

Time to change



Enabling young adults
to volunteer

AMBASSADOR INSIGHT

DECEMBER 2021

**MEET THE
AMBASSADORS**

SOPHIE



**MERRY
CHRISTMAS**

**WISHING YOU ALL A MERRY
CHRISTMAS AND A HAPPY
NEW YEAR!
FROM THE TIME TO CHANGE
VOLUNTEERING
AMBASSADORS**



MEET THE AMBASSADORS



SOPHIE

AGE: 23

BOROUGH: TANDRIDGE

EDUCATION / WORK: I am just finishing my final exams for a Legal Practitioners Course and a MSc in Law, Business and Management. I will be starting full time employment in November as a Client Compliance and Care Manager for a global tech recruitment agency. My role will involve being the primary point of contact for around 200 clients across Europe, keeping up-to-date with their contracts, their progression, and will also allow me to travel to countries in Europe for face-to-face meetings with the clients.

VOLUNTEERING EXPERIENCE: I am currently a Cadet Force Adult Volunteer with Surrey Army Cadet Force. I initially started as a cadet with Surrey in 2011, and after a period at university I came back as an Adult Volunteer in June 2018. I have loved seeing my cadets progress and grow as individuals, whilst also having opportunities to work on my own personal development. I am currently a Detachment Commander, meaning I run one of our units. Among other things, I ensure we have a training program in place, I know what subjects my cadets need to pass and I encourage all cadets and staff to be the best versions of themselves they can! I have also taken on a role as an Area Duke of Edinburgh Representative and assist with Adult Training.

PERSONAL INTERESTS / HOBBIES: I love being active in my spare time. I enjoy running with a local ladies run club on Saturday mornings and have recently started to get back into rugby. I love animals, so anything I can do that involves being around them, I will jump at the chance to be involved!

I BECAME A TIME TO CHANGE VOLUNTEERING AMBASSADOR BECAUSE: I know the organisation I volunteer with struggles with recruiting volunteers in general, but in particular we struggle to encourage young people to join. I absolutely love volunteering and I would not be half the person I am today if it was not for my volunteering experiences so I wanted to use my experiences and get to know the experiences of others, to collaborate and innovate new ways that will help organisations obtain the volunteers they do desperately need.

TOP TIPS – SOCIAL MEDIA

How can you adapt your social media posts to make your volunteer roles appeal to young people? Here are some top tips from our Volunteering Ambassadors:

TOP TIP

Use photos of young people where possible to attract young people. It helps them to visualise themselves in the role and shows that the role is suitable for them. Even better if the photo shows what is actually involved in the role.

TOP TIP

Use a maximum of two photos on a social media post. Any more than that and it won't be eye catching and young people are likely to scroll past.

TOP TIP

Highlight a volunteer story (ideally of a young volunteer) to give an idea of why young people volunteer with your organisation and what they have gained personally from volunteering.

TOP TIP

Make the time commitment required clear so that young volunteers know what the expectations are and can decide if that is suitable for them before applying (saves you both wasting time if it is not suitable).

TOP TIP

Make sure that you have an 'Ask' at the end of every social media post and use persuasive words to entice young people. For example, 'Click here to Apply' or 'Apply Now' are more persuasive than 'Find out more information here'.

TOP TIP

Ensure that you explain clearly what the role actually involves to the potential volunteer an idea of whether it's a role they would like to do.