**Resources and Measuring Success**

**RESOURCES**

**Time & Skills**

Here is a breakdown of possible volunteer roles, their skills/expertise and the time they might commit to NB

|  |  |  |  |
| --- | --- | --- | --- |
| **Who** | **Role** | **Skills/Expertise** | **Time** |
| ANON | Marketing | Marketing Strategy, Campaign Development, Copywriting, Attention-Driven Design, Print Production, Web and Social Media Management (LinkedIn, Facebook, Twitter, Pinterest).  Collaborate with PR, Volunteer and Fundraising volunteers. | 14 hours a month |
| ANON | PR & Communications | Public Relations including Press Release writing, events reporting, story identification, and pitching.  Collaborate with Marketing, Volunteer and Fundraising volunteers. | 14 hours a month |
| ANON | Volunteer Manager (Recruitment & Retention) | Volunteer recruitment including identifying gaps, developing recruitment campaigns, updating roles listings on all relevant channels, engagement campaigns with existing volunteers to encourage volunteer retention.  Collaborate with Marketing, PR and Fundraising volunteers. | 14 hours a month |
| ANON | Fundraising | Fundraising including adherence to Fundraising Code of Practice, email and online fundraising, social media fundraising, events fundraising.  Collaborate with Marketing, PR and Volunteer Manager. | 14 hours a month |

As none of our current regular volunteers have extensive backgrounds in Marketing, PR & Communications, Volunteer Management or Fundraising, we will need to recruit highly-skilled volunteers for these positions or look to encourage and skill-up some promising talent among our current volunteers.

**Finance**

Grants may be available to pay for specialised staff roles. Grants could pay for freelancers to help on specific projects or to help set up marketing and communications processes and networks while building in-house capability (as well as a regular fundraising revenue stream to carry on the work at the end of the initial grant).

The BVA Group Development Team should be able to advise on [Finance and Funding](http://www.bvaction.org.uk/uncategorised/200-finance-and-funding) generally and currently available [Grants](http://www.bvaction.org.uk/funding-and-grants).

**A note on skills gaps**

**Marketing**

The 2014 Social Media Marketing Industry Report indicates that most organisations do not outsource their social media activities; but, of those who do, the social media activities requiring the most time and specialist skills are those likely to be outsourced. These include design/development, content creation and analytics. Meanwhile, monitoring, research, status updates, strategy and community management tend to remain in-house. This approach may help to divide up the work in a smaller organisation’s existing pool of volunteers or among several marketing-specific volunteers.

If the role is to be filled by someone with an interest but without prior formal Marketing training, some courses by the [Institute of Direct and Digital Marketing (IDM)](http://www.theidm.com/marketing-training/), though often costly, may be worth subsidised investment (e.g. charity pays % of costs, but if the volunteer leaves the organisation within a certain timeframe after the course, they need to pay the charity’s contribution back).

**PR & Communications**

Public Relations is a very sought-after skill and requires the right kind of confident networker to identify stories and opportunities to pitch them effectively. These are highly paid professionals but those nearing retirement or those just completing their studies may be particularly interested in pro bono work for local charities.

If the role is to be filled by someone with an interest but without prior formal PR training, some courses by the [Chartered Institute of Public Relations (CIPR)](http://www.cipr.co.uk/content/training) are open to newcomers to the field.

**Volunteer Management**

Volunteer Management is happening at NB and in every group on some level, if only in terms of volunteer coordination for work parties. So we should look to encourage one of these volunteers to develop their skills further in this area in order to continue to resource and improve this activity centrally from within, as well as prepare them for working closely with the Marketing, PR and Fundraising volunteers on volunteer recruitment campaign development in the future.

One quick and affordable way to build capabilities is to send that colleague on BVA’s volunteer management training courses: Attracting Volunteers (16th June 2015) & Retaining, Valuing and Supporting Volunteers (23rd June 2015) – see [Volunteer Centre](http://www.bvaction.org.uk/volunteer-centre) and [Training Calendars](http://www.bvaction.org.uk/training-courses) for dates. More training and professional development can also be sought from the [Association of Volunteer Managers (AVM)](http://volunteermanagers.org.uk/about/aims-and-objectives/).

