

Micro-volunteering

What is Micro-volunteering

Micro-volunteering grew during Covid-19 and has continued as a way to offer alternative flexible opportunities for both the volunteer and organisation.

It's about offering short-term, or one-off volunteer opportunities with low commitment for people who can't commit on a longer term or regular basis. Often the activities are task focused and can be done at a time and/or place convenient for the volunteer. They offer the opportunity to dip in and out of volunteering around other commitments and can be based on someone's interests and experiences.

Examples of Micro-volunteering

- Signing a petition
- Leafleting
- Cooking a meal
- Creating case studies/articles
- Fundraising activity
- 'Liking' and 'sharing' on social media
- Delivering and collecting donations
- Coordinating events
- Gardening
- Graphic design
- Research
- Data input
- Stewarding
- Writing a one-off policy or funding grant
- Legal advice
- Web development
- Critical friends – feeding into organisation plans/reviews
- Sharing information via their social media
- Completing surveys

Benefit for organisations:

- It increases your ability to be flexible as circumstances develop and change
- Access to the benefits of specialised skills
- These roles require less volunteer management support, but consider continued volunteer engagement for any future opportunities that arise
- New ways to engage with volunteering, opening to a new audience and increasing the diversity of your volunteering
- Increases voices involved

Benefits for volunteers:

- Increased freedom and flexibility to volunteer
- It suits our busy lifestyles and the uncertainty of the long-term impact of a crisis.
- It can take as little as 5-10 minutes and there is no commitment for the volunteer to return

- It allows people to get a taster of volunteering for your organisation without feeling they are letting you down if they do not want to continue
- Gives people the opportunity to try out different tasks.
- Gives people the opportunity to share their skills

Steps to consider for micro-volunteering

- The role description can be bullet points of information outlining the task, when it needs to be done by and who is their contact in the organisation for any guidance and support.
- A simplified recruitment process, as recruitment for other roles can be process heavy:
 - Online application
 - Telephone call
 - Does the role need references?
- Induction and training:
 - Slimmed down induction to cover what is most necessary for the role
 - Task based information sharing / training
 - Information flow chart
- Ongoing engagement and communication:
 - What are you going to share including organisation updates
 - How you are going to communicate
 - How often are you to communicate
 - What ways are you going to communicate
 - Options for them to feedback to you
 - What support and supervision are you going to provide, will it be proportionate to their volunteering.
- Simplified monitoring and evaluation:
 - Online survey
- Recognise contributions:

Although someone may only be with you for a short time, recognising their work means they may come back to you in the future. This may also be an opportunity for someone to consider volunteering for you on a more long-term basis

 - Say thank you
 - Let volunteers know what they have contributed – what impact they have had
- Include your micro-volunteering in your volunteer policy and strategy

