



Embracing Digital Communication for Volunteer Management.

Sponsored by Better Impact

29 June 2017 at VAI (Voluntary Action Islington) 200 A Pentonville Rd | Kings Cross | London

This event aims to consider some of the digital communication and engagement options that are currently available for volunteer managers. Hearing both theory and practical examples, we aim to build up a coherent picture of how organisations can benefit from readily available and affordable technology. By enabling volunteer managers to communicate more effectively, digital tools have the potential to engage volunteers more productively, but it is vital to use the right tool for the job.

AGENDA

1:30 Arrivals, tea, coffee and informal networking.

2 pm Welcome from AVM

2:05 Introduction to Digital Communication

A.S Maini, expert in digital and branding for the non-profit sector, will examine the path to "going digital" with an introduction that looks at the potential advantages and pitfalls.

2:35 Using Slack for Volunteer Engagement.

Rebecca Harper - My Guide Volunteering Officer, London Mobility Team, Guide Dogs UK

Guide Dogs aim is to provide people with sight loss the support they need to be able to move around safely and confidently. They are best known for achieving this through their world-famous guide dogs, but their work now encompasses much more. The My Guide service has vetted and appropriately trained volunteers who use guiding techniques to help people with sight loss to work towards the mobility goals they want to achieve.

Rebecca's presentation will address these issues: Why Guide Dogs London needed to engage volunteers digitally; How they maximise the potential of their existing volunteer community in London, and are building on it; The benefits of digital engagement – why has this worked for guide Dogs?

3:05 Creatively using Email Systems.

Jo Keller - Volunteering Engagement and Support Manager, RNIB Group Volunteering Team

Jo will give an overview of how RNIB use the Adestra platform to send out regular emails to their volunteers and volunteer managers, how she works with colleagues across RNIB to create content, the analytics that Adestra provides and the insight gained through testing content and subjects to develop their approach to their news updates.

Jo will also explain how RNIB have used Workplace by Facebook as a major communication channel internally and provide an update on a pilot for volunteers on Workplace during June.

3:35 Openspace / Roundtable discussion, with tea coffee and biscuits.

This gives attendees the opportunity to network, share their own experiences and consider some specific questions posed by the keynote speakers.

4:20 An overview of some of the affordable tools available for volunteer managers.

A.S.Maini will assess some of the free and paid for tools available and consider the attendant costs.

4:50 Final Comments, feedback and evaluation.

5 pm Close.

Any enquiries, please contact Greville Southgate, L&D Officer on greville.southgate@volunteermanagers.org.uk

or 020 7426 9192

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