



Volunteer Journey Timeline



Organisation's process	Volunteer's thought process	Volunteering stage	Customer buying journey stage
My organisation needs a volunteer	I'm not a volunteer	Volunteer is collecting information	Awareness
Develop a role description			
Develop (or use) a recruitment process			
Develop (or update) induction and training			
Promote the idea of volunteering with us	I'm finding out about volunteering		
Promote opportunity			
We're providing information about volunteering	That opportunity looks interesting	Exchanging information	Consideration
The volunteer has contacted us. Hooray!	I'm meeting them!		
Do we need an application form?			
Interview or informal chat			
References?			
DBS Disclosure?			
I need contact details and much more	I've got a lot of questions		
Induction and training	Lots of stuff to learn	Purchase	
	I think I can do this		
Support and Supervision	Hey! I'm a volunteer	Volunteering	Retention
Recognition and Reward			
Retention			
Conflict resolution			
Recruiting new volunteers	I'm telling people about my volunteering	Exit	Advocacy
How do we handle a volunteer leaving?	Time to move on		
All good (and bad) things eventually end			