



2. INFLUENCING VOLUNTEERS

CASE STUDIES

Here are some examples based on our research:

EXAMPLE 1	EXAMPLE 2
While attending to a critical incident, a volunteer decides to carry out an operational procedure differently from how they were trained. The volunteer leader tells them that they are wrong, and that operational procedures are written and set for a reason. That is the way it is, and they have no right to question it, and they should just follow the rules.	Recently, there has been a need to recruit more volunteers to fill vacant roles within the group. To help with that, the volunteer leader decides to host a brainstorming session with all volunteers within the group to discuss different platforms and strategies to promote volunteering roles and opportunities to the community. Volunteers were asked to share their ideas, and they had a say in the decision-making and action plan.
EXAMPLE 3	EXAMPLE 4
A volunteer who is responsible for the social media page of a volunteering group recently posted a picture of a car crash that the volunteers were attending to. This post was made with the intention of drawing people in to recruit them. However, posting pictures of an incident violates the social media policies and procedures as incidents are very sensitive and it could affect the wellbeing and confidentiality of the victims and their families. The volunteer leader asked that the volunteer take the post down and explained the reasoning as to why it was important to not post photos of incidents or call-outs online.	The volunteering group are expected to submit an inventory report to the emergency service organisation, so that any missing equipment or uniforms could be ordered for the volunteers. The secretary of the group is responsible for this report and the report is overdue by a week. The volunteer leader keeps asking them to complete the report and have told the secretary that they are not allowed to participate in any of the training or social volunteering events until the report has been completed and submitted.

1. What influence tactic was used in each of the examples above?

EXAMPLE 1	EXAMPLE 2
EXAMPLE 3	EXAMPLE 4





2. Looking at the examples given, what would you do differently? Which influence tactics could have been more effective?

EXAMPLE 1

EXAMPLE 2

EXAMPLE 3

EXAMPLE 4

