



# Digital compass

## Recruiting and retaining volunteers

[www.digital-kompass.de](http://www.digital-kompass.de)

Verbundpartner



Deutschland  
sicher im Netz

Projektpartner



Gefördert durch:



aufgrund eines Beschlusses  
des Deutschen Bundestages

## No digital compass without volunteers!



- Internet guides (e.g., Online Foxes, Internet Mentors, Smarties)
- Finance Ministers:
- Communicators
- Event planners
- Pastry chefs:





## Brief digression: Needs analysis at the location

Before you start looking for volunteers, it can be helpful to conduct a **needs assessment**.

to be carried out at your location. Ask the senior citizens on site what their **digital needs and interests** are,

where and in what form they would like **support** , what their **mobility** situation is like, and whether they have any **age-related limitations**.

are available. A needs assessment (through interviews or questionnaires) can help you identify specific **tasks (or areas of responsibility) for volunteers**.

develop according to the needs of senior citizens.

Possible questions to be clarified:

- What digital needs do senior citizens have at my location?
- What digital topics interest you? What prior knowledge do you have?
- Are there any limitations? (e.g., vision loss, mobility limitations)

**TIP:** The [Digital Opportunities Foundation](#) has created a helpful [needs assessment questionnaire](#) . You can find it in the guide "[Digital Skills for Older People: How to Plan and Design Support Services for Seniors](#)" (2019) on pages 25 and 26.

## Volunteer Management

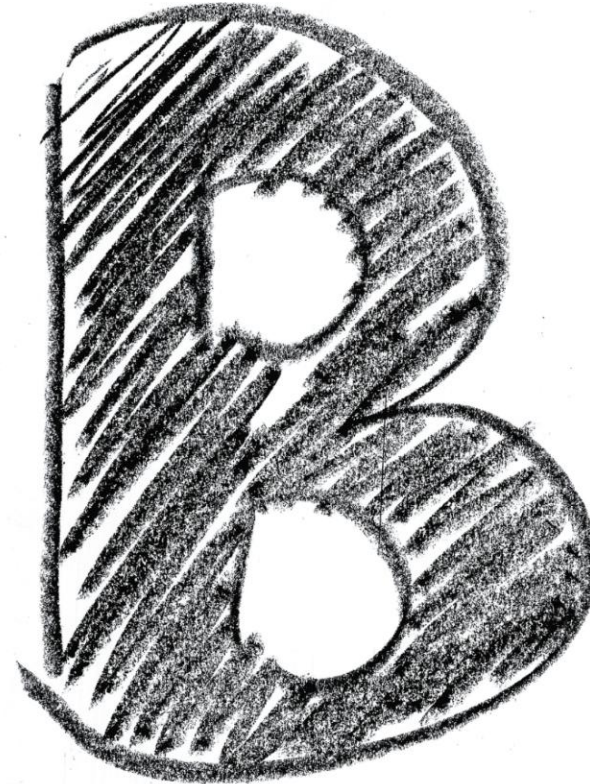
Volunteer management acts as a **link** between the wishes and needs of the volunteers and the requirements and tasks with which the respective organization is responsible.

The organization approaches them.



## Volunteer Management: 6 x B-Model

- Getting them on board / Applying
- the beginning
- the accompanying
- retaining / binding
- rewarding
- the ending



## Volunteer management: Getting them on board

- Approach to recruiting volunteers:
  - Task- or competency-oriented?
- Identify areas of engagement
- Create a job description



## Job description



### Beispiel: MGH Beispielhausen sucht Smartphone-Lotsen!

#### Projektbeschreibung

Das MGH Beispielhausen bietet zweimal in der Woche eine Smartphone-Sprechstunde, in der ältere Menschen digitale Dienste ausprobieren, einen souveränen Umgang mit dem Internet erlernen und Ängste abbauen.

#### Aufgaben

Für die Sprechstunde suchen wir Freiwillige, die einmal in der Woche Fragen rund ums Smartphone erklären, Tipps zum Datenschutz geben, Apps erklären oder bei der Installation behilflich sind.

