

Micro-volunteering

Micro-volunteering has increased as a result of the pandemic. It offers an alternative way for people to volunteer, without necessarily having to offer a long term or regular commitment. Micro-volunteering roles are short-term and task focused which can be done at the time and/or place which is convenient for the volunteer. They offer a volunteer the opportunity to dip in and out of volunteering around their other commitments.

Examples of micro- volunteering includes:

- Signing a petition
- Leafleting
- Cooking a meal
- Picking up a parcel for delivery
- Fundraising activity
- 'Liking' and 'sharing' on social media
- Research
- Data input
- Stewarding
- Writing a one off policy or funding grant
- Legal advice
- Web development

Benefits 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.
- Opens up volunteering to a new audience, increasing the diversity of your volunteering.
- The role description can be a 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.

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

- A simplified recruitment process

- Online application
- Telephone call
- Does the role need 2 references?
- Induction and training
 - Slimmed down induction to cover what is most necessary for the role
 - Task based information sharing / training
 - Information flow chart
- 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 to make someone 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 this in your volunteer policy and strategy