

RECRUITMENT TIPS AND RESOURCES FOR VOLUNTEER COORDINATORS

We have **put together a series of useful resources** that you can share with your staff to help explain the need for Chapter One as well as the benefits of participating in the programme for both young readers and volunteers.

2026 is the **National Year of Reading** - a once-in-a-generation opportunity to shift our national reading culture. Your volunteers are part of that. Each one becomes a crucial reading influencer in a child's life, helping them develop the will and the skill to read. Research shows that the more reading influencers a child has, the more likely they are to become a keen independent reader, yet nearly a third of children under seven don't regularly read with different people in their lives. For many of the children we support, our volunteers are the only adults they regularly read with outside the classroom.

In a nutshell, volunteering with the Chapter One Online Reading Volunteers Programme is:

- **Time-efficient** – only 30 minutes a week
- **Flexible** – volunteer from anywhere
- **Simple** – online platform to guide volunteers
- **Rewarding** – make a big difference to a child's life

Think creatively about how you use these resources to encourage sign-ups and boost awareness of your organisation's ESG, social value or CSR mission.



Did you know that male volunteers in particular have a powerful impact on our young readers? Many children lack male reading role models at home, so having a male volunteer reader helps fill an important gap, offering them a different perspective and a sense of connection to a male figure. **Please do emphasise this when you are recruiting volunteers!**

Here are a few ideas to get you started. Please reach out to us for any help!

- **Send out our template email** with links to a Chapter One flyer and video
- **Ask a senior internal person to host a lunchtime talk or presentation about Chapter One** - this could be from a CSR perspective and/or focus on the role of volunteering in employee wellbeing and good mental health. **Encourage senior staff to sign up to volunteer!**
- **Ask the Chapter One team to present at an 'all hands' meeting**, or set up a dedicated Chapter One information call.
- **Collaborate with other company channels and resources** - what about team leader shoutouts? Can you get the HR or internal comms teams to support you?
- **Run a recruitment campaign over 3 weeks**, with a competition between departments for who can sign up most employees.
- **Use your social media channels to make a splash about Chapter One and to tell volunteer stories.** We have put together **a communications toolkit** to support and inspire you.