



Recruiting Management Committee Members

Most people who volunteer on Management Committees join because of their commitment to the 'cause' or the aims of the organisation, rather than the excitement of the role! Committee Members gain great satisfaction from the fact that their organisation stands for a worthwhile cause and that they are able to make a difference by making sure it meets the needs of its members or the community. They also enjoy seeing the organisation they manage develop.

Therefore, it is worth looking at how you communicate why your organisation exists and what role the Management Committee plays in the organisation.

Things to Consider before recruiting

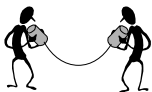
- **What skills exist** amongst your Management Committee members?
- **What skills are needed** within your Management Committee to fulfil current responsibilities? (e.g. financial management, planning, employment expertise etc)
- Does your Management Committee need additional expertise to meet the developing **needs** of your organisation? (e.g. if you are expanding, perhaps there is a need for specific expertise in personnel management)
- Where are you going to find people with these skills and expertise?
- A **diverse Management Committee** will consist of people from different backgrounds and situations, for example, in relation to age, background, disability etc
- Does your Management Committee reflect the **communities, sector and environment** that you work within?
- What does your **constitution** say with regards to recruiting committee members?
- How are new members going to be **inducted and supported**?



Bright ideas for committee recruitment

1. Word of Mouth

The most common way to recruit Management Committee members is word of mouth and personal recommendation. People like to be asked. The main benefit of this method is that the person and their work or skills are already known to the Committee. The downside is that individuals approached may take up the role because they feel obliged or flattered rather than having a commitment. This approach can also lead to friends and family becoming Committee members, which is often not appropriate, or it

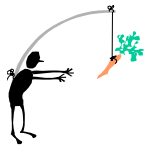


may produce a Committee with skills gaps, if this is not part of your selection criteria. Therefore, other recruitment methods can be more effective in widening your search and ensuring that a diverse range of committed people with a variety of skills/expertise are recruited.

2. Current Organisational Membership

As many organisations have a governing document that stipulates that the Management Committee must be elected from its membership, why not put more effort into building your membership. Do your members have a variety of skills and expertise and come from a diverse range of backgrounds? Do your members reflect your user groups? Are your members representative of the geographical area in which you operate? Do you need to do a membership recruitment drive? Increase your membership and the potential for Management Committee members increases!

3. Local Networks



Develop or utilise your existing contacts with businesses, trade associations, network organisations, the local council, etc to attract a diverse range of potential Management Committee members. This can be a useful way to recruit people with expertise in a particular subject area such as marketing or business management skills.

4. Special Events

There are a range of other ways to attract people to your Management Committee, for example, through activities and special events during the year and several months prior to your election/selection process, such as: Volunteer Recognition events, Anniversary event, Celebrity or special speakers

5. Open meetings

Some Management Committees organise one or more open meetings where others can attend to get an insight into the culture of the Committee and how it operates. This may be organised several months before the AGM where elections will take place, with the aim of recruiting new people onto the Committee. This type of event can help reduce anxieties, particularly where individuals have no Management Committee experience.

6. Raise Your Profile

If you regularly have difficulties recruiting members to your Management Committee it may be beneficial to focus some of your time and energy into raising the overall profile of your organisation, e.g. what you do, the impact you're trying to make and why people should be involved. You might use local radio, community news in local papers, participating in Volunteers Week, or recruit a celebrity patron to speak on behalf of your group/organisation. Over

time, this will benefit the organisation and increase interest in your Management Committee!

7. Talks

Short, upbeat talks at community or professional organisations' meetings can be used to specifically recruit new members to your organisation who may later be elected to the Management Committee or use the opportunity to co-opt interested individuals with specific skills in areas such as accounting, marketing or community relations.

8. Brokerage Service

Some organisations provide a brokerage or volunteer matching service, such as a local Volunteer Centre (Bolton/St Helens, West Lancs) or CSV/RSVP.

9. Advertise Publicly

Public advertisements can be a good way to reach a wide audience. Some public adverts are free, whilst others can be fairly expensive such as an advert in a regional newspaper. There are a range of sources to reach sections of the public, including community newsletters, articles on websites, local newspapers, professional journals, community centres or libraries. This method is more popular when individuals with specific skills are being targeted, e.g. human resource skills or where a larger pool of potential applicants is desirable. Where you advertise has a bearing on who responds.

Be positive about the contribution people can make. People will want to feel that they would be valued.

Contacts

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WORKSHEET

Planning a Recruitment Campaign

Use this form to think through who and how you will recruit new members onto your Management Committee.

1. What is the Role? _____

(e.g. Management Committee member/treasurer)

2. Who should you target?

(i.e. consider the diverse range of individuals available who would make good Management Committee members AND the skills and knowledge you're looking to bring to the Committee)

3. Why are people attracted to your group/organisation? What is your unique "selling" point that inspires people to want to be involved?

(note: most individuals join a Management Committee either because of its 'good cause' or because they want to be more involved in their community. What makes your organisation and its work attractive? How will you communicate this to attract new Committee members?)

4. How will you reach your target audience?

5. What methods are appropriate?

(i.e. will you write to your members and user groups; distribute flyers; organise a special event? What is the best way to attract the type of individuals you're looking for, for example, those with specific skills, or a more diverse Committee?)

Action Plan:

<i>Actions to be taken:</i>	<i>Who responsible:</i>	<i>When (due date):</i>