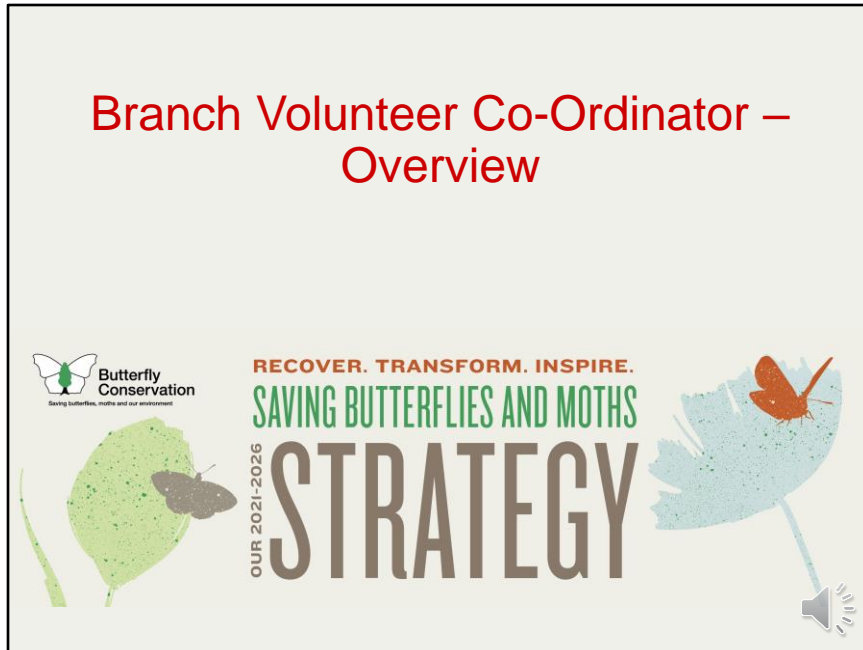


Branch Volunteer Co-Ordinator – Overview



Hello, and welcome to this training session on the Branch Volunteer Co-Ordinator role

Learning Goals

By the end of this session, you will:

- Understand how the role of Branch Volunteer Co-Ordinator contributes to the work of Butterfly Conservation.
- Have some general tips for planning or organising activities.
- Know where to go for help and information.
- Know how to keep yourself safe in this role.



Thank you very much for supporting us in this key role.

By the end of this session, you can expect to:

- Understand how the role of Branch Volunteer Co-Ordinator contributes to the work of Butterfly Conservation.
- Have some general tips for planning or organising activities
- Know where to go for help and information.
- Know how to keep yourself safe in this role.

There are two other presentations which complete the Branch Volunteer Co-Ordinator role training; The first is about branch structure and key roles and the other is about recruiting and training volunteers.

Role Purpose

The Volunteer Co-Ordinator is a key role within the branch, helping to connect people and therefore facilitating lots of activity. The purpose of the role is:

- To help connect members of the public, partners and landowners to the right person in the branch.
- To increase branch capacity by recruiting and welcoming new volunteers and ensuring they have access to the information they need to do their role.



The Volunteer Co-Ordinator is a key role within the branch, helping to connect people and therefore facilitating lots of activity. The purpose of the role is:

- To help connect members of the public, partners and landowners to the right person in the branch.
- To increase branch capacity by recruiting and welcoming new volunteers and ensuring they have access to the information they need to do their role.

Branch Overview

There are 32 branches in the UK, directing local activities to help save butterflies, moths and the environment.

Branches are run entirely by volunteers and their work is directed by a committee.

The committee is lead by the Branch Chair and should also have a Branch Treasurer and Branch Secretary as a minimum.

Other key volunteers lead groups or key activities.



There are 32 branches in the UK, directing local activities to help save butterflies, moths and the environment. Some branches align to county boundaries and others span several. In Northern Ireland we have one branch which covers the entire country. They were all established by volunteers and many have been running for 30 or 40 years.

Branches are run entirely by volunteers and their work is directed by a committee.

The committee is lead by the Branch Chair and should also have a Branch Treasurer and Branch Secretary as a minimum. Many committees have additional people joining them, such as Volunteer Conservation Advisors and those who carry out engagement, communication or publicity work.

In addition, most branches have people in other key roles, who don't always sit on the committee. This is covered in more detail in a separate presentation on branch structures.

The Branch Volunteer Co-ordinator has a key role in helping the branch to work in the local area. They are well integrated within the branch and soon learn who to direct

queries to when they come in.

