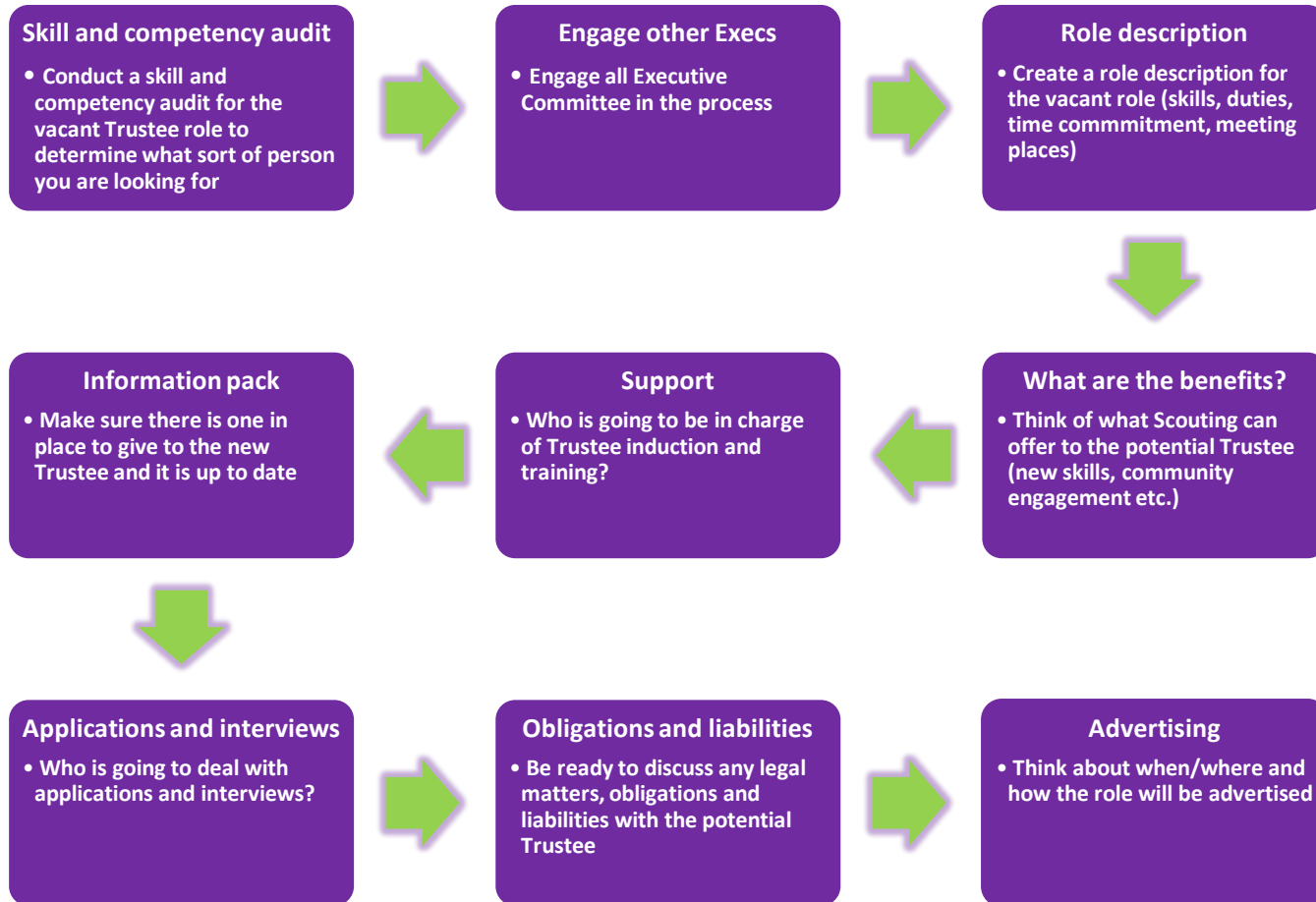


Before recruiting - plan the process and timescale



A few facts and tips



Trustees Unlimited research found that the top reason why people become Trustees is to 'give something back' (55%), second to gain *new skills and improve professional development* (33%), and third because they were *committed to the charity's cause* (30%).



One of the biggest barriers for people joining an Executive Committee is the fact that they *do not fully understand* or have not been explained *the legal obligations* involved when taking on a Trustee role, so be ready to discuss this with them.



Good Trustee recruitment is at the centre of an effective Executive Committee. You might want to *put Trustee recruitment* on your Committee's agenda *as a rolling item* to ensure sustainability and development.

Advertising



Keep advertising focussed

For example, if you are looking for someone with good knowledge of accountancy, you are likely to get a better selection of candidates by reaching out to colleges or universities running accounting courses than from a poster in a shop window.



Develop a strategy

Use the role description as your starting point and work towards identifying the best forms of communication, where to advertise and what language to use. If you give this some time and thought then the people you are trying to reach will identify themselves in the advert.



Use audience segmentation

Segmentation recognises that different groups respond differently to messages or communications based on their needs and values. Put simply, the audience segmentation considers where you might find the skills and knowledge you are seeking and how your advertising can appeal to the attitudes and behaviour of people.



Where to advertise?

Based on your role description, the skills and characteristics of people you are seeking as Trustees, brainstorm some ideas for where these kind of people might exist. Try to think in wider terms as some skills exist in unlikely places!