**Fundraising**

Highly-skilled fundraisers are in high demand for paid roles in large charities and may be difficult to recruit as volunteers in small charities and organisations. However, there are many who work as freelancers who are paid on commission (e.g. % of total funding they generated for a campaign or organisation). This arrangement could make even smaller roles or fundraising projects attractive to some professionals and low-risk for charities. If slow growth and a learning curve is acceptable, we may as an alternative be able to attract novices who are looking to enter a fundraising career and need some practical experience with an organisation to evidence their theoretical knowledge. Interviews and tests are recommended to ensure they do indeed have the relevant theoretical knowledge (e.g. Code of Fundraising Practice; fundraising channels; copywriting; audience engagement, etc.) before they are accepted.

Due to the regulations and potential pitfalls in fundraising, if the role is to be filled by someone with an interest but without prior formal fundraising training, online courses for small charities (at discounted rates) by the [Institute of Fundraising (IoF)](http://www.institute-of-fundraising.org.uk/events-and-training/training/small-charity-courses/) are highly recommended.

**CONTROL**

We will measure the success of every print and online campaign and every event going forward. If we are unsure how to measure the success, we must refine the campaign or event’s purpose, audience and promotion channel until we have identified a useful tracking method.

Tracking methods will allow us to know whether we are progressing according to plan, whether remedial actions are needed in the run-up to the campaign/event, and whether a campaign/event was successful and efficient enough to repeat in the future.

Below are some common metrics that should be tracked and reviewed for different campaigns and channels:

* **Email** **Campaigns**: subscription levels, open rates, click rates, opt-out rates, etc.
* **Website**: site visits, length of visits, page visits, entry and exit pages, landing page visits, conversions, etc.
* **Social** **Media**: likes, shares, comments, reviews, complaints, sentiment, competition submissions, etc.
* **Events**: mentions in the press and radio, ticket sales, attendance numbers, cancellation numbers, no-shows, fundraising revenue, etc.
* **Work** **Parties**: registration numbers, attendance numbers, cancellation numbers, no-shows, mentions in the press and radio, etc.

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**Useful How To Tips**

**Facebook**[Business Manager for Facebook](https://business.facebook.com/)  
[Different Roles for Business Manager staff/volunteers](http://en-gb.facebook.com/help/442345745885606)  
[Adding or removing staff/volunteers to a page via Business Manager](http://en-gb.facebook.com/help/742044575812155)

**LinkedIn**[LinkedIn Volunteer Market Place: What Charities Need to Know](http://www.theguardian.com/voluntary-sector-network/2015/feb/06/linkedin-volunteer-marketplace-what-charities-need-know)  
[LinkedIn for NonProfits](https://nonprofit.linkedin.com/)  
[LinkedIn Professional Branding Playbook](https://e.linkedin.com/pub/sf/ResponseForm?_ri_=X0Gzc2X=WQpglLjHJlYQGgRIhcdjzfasozfCh43NPPR7TTujqzaCfVXMtX=WQpglLjHJlYQGheaeD08hSNdzbTqlU31zbX1OuJnJslO&_ei_=EpXQngp8krsqWR8yxh7yZpE)  
[How to Use LinkedIn Company Page for Charity](http://www.charitycomms.org.uk/articles/how-to-use-a-linkedin-company-page-for-a-charity)

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**Reference Sources**

2014 Social Media Marketing Industry Report  
<http://www.socialmediaexaminer.com/SocialMediaMarketingIndustryReport2014.pdf>

Facebook UK Demographics Data Website  
[www.fananalyzer.co.uk](http://www.fananalyzer.co.uk) (29/05/2015)

NB Marketing & Volunteer Recruitment Survey May 2015 (see appendix)

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**Some Organisations worth looking into for inspiration**

The Conservation Volunteers

* <http://www.tcv.org.uk/greenheroes>
* <https://www.facebook.com/TheConservationVolunteers>
* <https://twitter.com/TCVtweets>
* <https://www.flickr.com/photos/conservation-volunteers/>
* <https://vimeo.com/conservationvolunteers>

With many thanks to Stephanie Audry in 2015:

**Stéphanie Audry  
Beautiful Marketing Solutions Intelligently Crafted  
Helps organisations succeed through Direct, Digital, Social Media Marketing and Events Management in 6 Languages**

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