**Hedley Featherstone, MBE, notes**

Hedley shared a snapshot of his amazing career including at one point looking after a staggering 10,000 volunteers (!) and recruiting 600 for the Olympics as part of Kensington Volunteer Centre!

Here are some of his top tips for Volunteer Management:

Anyone willing to volunteer may do because of the **social interaction**, so provide opportunities for this to happen.

Help volunteers to **feel connected and part of something bigger**. They can be amongst your **best-informed advocates** of your brand and can have great things to say.

Make the experience **positive** and enticing enough and the volunteer will **remain committed**, telling others and spreading the word that your organisation is the place to be for the savvy volunteer.

Provide a **named manager or contact**. Such a person is the key to the engagement and motivation. It is important to ensure a volunteer knows who handles their ongoing support, guidance and direction.

**Gratitude** is a strong emotion. This can change a volunteer’s outlook. Maintain a volunteer’s enthusiasm by **sharing gratitude and demonstrating it openly**.

Don’t overlook the power of those **small, simple gestures** like taking a volunteer for a coffee, giving them a small gift or sending a thank you card to their home.

Most volunteers want to do the **best job they can**. They want to make a difference and not have their time wasted. The absence of feedback and assistance is therefore both demeaning and disturbing to them.

Failing to **evaluate a volunteer** sends a clear message that you don’t care about the quality of the work and that you don’t care much about the volunteer. Both volunteers who know they are not doing well and those who think they should be congratulated for good work will think less of the volunteer effort and of you if valuations are not included.

Some volunteer managers make the serious mistake of assuming that recruitment stops when the potential volunteer shows up asking about a position. This is an incredibly wrong approach. The **recruitment process is still in full swing** during the initial interviewing and in fact continues throughout the volunteer’s future relationship with the organisation. Every morning that volunteer wakes up they are free to decide to stop volunteering. This means that recruitment is an ongoing process, which continues for as long as you need the volunteer. If you start to take the volunteer’s presence for granted your recruitment effort will ultimately fail.