

## УРОК 2

# Привлечение волонтеров с инвалидностью к участию в добровольческих проектах и отбор успешных кандидатов

## МОДУЛЬ 2

Основы управления волонтерами в инклюзивных добровольческих проектах

## Привлечение инклюзивных волонтеров включает два этапа:

- коммуникационную кампанию по поиску инклюзивных волонтеров;
- прием заявок от желающих стать волонтерами.



## Рекомендации для эффективного оповещения целевой аудитории о наборе инклюзивных волонтеров:

- использовать в рекламных объявлениях о наборе/материалах на сайте изображения волонтеров с ограниченными возможностями здоровья;
- составить правильное объявление о наборе волонтеров;
- показать гибкие возможности для волонтерства.

## Правильно составленное объявление о наборе включает:

- четкое и понятное описание волонтерской вакансии;
- название;
- сроки и режим занятости;
- место работы;
- задачи и функции будущего волонтера;
- требования к навыкам и квалификации.

# Опыт зарубежных коллег

## MAKING VOLUNTEER OPPORTUNITIES INCLUSIVE

When volunteer opportunities are inclusive, it is easier for people of all abilities to volunteer throughout their lifespan and you make your organization more effective because you have diverse perspectives and talents to pursue your mission. Disability can be experienced by anyone at any time and it is experienced differently by everyone. By learning to recognize barriers to participation and meeting the needs of people who may or will experience disability, you will be able to increase your pool of volunteers, better engage with your community, and provide an environment for all of your volunteers and staff that is inclusive and flexible enough to adapt to changes in abilities and lifestyle. **This fact sheet will help you understand how your organization can recruit and retain volunteers who have disabilities.** Please refer to the Supporting Volunteerism by People With Disabilities Guidebook for detailed steps for inclusive volunteering.

### DID YOU KNOW?

- Organizations can be more inclusive simply by adjusting the environment or task processes
- Changes to become more inclusive and accessible benefit everyone
- Asking for accommodations, being expected to disclose having a disability or constantly having to for accessibility can become tedious, frustrating, and/or alienating
- You can build an organizational culture where difference is expected as a fact of life rather than viewed as a problem; all it takes is your willingness to start the dialogue!

### WHAT CAN YOUR ORGANIZATION DO TO ENABLE VOLUNTEER OPPORTUNITIES FOR PEOPLE WITH DISABILITIES?

#### STRATEGIES FOR RECRUITMENT

- Communicate that you are looking for **volunteers of all abilities** (state that you are an equal opportunity organization) and consider removing identifying information from the review process making skills the focus
- Use **imagery that represents diversity** within your promotional materials such as those at [www.photoshutterstock.com](http://www.photoshutterstock.com) (a for free photohouse) or search on "diversity," "disability" or "inclusion" on royalty-free digital photo websites like <http://www.freedigitalphotos.net>.

*If people see images they identify with, then they will view your organization as an inclusive place.*

- Actively recruit members of the community with disabilities by **networking with organizations that support people with disabilities**
- Recruit in media locations (virtual and physical) that are frequented by people with disabilities.
- Make sure that your website meets web content accessibility guidelines (use a free checker see <http://www.w3.org/WAI/WCAG20/quickref/>)
- Make it known that you offer **flexible opportunities to volunteer** for your organization (e.g. virtual volunteering, volunteering with a buddy or partner, single task volunteering and regularly scheduled volunteering)

*Shifting to an inclusive and diverse attitude takes commitment and time. Diverse volunteers respond to organizations that demonstrate an openness to diversity.*

#### RATEGIES FOR TRAINING

- Do not plan accessibility of your materials around specific disabilities; instead plan your materials to have multiple ways to be presented and received. For example, instead of captions "for deaf people" use "for people unable to hear the audio" because there are many reasons why audio may not be heard. (e.g.: when audio is hard to hear because of poor sound quality, lack of speakers, or speech with an unfamiliar accent)
- Take advantage of the flexibility of electronic text: It is easily shared, read aloud by a screen reader, enlarged, converted to Braille and adjusted for colour and contrast) and provide training materials and information in accessible digital formats. Learn more about accessible documents at <http://peod.utor.ont.ca/>
- Take advantage of freely available and inexpensive audio and video conferencing solutions (such as Skype and Google Hangouts) to enable remote participation in training activities, meetings and volunteer tasks
- Use plain language in training materials and a variety of visuals, text, and verbal explanations during training

#### RATEGIES FOR TASK DEVELOPMENT

- Break tasks into **smaller steps** so that they can be tailored to fit people's skills and be shared.
- Consider what tasks or parts of tasks can be carried out by volunteers who want to help from their home(s)
- Divide tasks into primary or essential, and secondary functions, so that you can better match your volunteer resources to available tasks
- Consider online board meetings or conference calls, in order to reduce travel requirements

