's expectations as well as indicate the level of support you can offer to the volunteer.
- Consider how you can make your volunteering opportunities accessible to everyone. There are a number of resources available that can help with this, including Scope's *Inclusive Volunteering Toolkit*, Greater London Volunteering's *Supported Volunteering* website and Volunteering England's Good Practice Bank. Links to these resources are included at the end of this information sheet.
- Decide how you will measure the impact of your new volunteer opportunities. The Institute for Volunteering Research's *Volunteering Impact Assessment Toolkit* is a useful resource:  
<http://www.ivr.org.uk/booksandlibrary/Impact+Assessment+Toolkit>

Additional guidance in developing volunteer opportunities is available from your local Volunteer Centre, Volunteering England and the Association of Volunteer Managers. Websites for these organisations can be found at the end of this information sheet.

### Prepare for volunteer involvement

A key factor in determining the success of your project is ensuring that you are fully prepared for involving volunteers. If you don't already have a volunteer programme in place, consider how your Games inspired volunteers will be inducted, trained, supervised and recognised.

For instance, when creating a volunteer role, consider the following in partnership with users, members and staff who will be working alongside the volunteer:

- What tasks will the volunteer be expected to carry out?
- Who will provide support for the volunteer?
- Is there a valid role for the volunteer?
- What training will the volunteer need to perform the role and how will it be identified and provided?
- What other resources are required (space, equipment and so on)?
- Are these resources available?
- What ongoing feedback and support will be available to the volunteer?

In addition to this, you could:

- Find out if there are any accreditation routes open to your Games inspired volunteers.
- Consider how your volunteer supervision and management procedures will work in practice.
- Think about whether you could host a 2012 Games-themed 'thank you' event, to recognise and reward your volunteers.

There are also practical issues to consider, such as the resources that will be needed to implement the volunteer programme. For instance, a funding bid could include the following costs:

- A salaried post to manage the volunteers
- Training for the Volunteer Manager and the volunteers (where appropriate)
- Other staff time (for inductions, training, support and supervision etc)
- Volunteers' expenses
- Any new equipment that may be needed (for instance, chairs, desks, telephones etc depending on the volunteers' opportunities)
- Recruitment materials, such as flyers, posters, advertisements etc.
- Production of materials and resources in alternative formats and/ or other languages, where necessary
- 'Reasonable adjustments' that enable people to volunteer who might not otherwise be able to do so
- A 'thank you' event for the volunteers

Further information on managing volunteers can be found on Volunteering England's website at:

<http://www.volunteering.org.uk/goodpractice>

### Upload your volunteer opportunities onto the Do-it website

Once you're ready to advertise your Games inspired volunteering opportunities, you can do so using the Do-it website. Do-it makes it easy to get into volunteering, with a national online database of volunteering opportunities, which people can search by entering their postcode and the type of volunteering that they would like to do.

There are three ways you can advertise your opportunities on Do-it:

- Register your Games inspired opportunities through your local Volunteer Centre
- Use V-Base - a complete volunteering recruitment and management database
- Use V-Base Recruiter - a simple, online tool to upload your opportunities

However you choose to advertise your volunteering opportunities on Do-it, do ensure that your Games inspired opportunities are tagged so that members of the public can easily find them when searching the database for Games inspired volunteering opportunities.

If your organisation already uses either V-Base or V-Base Recruiter, then you can start tagging your Games inspired opportunities today. To find out how and for more information visit:

[www.do-it.org.uk/product-support](http://www.do-it.org.uk/product-support) and search for 'Olympics' in the search box in the top right corner of the screen.

### Gain official recognition for your project

#### *Inspire Mark*

It's worth noting that non-commercial organisations that deliver projects and events genuinely inspired by the 2012 Games can apply to have them recognised through the Inspire programme. To find out more about the Inspire Mark, visit:

<http://www.london2012.com/about-us/our-brand/inspire-programme.php>

#### *Investing in Volunteers*

Investing in Volunteers is the UK quality standard for all organisations which involve volunteers in their work. The Standard enables organisations to comprehensively review their volunteer management, and also publicly demonstrates their commitment to volunteering. For more information on Investing in Volunteers, visit: <http://www.investinginvolunteers.org.uk/>

### What Games inspired volunteering opportunities already exist?

Opportunities that have already been inspired by the 2012 Games include:

- Enterprise Workshop Assistant for Young Enterprise London's "In Business with the Games" programme
- Deaf Volunteers for deafPLUS' Inspirations 32 project
- Special Needs Sport Club Assistant with Olympos
- Music in the Community Volunteer with the University of Southampton.

Remember that thousands of organisations across the country will be inspiring people to volunteer because of the 2012 Games. Be part of it. Get inspired.

## Further information

### Inspiration and Legacy from the 2012 Olympic and Paralympic Games project

<http://www.volunteering.org.uk/gamesinspired>

<http://www.youthnet.org/getinvolved/government/2012>

### LOCOG official branding guidelines

<http://business.london-2012.co.uk/London-2012-Brand-guidelines/>

### Accessibility Resources

*Inclusive Volunteering Training and information - Scope*

<http://www.scope.org.uk/support/volunteer/training.shtml>

*Supported Volunteering website - Greater London Volunteering's*

<http://www.supportedvolunteeringlondon.org.uk/>

*Volunteering Impact Assessment Toolkit - Institute for Volunteering Research*

<http://www.ivr.org.uk/booksandlibrary/Impact+Assessment+Toolkit.htm>

### Volunteer Centre Finder

Your local Volunteer Centre can offer guidance on volunteer management matters, including recruitment. They can also advertise volunteering opportunities for you on do-it.

<http://www.volunteering.org.uk/finder>

### Association of Volunteer Managers

<http://www.volunteermanagers.org.uk/>

### Volunteering England Good Practice Bank

<http://www.volunteering.org.uk/goodpractice>

### Volunteering England

<http://www.volunteering.org.uk>

### Do-it

<http://www.do-it.org.uk/>

### V

<http://vinspired.com/>

### Youth Sports Trust

<http://www.youthsporttrust.org/page/home-welcome/index.html>