How to advertise?

Think of the best ways to communicate with these audiences using tools such as Online platforms – discussion groups, LinkedIn, Facebook, Company Intranets Publications – Special Interest Magazines, Newspapers, Newsletters, posters Interest groups – Clubs, Societies, Events, Conferences



How to get them 'hooked'?

When you have identified where and how to advertise think of the target audience (attitudes, needs and values) and try to list a few keywords these people would potentially identify with (please see the examples in page 3).



When to advertise?

This can be just as important as the advert itself. You will probably reach fewer people in July and August due to people being away on holiday. In January, people might be more inclined to consider volunteering as part of a New Year resolution. If using online platforms like Facebook or Twitter, the best time for posts to reach the most people is often between 4pm and 8pm.



Details are important!

Make sure that it is absolutely clear from the advert what the potential Trustee has to do next (contact details, website, application deadline).

An example advert targeted at the Community

The longest journey begins with a single step:



Unless you can't walk, have no car or can't use public transport?

GET INVOLVED
Make A Difference

Cwmvalley Community Transport is a charity that has provided dedicated and personalised transport services to the local community for over 16 years, making sure nobody is disadvantaged because of transport problems.

Join our team
and make a real difference to people's lives

We are currently recruiting for 3 vacancies on our board of trustees to help guide some exciting developments over the next few years.

We are particularly looking for: community minded individuals who want to make a difference. We'd especially like to hear from anyone who knows how to use social media, or have skills related to marketing, financial management, or business planning, but this isn't essential.

We can offer: Training and personal development, the opportunity to develop strong community ties, employment related skills, mutual support and friendship, feel good factor.

We'd love to hear from you, so whether you want to apply or just want to know more :

Contact Greg on (01111) 234567 or
e-mail : cwmvalleytransport@ctmail.co.uk
www.cwmvalleyCT.org

Closing date for applications:
30/01/2016

An example advert targeted at Corporations

Are you looking for new ways to fulfil Corporate Social Responsibility?



Cwmvalley Community Transport is a charity that has provided dedicated and personalised transport services to the local community for over 16 years, making sure nobody is disadvantaged because of transport problems.

We are recruiting new Trustees to help make a real difference to people's lives

We are currently recruiting for 3 vacancies on our board of trustees to help guide some exciting developments over the next few years.

We are particularly looking for people with skills in:

- **Financial management / Funding arrangements**
- **Project Management**
- **Social Media and Marketing**

Reap the rewards from supporting local communities


If you have any staff with the skills listed above who would be willing and available to take up a position on the board of trustees, we'd love to hear from you.


For further information :


Contact Greg on (01111) 234567 or
e-mail : cwmvalleytransport@ctmail.co.uk
www.cwmvalleyCT.org

Closing date for applications:
30/01/2016

A few tips

 When writing the advert focus on *what's in it for me* from a Trustee's perspective. Writing your advert so that it taps into the needs of prospective Trustees helps them to see themselves in the advert.

 Try not to confuse prospective Trustees with too much jargon, complicated language or by using internal acronyms. Many people may not be familiar with the language used in Scouting, so be sure to rewrite it in simple words.

 Make sure that your contact person is well briefed about how to respond to volunteer enquiries and applications.

Recruitment process

Use the role description to shortlist and interview potential Trustees. Standardise the process, to ensure objectivity and to keep accurate notes to support the decision making process. When communicating with any unsuccessful candidates offer them where possible other opportunities to engage with Scouting.

When inviting your chosen Trustee to join the Executive Committee, make it clear that the appointment is subject to references and agreed attendance at Trustee meetings and fulfilling other responsibilities of the role.

Arrange for the Trustee to visit the Scout Group (District, County) and meet key individuals and inform them about the appointment process, make sure they receive the Information pack and they know who their point of contact is.

Do not forget to review the process for recruiting your new Trustee. What worked well, could have worked better? Assess how effectively the new Executive Committee member has integrated into Scouting and whether their skills and expertise are being used effectively.

Resources

The Charity Commission - Finding new trustees (CC30)

<https://www.gov.uk/government/publications/finding-new-trustees-cc30>

The NCVO Members Quick Guide to Recruiting Top Class Trustees

http://trustees-unlimited.co.uk/images/Web_Assets/Guide_to_recruiting_trustees.pdf

Report on trustee recruitment, selection and induction

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/284728/report1text.pdf

CTA Wales toolkit for strategic Trustee (and Volunteer) recruitment

<http://www.ctauk.org/UserFiles/Documents/In%20Your%20Area/Wales/Trustee%20and%20Volunteer%20Recruitment%20toolkit%20Eng.pdf>

Support Hub Bristol Trustee Recruitment Toolkit

<http://www.supporthub.org.uk/resources/trustee-recruitment-toolkit>

Small Charities Coalition Trustee Recruitment Portals and Services

<http://www.smallcharities.org.uk/resources-trustee-positions/>

Charity Commission A Breath of Fresh Air: Young People as Charity Trustees

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/284702/rs23text.pdf

The Scout Association Executive Committee role descriptions

<https://staging.scouts.org.uk/supportresources/4077>

On Board Governance Development Wired to govern: A trustee's handbook for the digital revolution

<http://www.bwblp.com/knowledge/2015/09/16/wired-to-govern-a-trustees/>