



RMHC
Western Australia

Setting the Stage for Success | Unlocking the power of volunteer recruitment

Volunteering WA State Conference | 14th & 15th November 2023

Agenda

- ♥ Welcome
- ♥ Why are you here today?
- ♥ RMHC WA snapshot
- ♥ Key Takeaways
- ♥ Question time



Application Form || The essentials

- ♥ Analytics
- ♥ Keep it simple
- ♥ Transparency
- ♥ Ask only what you need to know
- ♥ Progress bar
- ♥ Option to save & resume
- ♥ Outcomes



Application Form || Historic

Landing Page: rmhcwa.org.au/volunteer
 Redirects to: rmhcwa.org.au/what-you-can-do/volunteer/



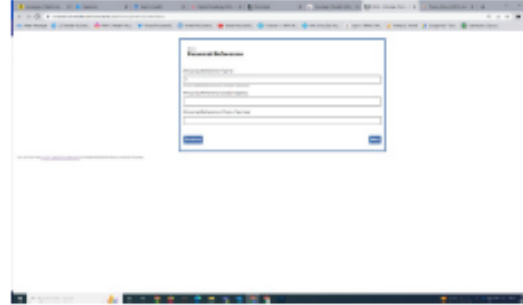
	Views	Conversions
Average	131.3	36.6
Max	187	49
Min	90	25

Formstack: Personal Details

Formstack: Emergency Contact

Formstack: Referee

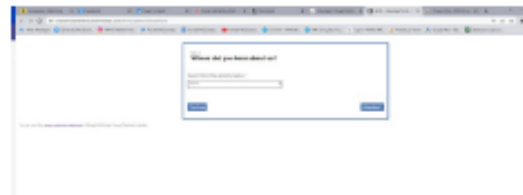
2022	Views	Conversions
January	142	33
February	116	39
March	142	44
April	90	25
May	134	36
June	104	38
July	155	40
August	132	37
September	110	32
October	132	30



Formstack: Skills & Interests

Formstack: Monday-Sunday Avail

Formstack: How did you hear?



Application Form || The essentials

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Application Form || 2023

Landing Page: rmhcwa.org.au/volunteer
Redirects to: rmhcwa.org.au/what-you-can-do/volunteer/



Formstack: Personal Details

A screenshot of the 'Formstack: Personal Details' form. The form is titled 'RMHC WA Volunteer Application Form' and includes a 'Tell us a bit about you' section. The form fields include: Name (First Name, Last Name), Email, Contact Phone Number, Date of Birth (with a calendar icon), and a question 'Are you happy to receive our monthly volunteer newsletter?' with a dropdown menu. The form also features a 'Save and Resume Later' button and a 'Next' button.

Formstack: Character Reference

A screenshot of the 'Formstack: Character Reference' form. The form is titled 'Step 3 Character Reference' and includes a 'Character Reference' section. The form fields include: Referee Name, Referee Email Address, and a 'Save and Resume Later' button. The form also features a 'Previous' button and a 'Volunteer' button.

Formstack: Emergency Contact

A screenshot of the 'Formstack: Emergency Contact' form. The form is titled 'Step 4 Emergency Contact' and includes an 'Emergency Contact' section. The form fields include: Emergency Contact Name, Emergency Contact Primary Phone Number, and Relationship. The form also features a 'Save and Resume Later' button, a 'Previous' button, and a 'Next' button.

Application Form || Outcomes

2022 – Pre Campaign

2022	Views	Conversions
January	142	33
February	116	39
March	142	44
April	90	25
May	134	36
June	104	38
July	155	40
August	132	37
September	110	32
October	132	30
	Views	Conversions
Average	131.3	36.6
Max	187	49
Min	90	25

Conversion Rate: 27.91%

During Campaign

2022 – 2023	Views	Conversions
December	264	55
January	3,765	137
February	2,085	84

	Views	Conversions
Average	2,038	92
Max	3,765	137
Min	264	55

Conversion Rate: 4.61%

Face-to-Face vs. Virtual

- ♥ Transition to online
- ♥ Recording options
- ♥ Telephone interviews
- ♥ Facility tours
- ♥ Trade off





Information Overload

- ♥ Overwhelming
- ♥ Break it down
- ♥ Compliance Lab
- ♥ User friendly manuals
- ♥ IT Hub

Your Pathway

Family Ambassador Nedlands

Your Pathway will outline the key duties you need to perform your role. The list is not exhaustive, and every individual will tailor the role to suit their shift time, skill set and daily demands. No two shifts are ever the same!