#### Zeitaufwand

einmal wöchentlich, nach Absprache

#### Wir bieten

- Einarbeitung
- Regelmäßiger Austausch mit anderen Freiwilligen
- Erstattung von Fahrtkosten (nach Absprache)
- Unfall- und Haftpflichtversicherung
- Kostenfreie Schulungen, Digitale Stammtische
- Fest für Ehrenamtliche
- Zertifikat zum Nachweis der ehrenamtlichen Tätigkeit

#### Wir wünschen uns

Fähigkeit zuzuhören und Geduld, Sensibilität für die Lebenssituation Älterer, Grundkenntnisse zu Smartphones (vorrangig Android, aber gern auch iOS)

#### Kontakt

Mehrgenerationenhaus  
Beispielhausen  
Exempelstraße 1

12345 Beispielhausen



## Volunteer management: Getting them on board



- Identify potential volunteers
  - e.g. retirees, pupils, students,  
People with a refugee background, neighbors
- Recruit volunteers:
  - Personal appeals, local newspapers, posters
  - Websites, social media and newsletters
  - Companies or cooperation partners
  - Online platforms and volunteer exchanges,  
e.g., [vostel.de](http://vostel.de), [freiwilligendatenbank.de](http://freiwilligendatenbank.de), [ehrenamt.bund.de](http://ehrenamt.bund.de)...



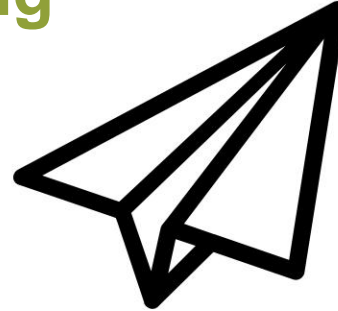
## Volunteer Management: Getting Started

- Initial consultation, agreement on
    - Motivation • Expectations • Resources
    - Area(s) of responsibility
  - Structures, processes, people...
  - Engagement agreement
  - Formalities / Insurance matters •
- Induction ritual



## Volunteer management: Accompanying

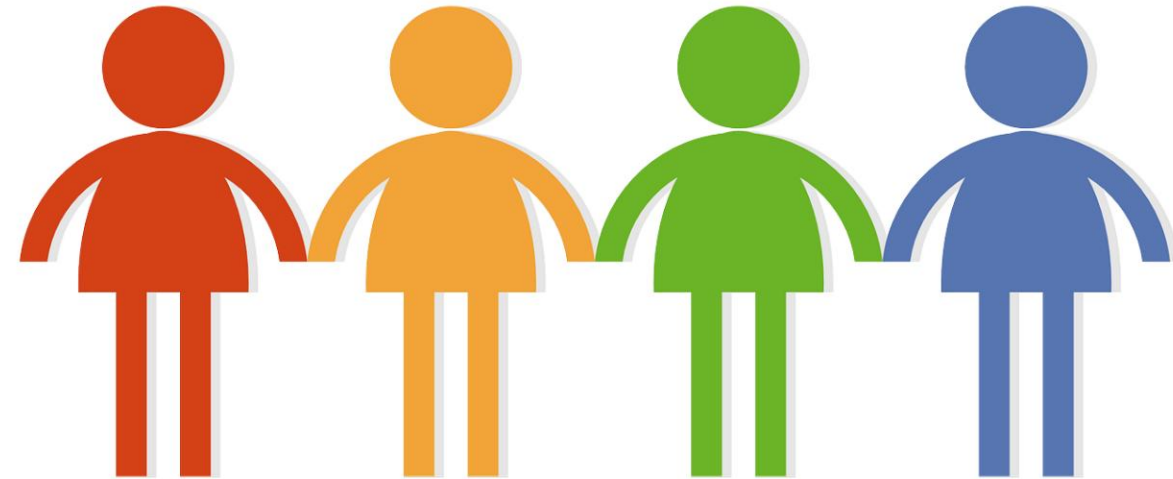
- Designated contact person(s)
- Agree on communication channels
- Answer questions, supposedly self-evident and unspoken
- Explain the rules
- Reflection sessions



