

# people and places: responsible volunteering

## SUPPORT PLAN FOR WORK OF VOLUNTEERS WITH NO WOMAN LEFT BEHIND, THE GAMBIA 2023-2024

This plan describes ways in which volunteers can help this project to develop their aims and goals and gives examples of ways in which volunteers have contributed in the past.

Comments are based on the work of volunteers in the period up to December 2022 and are derived from questionnaires completed by the projects and reports written by the volunteers. New aims and actions, if any, are shown in green and these have either been identified from requests made by the projects or have arisen from the work done by volunteers. Any completed aims or actions are shown in blue.

AIMS	ACTIONS AND COMMENTS	WORK DONE TOWARDS THESE GOALS
<p>1. To work remotely and/or in situ with the President and Executive and staff at NWLB provide ongoing support</p>	<ul style="list-style-type: none"> <li>• Volunteers with appropriate skills could hold regular online meetings with specified members of staff, working one-to-one with them to mentor them in various aspects of their work, to help them become self-sufficient – for example:               <ul style="list-style-type: none"> <li>○ management</li> <li>○ book keeping</li> <li>○ marketing</li> <li>○ presentations</li> <li>○ event management</li> <li>○ IT including Word, Powerpoint and Excel and social media</li> <li>○ market research</li> <li>○ customer service</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• An e-volunteer worked with the President of NWLB and with two members of the Executive for 12 weeks during 2022 to help them understand how to cost their menus and keep accurate financial records.</li> </ul>

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	<ul style="list-style-type: none"> <li>○ holding business meetings</li> <li>○ developing business plans</li> <li>● Volunteers with appropriate business skills could provide guidance in menu planning – covering the whole process from sourcing ingredients, working out costs, calculating profit margins etc</li> </ul>	
<p>2. To help develop the capacity of the Executive</p>	<ul style="list-style-type: none"> <li>● Volunteers could support the Executive in building their capacity to understand good governance of a membership association</li> <li>● Volunteers could work with members of the Executive to develop their self-confidence, assertiveness and means of self-presentation</li> <li>● Volunteers with appropriate experience could help the Executive with business presentations, ranging from how to write a successful presentation to attending and participating in a business meeting</li> <li>● A volunteer with experience in media could help the Executive promote themselves successfully in the media – for example how to present themselves well in interviews on the radio or TV, how to write eye-catching articles for newspapers, how to make promotional videos for social media</li> </ul>	<ul style="list-style-type: none"> <li>● An in-country volunteer demonstrated how to create cost/pricing sheets in Excel</li> <li>● A volunteer worked with the President of NWLB to help them write a business plan and included NWLB's core values &amp; assets, market research, competition analysis and strategic future planning.</li> <li>● The same volunteer helped conduct market research, visiting farms and community projects around the Gambia</li> <li>● A volunteer helped to develop promotional materials for NWLB.</li> </ul>

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	<ul style="list-style-type: none"> <li>• A volunteer could help to teach the language of business, including language required for business meetings and for marketing</li> </ul>	
3. To help develop the skills of the general membership	<ul style="list-style-type: none"> <li>• Volunteers could help members of the Executive run workshops for the general membership on all aspects outlined above</li> </ul>	
4. To help to develop inter-organisational links	<ul style="list-style-type: none"> <li>• Volunteers with appropriate skills could help to develop outreach to other women's cooperatives such as accommodation providers, gardeners, food processors etc.</li> <li>• Volunteers could help members of NWLB to reach out to schools and colleges to establish a presence there, for example as guest presenters in home science lessons, with a view to promoting NWLB businesses, selling snacks at school, and acting as role models for girls</li> <li>• Volunteers could help facilitate introductions for NWLB members to appropriate government departments such as the Department of Youth and the Department of Women's Affairs, with the aim of raising awareness of their businesses and getting these departments to use and promote them</li> </ul>	