# Micro-volunteering - a guide for organisations

## What is micro-volunteering?

While no there is no set definition of micro-volunteering, it can broadly be considered as people completing small tasks which typically take a few minutes or a few hours to complete, and with no long-term commitment required from the volunteer.

It's a relatively new term which differs slightly from virtual volunteering, as the tasks don't have to be carried out online, but it does encompass informal and episodic volunteering.

With people's time and attention at a premium, this a form of volunteering which appeals to a diverse audience and can be relatively low-cost to manage. Let's look at the pros…

## The benefits of providing micro-volunteering opportunities

- Engage with a new group of volunteers
- Reach people who may otherwise be excluded from traditional volunteering
- Recruit volunteers from anywhere, not just in Kent
- Achieve impact on a budget, by breaking down larger projects into bite-sized tasks
- Spend less time managing volunteers
- It works - people like to help where they can

## The benefits for participants

- It's convenient
- No commitment is required
- It's flexible
- It's an easy way to support a cause that might be important to them
- It gives them the sense of doing good
- It often opens up opportunities for an organisation's beneficiaries to participate and feel they are giving something back too



## GETTING STARTED

### What makes a great micro-volunteering task?

The following attributes will help you create appealing micro-volunteering opportunities…

- Something which can be done at any time of the day or night
- Something that can be done from any location
- Is inclusive
- Something that's easy
- Something that's quick (ideally taking less than half an hour)
- Something that recognises the participant's input (for example, a visual demonstration of progress towards the bigger goal, or a personal thank you from the organisation)
- No training required - although straightforward guidelines are important
- No commitment required
- No interviews or DBS required
- No registration required - OK, this one is debatable, because if you don't capture someone's personal details you can't use the usual methods to keep them updated about your work. However, asking for personal details may deter lots of people from getting involved.
- The way to communicate with other volunteers or the organisation, if they want or need to

### Some ideas and examples

Every organisation is different, but here are some examples of micro-volunteering tasks:

Tagging website photos to improve accessibility of a website

Distributing printed posters to parish noticeboards and supermarkets

Sharing and liking an organisation's social media posts

***Sowing wildflowers*** to benefit pollinating insects

Finding funding sources for a project

Signing and sharing petitions which support your cause

Knitting items for newborn babies

Doing a litter pick

***Writing thank you cards*** to supporters

Micro-mentoring: for example, giving feedback on a CV

Tidying up after an event

User-testing a new function on a website

Helping run a fete stall



## HOW TO GET STARTED

**Plan**

What micro-volunteering tasks do you need help with? What are the goals and objectives you hope to achieve with them? Are there any costs or risks to consider? Who will oversee the project and what is the timeline? Will the tasks need any quality control? What relationship do you want to build with your volunteers and how will you develop that? How will the results be evaluated?

**Get buy-in**

Make sure you discuss the plan with your trustees, colleagues or fellow volunteers, and ask their help for the next two steps!

**Advertise**

Where will you promote your opportunities and do you have an intended audience?

**Share**

Spread the word of your opportunities far and wide! That could be in newsletters, on social media, with your beneficiaries, on your website, with your local newspaper/radio station and of course on the Kent Volunteers website!

**Wrap it up**

Once the tasks have been completed, remember to update everyone on how it went and what was achieved overall. Not only will this be good PR, it will pave the way for launching future micro-volunteering opportunities!

**Keep in touch…**

We would love to hear about your own micro-volunteering projects, such as what tasks you offered, what challenges you faced and what advice you would give to other organisations. Let us know at info@kentvolunteerpartnership.org.uk

