

YOU SAID, WE LISTENED – 2018

<p>You enjoy opportunities to meet up with each other.</p>	<p>We will continue to organise opportunities for volunteers to come together and, based on your feedback, are considering the best options for doing this in 2019.</p> <p>We also encourage you to invite your fellow volunteers to meet, or be in touch by phone or email, if you wish to.</p>
<p>You want to continue learning from each other's experiences</p>	<p>We have set up a volunteer networking tool to enable you to contact each other to learn from your experiences. This has already led to some connections between volunteers looking to learn about engaging with specific audiences.</p>
<p>You wanted support from us to help you find opportunities</p>	<p>Beginning in summer 2018, we have started to take an audience focussed approach to helping you generate opportunities.</p> <p>The first audience we are focussing on is the U3A and this has led to many of you making contact with local U3A groups. We are also working with volunteers on an article for submission to the national U3A magazine.</p> <p>We will continue this focus with other groups and welcome your ideas about which groups you would like to focus on.</p>
<p>You wanted to have more connections with staff</p>	<p>Our September 'Did you Know' feature focussed on Membership and included an introduction to the Membership Engagement Team. We will continue to introduce staff to you over the coming 'Did you Know' features.</p> <p>We are planning to re-launch our online forum to offer you the opportunity to hear short presentations and ask questions to staff.</p> <p>We are exploring how we can involve staff in opportunities to meet volunteers through any volunteer focussed events we organise.</p>
<p>You find the volunteer newsletter a helpful prompt to action</p>	<p>We will continue to produce our volunteer newsletter alongside our 'Did you Know' features. We welcome your feedback and ideas about content for these.</p> <p>We are exploring the use of other tools, such as text messages, to provide you with important updates and good news stories</p>

The year

- **Translation of our website into Spanish**

Completing the translation of our website into French and Spanish will enable us to communicate more effectively with those who speak these languages, including potential customers across the world. With the help of our translation volunteers, we have already completed the translation of our website into French.

- **Secure Shared Interest involvement in 120 events across the UK with the support of our volunteers**

We know that potential members engage with us in a number of ways before deciding to invest. Word of mouth plays a key part in this engagement and our attendance at events means we have more opportunities to share our story. With the support of our ambassadors and community supporters, we were involved with 96 events in 2017-18, which helped us reach new audiences and increase share capital.

- **Attend a small number of large scale events to engage with a new audience base**

Feedback from our existing supporters suggests that larger events such as Greenbelt and County Shows may offer us a new opportunity to reach a larger audience. While there are challenges to attending these sorts of events we believe they will provide us with an excellent opportunity to attract new volunteers and members.

- **Increase Share Capital by £2m**

By continuing to increase Share Capital, we are able to provide more finance to those producers and organisations who need it. 2017-18 saw a net increase in share capital of £2.01million. At least £328,289 (16%) of this can be attributed to volunteer activity.

- **Grow our volunteer team**

Volunteers are part of our success. You help us communicate better, engage better and inspire better so we can together achieve our mission. We will continue to explore and develop new volunteer roles based on the needs of Shared Interest. These may include more task specific and time bound roles to reflect changes in volunteering trends. We are also exploring the potential of micro-volunteering as a way to engage supporters in informal volunteering.

We will report on the progress we are making towards these aims throughout the year.