

# Reimagining Volunteering

Frequently asked questions / 2021

## **What is a Reimagining Volunteering Strategy?**

Our Reimagining Volunteering Strategy will set out New Zealand Red Cross' plans for volunteering in the future, and provide the pathway we intend to take to get there. It will provide a blueprint for attracting, engaging and growing a diverse membership, while continuing to effectively support our existing membership.

## **Why do we need it?**

The strategy will ensure we adapt to new volunteering patterns and align with Strategy 2030, so that we continue to remain relevant and are as effective in communities as possible.

Also, COVID-19 has accelerated trends in volunteering here in Aotearoa and worldwide, so we need to make changes to keep up. Information gathered from the consultation process and literature research will be used to make any decisions.

## **Why it is important that I get involved in the strategy's development?**

As this strategy is crucial to how we operate in the future, it's really important to get as many Red Cross people as we can contributing to its development. We need everyone to get involved and have their say, as this is the way we can develop a collective volunteering vision for the future.

## **How does this fit in with Strategy 2030?**

Reimagining Volunteering is one of the key deliverables of Strategy 2030 – our organisation's blueprint for the next decade. Our new volunteering strategy will ensure we position ourselves well for the future.

## **Why are we doing this now?**

The International Federation of Red Cross and Red Crescent Societies (IFRC) requires that every National Society review their Constitution every 10 years, and New Zealand Red Cross' constitutional review is due to take place in 2021. As a review has not been undertaken for a decade, it is timely that any changes identified, including through the Reimagining Volunteering Strategy, are able to be incorporated.

## **How can I input into the strategy?**

There will be opportunities to contribute ideas and provide feedback into the Reimagining Volunteering Strategy by completing surveys and/or attending focus groups in late March and April 2021. This information will be used to develop our strategy. Later in the year, once a draft strategy has been written, there will be further consultation at that stage..

### **Who will be collating feedback?**

The focus groups will be run by New Zealand Red Cross people. Information gathered in those sessions and via the survey will then be collated by the University of Canterbury. All survey responses will be anonymous, and if the university identifies that any answer is likely to identify the person, the response will be generalised. Focus groups will be audio recorded so that they can be transcribed and provided to the University of Canterbury to include in their analysis. Again, any responses will be anonymous.

### **Who will be making decisions?**

New Zealand Red Cross has established a Reimagining Volunteering reference group, made up of 17 Red Cross people, with diverse skills and experience. This group will make recommendations based on the consultation reports from the University of Canterbury, as well as a literature search conducted by New Zealand Red Cross. A governance group, made up of Counsellors of Honour and Board members, will be established at the end of the consultation phases to oversee any decisions along the way. The Board will make the final decision on the Reimagining Volunteering Strategy. A second consultation phase on the draft strategy will occur later in 2021, when you will be able to provide feedback on any proposed strategy.

### **What is the timeline?**

Phase 1 (early 2021–May 2021) involves research, along with data and information collation and analysis from a range of sources including New Zealand Red Cross, IFRC, other National Societies and other volunteering organisations. This will help us to identify innovations, trends and opportunities. In late March, formal consultation will commence and all Red Cross people will be encouraged to share their ideas and views.

Phase 2 (May 2021–September 2021) involves developing a Reimagining Volunteering Strategy, which we anticipate will be considered by the Board in the last part of 2021. There will be opportunities for Red Cross people to provide feedback on the draft strategy during this phase.

Phase 3 (from October 2021) will bring the Reimagining Volunteering Strategy to life. This phase often involves trying out new things, testing concepts, pilot projects, and ensuring the organisation is able to implement the strategy. If this requires changes, including changes to the Constitution, it is anticipated they will be brought to National Council in November 2021.

### **Will the Reimagining Volunteering Strategy mean my role as a volunteer will change?**

We don't know yet what our Reimagining Volunteering Strategy and the future of volunteering at New Zealand Red Cross will look like, as it will take us most of 2021 to gather information, consult with Red Cross people, hear suggestions from our reference group and governance group, and for the Board to consider options. The purpose of this process is to provide direction for the organisation on volunteering, which may result in new ways of engaging with volunteers while continuing to support existing membership.

If you would like to have your say in the future of volunteering at New Zealand Red Cross, it's really important that you get involved in the consultation process. We want to hear from you as your

views will help us form decisions. There will be opportunities for you to have your say and be consulted.

**What do I do if I have questions?**

If you have any questions regarding this project please get in touch with Erica Herron, our Reimagining Volunteering Project Manager, by emailing [erica.herron@redcross.org.nz](mailto:erica.herron@redcross.org.nz) or phoning 027 405 8365. You can also speak with your Area Council Chair or manager.