#### RATEGIES FOR VOLUNTEER EMPOWERMENT

- Offer opportunities for people to volunteer in groups or pairs
- Offer flexible time commitments and/or partnering arrangements that will enable individuals with less predictable demands on their time to volunteer
- Empower prospective volunteers by asking how you can support their experience as a volunteer
- Collaborate with your volunteers to find creative solutions to their unique needs
- Provide access to refreshments, a space to relax during breaks and an accessible space to secure belongings
- Provide parking or travel stipends
- Provide appropriate disposal for needles
- Ask your volunteers about barriers they are experiencing and look for simple and creative solutions

#### RATEGIES FOR YOUR ORGANIZATION

- Seek to have people with disabilities serve at all levels of your organization. Consider these questions: Who is on your board? Who is volunteering on the front line? Are you diverse at all levels?

*Having people with lived experience of disability within your organization fosters inclusive practices.*

- Develop policies and procedures that support inclusion, diversity and accessibility
- Continually set attainable goals for inclusion and evaluate the progress of meeting your inclusion goals.
- Have all volunteers complete an exit interview to learn about their unique experiences

**BY IMPLEMENTING THESE STRATEGIES YOUR ORGANIZATION WILL BE ABLE TO ATTRACT DIVERSE VOLUNTEERS AND BECOME MORE INCLUSIVE.**

The screenshot shows the Volunteer Canada website. At the top, there is a navigation bar with links for 'About Us | Membership | Donate | Blog'. Below this is a search bar and social media icons for Twitter, Facebook, YouTube, and LinkedIn. The main navigation menu includes 'Engaging Volunteers', 'I Want to Volunteer', 'Corporate Citizenship', 'Resources', 'Research and Policy', and 'Campaigns'. The page title is 'Engaging People with Disabilities'. On the left side, there is a sidebar menu with categories: 'Board Members', 'Diversity, Equity and Inclusion', 'Employer-Supported', 'Families', 'Groups', 'Microvolunteering', 'Newcomers', 'Older Adults', 'People with Disabilities', 'Skills-Based', 'Virtual Volunteering', 'Volunteer Management', and 'Youth'. The main content area features a heading 'Engaging People with Disabilities' and a sub-heading 'Building an inclusive environment where diverse volunteers can feel welcome and able to utilize their skills is essential for all non-profits. However, persons with disabilities experience physical and attitudinal barriers in their daily activities. These same barriers may result in skilled and enthusiastic volunteers with disabilities choosing not to volunteer.' Below this is a photo of two women. To the right of the photo, there is a 'Resources' section with a list of links: 'Making Volunteer Opportunities Inclusive', 'Removing Barriers to Inclusion', 'Technology to Support People with Disabilities', and 'Supporting Volunteerism by People with Disabilities Guidebook'. At the bottom of the page, there is a 'Stay connected' section with a 'Subscribe to Volunteer Canada News' button, and a 'Contact Us' section with a 'Donate Today!' button. The footer includes the text 'Charitable Registration Number: 896232343-RR0001'.

Информационные бюллетени волонтеров Канады: «Создайте вакансии доступные для волонтеров с инвалидностью».

volunteer.ca

## Возможные способы информирования о наборе инклюзивных волонтеров:

- объявления в медицинских учреждениях;
- флаеры в органах соцзащиты;
- социальная реклама в СМИ;
- распространение информации через специализированные организации для людей с инвалидностью;
- сеть интернет: сайт [добро.рф](http://добро.рф), тематические сообщества и группы, собственные сайты, каналы в мессенджерах, тематические рассылки по электронной почте и т.д.



## На этапе приема заявок необходимо:

- адаптировать сайт/регистрационные формы для людей с различными формами инвалидности;
- отказаться от громоздких анкет;
- заменить развернутые ответы «галочками»;
- сделать форму заявки в различных доступных форматах;
- дублировать информацию различными способами;
- указать возможность помощи с заполнением заявки в офисе/по телефону.



# Отбор кандидатов в инклюзивное волонтерство

## Принципы отбора инклюзивных волонтеров:

- отказ от дискриминации;
- ориентация на сильные, а не слабые стороны человека;
- поиск не идеальных, а подходящих кандидатов.

## Подготовка к собеседованию:

- уточнить, нужна ли волонтеру дополнительная помощь;
- оценить доступность местоположения и физическую среду организации. Проанализировать наличие не только пандусов, больших туалетов и открывателей дверей, но и параметры безопасности: вывески и таблички, тактильные полосы на полу и стенах освещение и др.

## Как адаптировать процесс собеседования под инклюзивного кандидата?

- Сделать тестирование, интервью менее напряженными.
- Помочь прочесть вопросы при необходимости.
- Провести интервью через удобный канал связи.
- Запланировать на интервью больше времени.
- Смягчить формальный характер интервью до дружеской беседы.
- Узнать у кандидата, какие технические средства ему нужны/удобны.