We hope this pathway will guide you throughout your first few volunteer shifts at RMHC WA and provide a baseline for future role development.

We encourage you to tick off key items once you are competent – an ideal tracker to see how far you have come.

Good luck and happy volunteering!

Key tasks	Complete
General	
Obtain volunteer shirt.	
Orientation of your hub.	
Lock in regular volunteer shift.	
Read the Blue Army Playbook.	
Read relevant policies (SCYP Statement, RMHC WA Child Safety Policy, RMHC WA Supervision of Children Policy, RMHC WA Volunteer Policy).	
Understand your duty of care in safeguarding children and young people.	
Understand your emergency evacuation process and response action.	
Successfully sign in and out of your hub.	
Record relevant contact details for last minute absences.	
Role specific	
Entry process and welcome to families and visitors.	
Comprehension of ENVOY sign in system.	
Coordination of Fabbie Cabbie service.	

Hand-holding

- ♥ Introduction email
- ♥ Pathway
- ♥ Buddy
- ♥ Check in
- ♥ 30- & 90-Day Check-ins

Young Minds

- ♥ Engaging roles
- ♥ Work Experience
- ♥ Internships
- ♥ Volun-TEEN



Volun-TEEN

Empowering young minds



Ronald McDonald House Charities Western Australia recognises the value and skill sets of young people in our community. We aim to provide extraordinary experiences to allow them to flourish whilst supporting sick or injured children and their families across WA.

The RMHC WA Volun-TEEN program engages young people who are unable to visit our spaces due to age or location. We offer five key projects to suit all interests and talents and we welcome your creative ideas!

- ♥ **Impact** Gather the goods and keep us well stocked
- ♥ **Experience** Add magic with those little extras for our families
- ♥ **Champion** Find new and creative ways of bringing in the dollars
- ♥ **Enterprise** Sell, sell, sell and promote as well!
- ♥ **Influence** Utilise your social influence for a higher good

Young minds will engage in their selected project and be supported by RMHC WA staff. They will be expected to produce evidence and a written account of their learnings. On completion they will receive a certificate to recognise their achievement.

Excited to learn more?
Contact our volunteer team today on
volunteers.wa@rmhc.org.au



Launch of MiniMe

- ♥ Students
- ♥ Onboarding volunteers
- ♥ Existing volunteers
- ♥ Corporate volunteers

Did you enjoy your experience today?
Please consider becoming a regular member of our
RMHC WA Blue Army and register here!



Ronald McDonald House Charities
Western Australia

 mini me

VOLUNTEER 

Digital Campaigns

- ♥ Campaign landing page
- ♥ Paid social
 - ♥ Lookalike audiences
 - ♥ Saved audiences based on psychographics and demographics
- ♥ Google Ads Grant
- ♥ Always on
 - ♥ Paid search (demand driven)
 - ♥ Remarketing to landing page visitors
- ♥ Imagery



Easy Fixes



- ♥ Be creative!
- ♥ Streamline
- ♥ Utilise existing platforms
- ♥ Be responsive
- ♥ Bring a buddy
- ♥ LinkedIn
- ♥ Take them on the journey
- ♥ Share the love



RMHC
Western Australia

Questions?

Contact me - Laura.Smith@rmhc.org.au or find me on LinkedIn



RMHC
Western Australia

Keeping families close®

Setting The Stage For Success:

Unlocking The Power Of Volunteer Recruitment

Laura Smith

Volunteer Manager
Ronald McDonald House
Charities