## Volunteer management: Keep

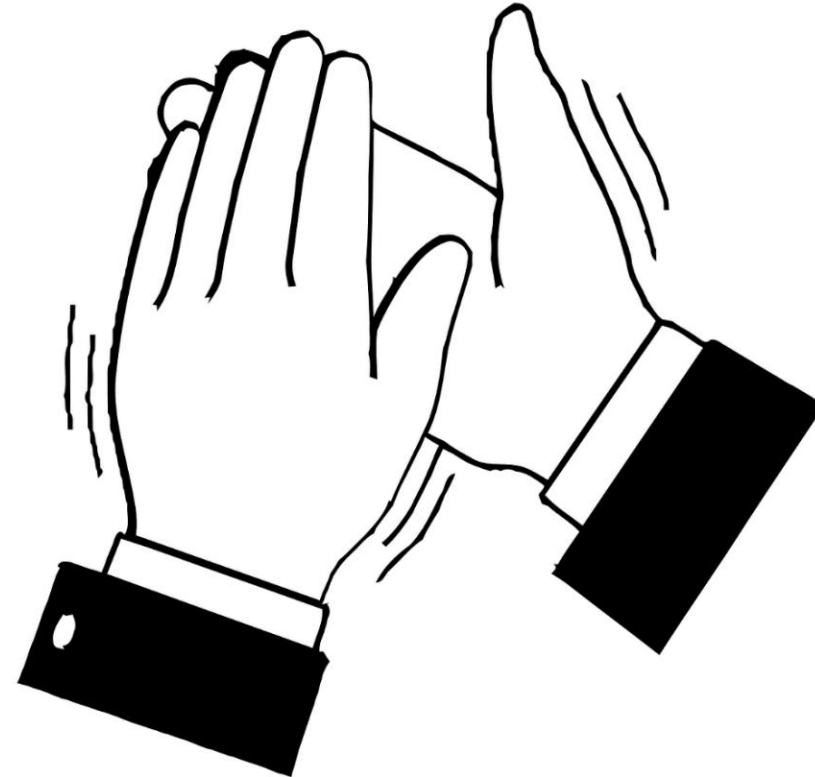


- Participation ranges from information to co-creation
- Curious people can become knowledge providers.
- Idea collection (e.g., digital bulletin board, mailbox, cardboard box...)



## Volunteer management: Rewarding

- Recognition, praise
- Reimbursement of (travel) expenses
- Further training opportunities
- Hiking trips / Team building




## Volunteer Management: End

- Don't create a guilty conscience
- Celebrating farewells
- Keep in touch
- Solicit suggestions for improvement
- Proof of voluntary work



## Certificate of voluntary service



**Nachweis über ehrenamtliche Arbeit**  Digital Kompass

Name, Vorname:

Geburtsdatum:

Straße:

PLZ / Ort:

Zeitraum der ehrenamtlichen Arbeit:

Funktion:

Arbeitsbereich:

Zeitaufwand:

Beschreibung der Tätigkeit und Verantwortung:



Ausführliche Beschreibung des Aufgabenbereiches / des Projektes:

Einrichtung/Verein/Organisation:


Ort / Datum Unterschrift

Unterschrift des / der Mitarbeiters/in

Ein Projekt von:

  **Deutschland  
sicher im Netz**

Gefördert durch:

 **Bundesbeauftragte  
der Bundesregierung  
für Datenschutz**

aufgrund eines Beschlusses  
des Deutschen Bundestages



## Digital Compass offers for volunteers

- Designated contact person(s)
- Exchange with other volunteers
- Help shape offers
- Internal access to the website
- Treasure trove of materials
- Digital consultation hours
- Digital meetups and training courses





## Further information:

Digital Compass (ed.) 2019: [Guide to Volunteer Coordination](#) (Brochure)

Digital Compass (ed.) 2020: [Proof of voluntary work](#) (fillable PDF file)

State Media Centre Baden-Württemberg (ed.) 2020: [Voluntary work in the neighborhood - Building an initiative and strengthening existing groups](#) (brochure)

Telefónica Deutschland Holding AG and Stiftung Digitale Chancen (eds.) 2019: Guide [“Digital Skills for Older People ” People. How I plan and design services to support senior citizens”](#) (brochure)

[5th Specialist Conference on Volunteer Management](#) 2020 of the Berlin State Volunteer Agency (YouTube video)



## Contact:

Digital-Kompass

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