

# Volunteers Management Framework

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## INTRODUCTION

KK Women's and Children's Hospital (KKH) has about 8 regular volunteering programmes and over 200 volunteers working in tandem with hospital staff to better provide for the holistic care of patients.

Challenges in managing a diverse spectrum of volunteer programmes:

- ❖ volunteers seem disengaged from KKH
- ❖ teamwork seems to be lacking
- ❖ overlapping of some volunteer programmes
- ❖ patients and visitors are not aware of KKH volunteer-led activities
- ❖ some volunteers are unsure of their duties and roles
- ❖ no consolidated database of information of volunteers - all kept with different volunteer managers

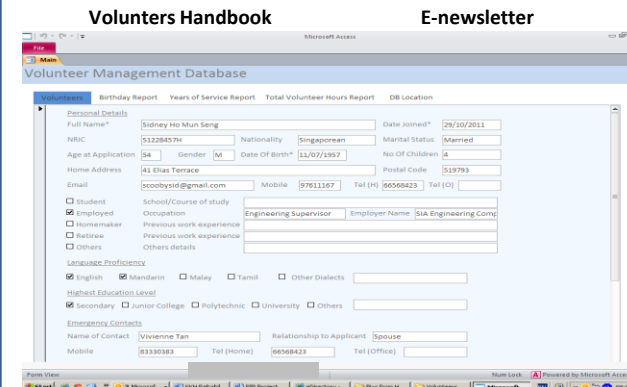
- Need for a structured **Volunteers' Management Framework (VMF)** to provide an integrated, comprehensive and structured framework to better manage and cater to the growing needs of the volunteers and KKH.
- Management commitment to set aside an annual budget to run activities and maintain the VMF.

## METHODS

1. **Organising Networking sessions and Annual Volunteers' Appreciation Day for volunteers**
  - ❖ Create opportunities for volunteers to know more about KKH and vice versa
  - ❖ Provide a source of motivation and sharing session for volunteers from different volunteering programmes
  - ❖ Volunteers feel engaged and important knowing that we appreciate them
2. **Set up new volunteer programmes to attract volunteers**
  - ❖ Arts@KKH programme was set up. We invited award winning performing groups to volunteer and perform for our patients, visitors and staff
3. **Volunteers Handbook**
  - ❖ Share history of KKH and importantly the KKH Vision, Mission and Core Values which we want volunteers to achieve with KKH together
  - ❖ Help volunteers understand the roles and responsibilities of being a KKH volunteer
  - ❖ Document guidelines – "Do's and Don'ts" of being a KKH volunteer
4. **E-newsletters for volunteers**
  - ❖ Great and efficient volunteer outreach platform - provide volunteers with updated information on KKH developments and news
  - ❖ Different volunteers will be interviewed in each issue - to provide opportunity for other volunteers to better understand their peers
5. **Internal / External training sessions for volunteers**
  - ❖ Upgrade volunteers' knowledge and skills
  - ❖ Provide growth opportunities for volunteers' personal development
  - ❖ "Train the trainers" - Volunteers who attended the training can in turn train the other volunteers
6. **Conduct recruitment and orientation sessions of volunteers together**
  - ❖ Conduct recruitment and orientation together with other volunteer managers as and when necessary
  - ❖ Extra pair of eyes and ears to observe and ensure good fit of volunteers for organisation's needs
  - ❖ Manage volunteers' expectations and let them have a clearer idea of the organisation's requirements
  - ❖ Opportunity to share more on KKH
7. **Set up a centralised Volunteers Management Database (VMD) for organisation's information**
  - ❖ A centralised database where information is consolidated, user-friendly and standardised with volunteers' registration forms



Annual Volunteers' Appreciation Day



## RESULTS

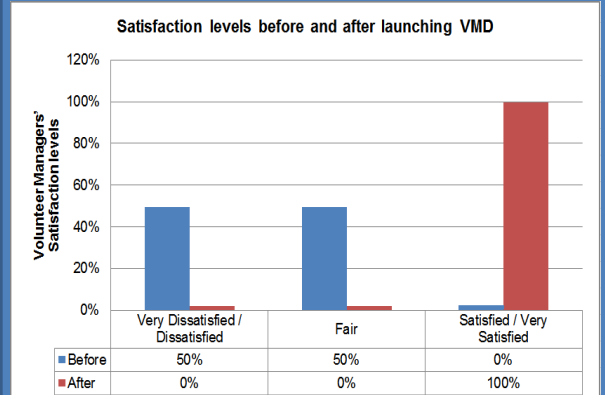
With VMF, the following were achieved:

- ✓ Established proper workflows for volunteer management
- ✓ Positive feedback from volunteers on additional communication platforms
- ✓ Volunteer satisfaction and recognition of volunteerism has increased with additional outreach activities
- ✓ More volunteers wanting to give their time and talent, through the Arts@KKH

Under the Arts@KKH programme, 762 performers from 20 award-winning performing groups volunteered to perform for KKH patients and visitors – using Arts to transcend language and bring joy and healing to patients and their families since 2011

- ✓ Very positive feedback from audience
- ✓ A couple of performing groups performed a second time for KKH patients and visitors
- ✓ Other performing groups requesting for upcoming performing slots
- ✓ Trend of KKH depts requesting for such performances in conjunction with their activities for patients

The newly-launched centralised VMD received preliminary positive feedback that it facilitated more reliable and efficient sharing of information; easy retrieval of data; and the potential to data mine for better outreach to volunteers.



The comprehensive VMF has also enabled greater outreach to community, increased support for staff and enhanced the branding and image of KKH.

## CONCLUSION

The Volunteers' Management Framework is a great management programme to provide clarity and better workflow for volunteers and volunteer managers.

- ✓ Raises awareness and significance of volunteerism at KKH
- ✓ Not only helps to increase the number of volunteers but also provide a better fit for volunteers to the volunteer programmes
- ✓ Volunteers' satisfaction have increased through engagement of volunteers by providing and organising more meaningful and enjoyable volunteering experiences as well as bringing joy and comfort to patients during their stay at KKH

We strongly believe that KKH volunteers play a vital role in supporting the holistic care for patients and KKH is committed to effective and affective engagement of our volunteers.