



Tuckshop and Canteen Management Consultants

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Volunteer Recruitment

Reasons why people don't volunteer:

There are a great number of reasons why people won't volunteer in your tuckshop or canteen. Some times people think others will do it or it could be because they haven't been invited, or are just too busy. Other reasons could be-

- ◆ Shy-low self esteem
- ◆ Don't believe they have the skills
- ◆ Small children at home
- ◆ Bad first experience
- ◆ Frightened of being over committed
- ◆ Not interested
- ◆ Transport problems
- ◆ Cliques
- ◆ Gossipy reputation
- ◆ Can't see the benefits
- ◆ Feeling they are not valued

Strategies to encourage and maintain involvement:

Volunteer numbers can go up after a recruitment drive, the tricky part is keeping them once you have them signed up-

- ◆ Have a positive attitude
- ◆ Show genuine appreciation
- ◆ Talk and have fun during the day
- ◆ Give positive feedback
- ◆ Rewards (free cuppa and lunch)
- ◆ Value all contributions
- ◆ Remember details (names)
- ◆ Never say no to help offered
- ◆ Be aware of individuality and individual needs
- ◆ Say thanks
- ◆ Ask at staff meeting for teachers to mention you need help
- ◆ Be aware of people's religious beliefs
- ◆ Incentives (Xmas party, monthly prize draw, reference, meet new people)
- ◆ Encouragement and recognition (name in newsletter, personal thanks, name on parade)
- ◆ Find people a role they like and can feel comfortable with
- ◆ Encourage suggestions
- ◆ Offer references for people hoping to go back into the workforce
- ◆ Recruitment is not a once off. It is a year round process
- ◆ Advertise benefits (money from the canteen profits is spent on...)
- ◆ Tell volunteers not only what they can contribute but also what they stand to gain (skills in money handling food handling customer service etc)
- ◆ Ask new volunteers how you can improve a new volunteer's experience
- ◆ Try to make new volunteers immediately feel like they belong
- ◆ Keep smiling
- ◆ Think outside the box
- ◆ Offer different shifts (some people cant commit to all day but may work once a week for 2 hours)
- ◆ Give your volunteers an induction

Establishing contact:

Some convenors only have one strategy to attract volunteers and that is to wait for them to walk in the door. There is a multitude of ways. Try mixing them up a bit so you don't get stale-

- ◆ Newsletter request
- ◆ Morning /afternoon tea
- ◆ Letter/flyer
- ◆ Personal invitation (at uniform sales time or parent orientation day)
- ◆ Questionnaire/survey
- ◆ Personal approach (through subcommittees)
- ◆ Assembly
- ◆ Parent handbook
- ◆ Word of mouth
- ◆ Swimming carnivals and other school events
- ◆ On the School sign

FACT SHEET

Developing your flyers:

Your flyer needs to be clear and precise but still warm and welcoming. Putting it in the new student enrolment packs and in the bag with all uniform sales often gets a good response. Coloured paper helps it to stand out and the cost of the ream of paper could very well equal hundreds of unpaid labour hours per year. Your flyer should include-

- ◆ School name and logo
- ◆ Contact details for the Canteen including phone number
- ◆ An area for contact details for the volunteer
- ◆ Training is provided
- ◆ Days of shifts available
- ◆ Times of shifts available
- ◆ Types of jobs they can expect to do
- ◆ A thank you or words of appreciation
- ◆ What to do with the completed form
- ◆ What will happen next e.g. Jocelyn will be in contact with you shortly to organise your first shift and give you your Canteen Volunteer welcome pack

Offer other jobs for people who can't come in to help:

This is a different world today and many people are time poor with work and family commitments. There are other ways of people being able to help without being onsite plus you never know, down the track if circumstances changes and they can come in, they will already know you and be a part of the team and may be more inclined to do a day here and there. Some offsite options are-

- ◆ Home baking (dry goods only)
- ◆ Computer work (design flyers and menus)
- ◆ Washing tea towels and aprons
- ◆ Roster Coordinator
- ◆ Ideas for specials and upcoming events
- ◆ Recruiting other volunteers
- ◆ Marketing and promotions
- ◆ Stock take 2 people required
- ◆ Sponsorship/donations*

*The sponsorship person could be in charge of getting prizes from sales reps and local businesses. Every time someone volunteers write their name on a raffle ticket ,drop them all in a box then once a month on assembly get someone to pull out this months volunteer prize winner. Put in school newsletter every week....This month volunteer prize sponsored by.... Then once a month put in the name of the winner. It is free advertising for the local business that sponsors the prize and people enjoy seeing their name in there

Additional help to manage your Tuckshop or Canteen

- ✚ Tuckshop and Canteen Management Consultants Helpline www.canteens.com.au - Jocelyn Ashcroft
- ✚ QAST is an excellent source of information for Tuckshops and Canteens <http://www.qast.org.au/> Apply for your member log in details so you can access members only section.
- ✚ Volunteering ideas www.morevolunteers.com