Directing Enquiries



Enquiries can come from a range of places:

- Email
- Phone
- Social media
- Website
- Personal contact at events

Your role is to try and direct them to the right person, so the query can be answered.

You can share contact details on your branch website and on the Butterfly Conservation [In Your Area](#) web pages*.

*Email branches@butterfly-conservation.org to request access.



Enquiries can come from a range of places:

- Email
- Phone
- Social media
- Website
- Personal contact at events

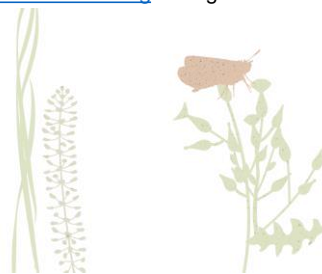
Some other people in the branch will receive and deal with some of these. For example, if you have a Social Media Editor then they are probably responding to queries which come in via social media. Your role is to try and direct any general enquiries which come to you to make sure they end up with the right person, so the query can be answered.

You might want to think about how you'd like to receive general enquiries and where they should go. For example, do you have contact details on your web pages and on the main Butterfly Conservation website? Your Branch Website Administrator should have access to both of these but if you don't have a Branch website Administrator, or

they don't have access to the main Butterfly Conservation pages you can request access by emailing branches@butterfly-conservation.org

Directing Enquiries - Tips

- Consider setting up a shared inbox – but change the password frequently if you do!
- Only keep personal information for as long as you need to.
- If you don't know where to direct an enquiry, ask your Key Contact or check your branch web pages.
- You can also email info@butterfly-conservation.org or ring 01929 400209 if you need help.
- Keep a log of enquiries!



Some branches also set up generic email accounts to receive enquiries. You can do this by creating a new account with your chosen email provider (for example, gmail, yahoo or hotmail). If you give it a generic name such as cumbria.branch@gmail.com or somerset.branch@hotmail.com, then you can give several people access to it by sharing the password.

Be sure to change the password frequently if you do this, as the inbox will contain personal information about people, such as their name and email address and this will help manage who has access to it.

Having a shared inbox can really help with continuity though, as people move in and out of roles in the branch and save you giving your personal email out to other people.

The General Data Protection Regulations (GDPR) state that you should only keep information for specific purposes and only for as long as is required for that purpose. You can't keep things "just in case". You can manage this by deleting emails as soon as they've been resolved, or your involvement in the email has ended.

- If you don't know where to direct an enquiry, ask your Key Contact or check your branch web pages.
- You can email info@butterfly-conservation.org if you need help with a general question about Butterfly Conservation or need help IDing something.

Keep a log of enquiries! No-one should be keeping personal data about other people, and that includes names and email addresses so it's important that you delete this information once you've dealt with a query. It isn't compulsory to keep a log of the enquiries you get, but you might find it useful if you do. It can help you remember the answers to previous queries, which might help you in the future. It can also help you track which queries have been resolved and which are still open. If you do keep a log, remember to keep it somewhere secure and to delete personal details from it once the query has been answered.

Planning and organising

Lots of roles may include planning and organising activities:

- **Branch Chair** (distributes key information from Head Office)
- **Branch Secretary** (arranges committee meetings, books rooms and manages online video software).
- **County Recorder** (may organise events relating to butterfly or moth recording)
- **Events Co-Ordinator** (agrees the schedule of practical conservation work and / or public events and agrees who'll lead them).
- **Species Champion** (will sometimes plan events relating to their species)



This role used to be called "Branch Organiser" and some volunteers get involved in planning and organising meetings and events where this isn't covered by other roles. You might find it useful to speak to your Branch Chair or staff contact to find out which of roles are filled in the local area and, if you are interested in doing so, where you can help out with this.

The following roles also cover planning activities. If you get involved in these you might find it useful to check the training resources for these roles too.

Planning and Organising - Tips

- Make sure you know what's needed (What, When, Where and Why).
- Check if there's a budget.
- Think about what's needed for the activity.
- Allow time for things to go wrong!
- Brief other volunteers or attendees.



If you do need to get involved in planning or organising activities, the following tips might help you. There are also loads of websites online which give great tips for keeping organised.

Make sure you know what's needed – being clear about what you're trying to achieve is really important. Use the 4 W's to help you find out What, When, Where and Why. Then you can figure out the How.

Check if there's a budget. Your Branch Chair or staff contact can help with this. Each branch has a budget to spend on local conservation work so some of it might be available for the activity you're planning.

Think about what's needed for the activity. It can be helpful to think about what things need to be in place for the activity to happen and then work out how you're going to get them all there. Make sure you think about any information you might need, whether refreshments will be offered and how people will find out about it.

Allow time for things to go wrong! If you do, you'll have time available to deal with it, which helps to manage stress levels!

Make sure everyone knows what's happening, when and what they need to do.

Recruiting and Working With Volunteers

A really important part of this role is recruiting and working with volunteers. This is key to us achieving our organisational goals.

You'll find lots of information about this in our "Volunteer Recruitment" module, which we ask you to complete as part of the training for the Volunteer Co-Ordinator role. The module covers:

- Recruiting Volunteers
- Young Volunteers
- Volunteer Induction and Training



A really important part of this role is recruiting and working with volunteers.

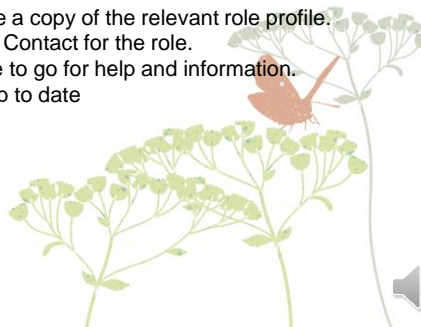
You'll find lots of information about this in our "Volunteer Recruitment" module, which we ask you to complete as part of the training for the Volunteer Co-Ordinator role. The module covers:

- Recruiting Volunteers
- Young Volunteers
- Volunteer Induction and Training

Your role in Volunteer Recruitment and Training

Your role is to advertise for new volunteers and direct them to the relevant member of staff or person in the branch responsible for training.

- Advertise roles and opportunities.
- Talk to new volunteers and find out more about their skills and interests.
- Make sure new volunteers have a copy of the relevant role profile.
- Direct them to the relevant Key Contact for the role.
- Let new volunteers know where to go for help and information.
- Help to keep local volunteers up to date



Your role would normally be to advertise for new volunteers and direct them to the correct member of staff or the person in the branch responsible for training that role. We are planning on implementing a volunteer portal in 2023 which will allow volunteers to register themselves and access training, so in the meantime your role is to find out what the new volunteer is interested in doing, give them a copy of any relevant role profiles, follow up with them to see if they're still interested and if so, direct them to the volunteer or member of staff who is the Key Contact for that role. It would be helpful if, in doing so, you let the volunteer know where they can find training resources and key information. You might find it useful to have some standard email text which you can use to welcome volunteers and also some to use later to introduce them to the relevant Key Contact and essential resources.

You may also contribute content about volunteering to branch or staff newsletters – or perhaps send out a volunteer bulletin yourself to keep volunteers up to date with local action for butterflies and moths.

Keeping You Safe

Familiarise yourself with the following Risk Assessments and Codes of Practice:

Risk Assessments

SRA 2 - Working At Home

SRA 3 – Workstations

Codes of Practice

CoP3 - Display Screen Equipment

CoP18 – Safeguarding

More can be found on the volunteering web pages



This role is based at home and is pretty low risk, but we ask that you read the following risk assessments and codes of practice and consider what you might be able to do to keep yourself safe while volunteering with us. These documents can all be found on our volunteering web pages.

Help and Support

Any branch volunteer who has a general question can email branches@butterfly-conservation.org for help – or ring 01929 400 209.

You can also check the volunteering web pages for information, or check the Branches SharePoint site.

Your Key Contact is:

Kate Barrett – Senior Volunteer Development Officer
kbarrett@butterfly-conservation.org / 07483 039325



If you have any questions we'd be glad to help you. If it's a general query you can email branches@butterfly-conservation.org or ring 01929 400 209. You can also check the volunteering web pages or Branches SharePoint site for information. If you need access to SharePoint please contact branches@butterfly-conservation.org.

Alternatively, if you have a question about your role, or something related to your role which you need support with, please contact Kate Barrett using the details on the slide.

Thank You!!!



Thank you so much for helping us in this vital role. You'll be helping us to reach more people, work better with local volunteers and you'll be providing opportunities for others to get involved in our work. This is a really important role to both staff and branches – we're so pleased that you're doing it!

Please do take some time to look at our web pages on volunteering to get an even better idea of what it's like to volunteer with Butterfly Conservation.