Welcome!
Volunteers are essential to running of a vibrant and sustainable community cinema. This is a guide created by Cinema For All with the support of Regional Screen Scotland offering information on how to value, recruit and develop volunteers at your community cinema.

There are many benefits to having a strong volunteer team including:

- Prevents burnout of the team.
- Shares out responsibilities and workload more evenly.
- Offers more potential for your other ambitions to be achieved for your community cinema.
- Creates opportunities for local people to get involved.
- Good for long term sustainability for your community cinema e.g. if a volunteer leaves the team.

Getting Started:
Before recruiting more volunteers and to develop the way you work with current volunteers find out your starting point.

- Do you have volunteer paperwork and structure in place? If not, see below for guidance and inspiration.
- What roles do you already have fulfilled at your community cinema and which ones would you like to recruit for?
- Do you know what benefits and support you are able to provide?

Volunteer Structure and Paperwork
Build a sustainable volunteer team and community cinema by having structures and paperwork in place. This will help protect you and your volunteers and assist with accountability and organisation of your team. We have suggested some structure and paperwork below to help with this:

- A roles and responsibilities sheet for each role – This helps volunteers be aware of what they are responsible for and you are aware of what is needed to run the cinema and team. (This is useful if you have to replace a position in the future).
- Volunteer agreement – this includes; a code of conduct, what they can expect from you (e.g. training, a point of contact, free cinema tickets) and what you can expect from them (e.g. at least 48 hours’ notice if unavailable, to adhere to code of conduct and policies). This would be a signed agreement but it is not a legal contract.
- Safeguarding policy and procedure (This is needed if working with under 18s or vulnerable adults).
- Other helpful documents could include; volunteer handbook, safer spaces policy, training resources etc.

See NCVO or Government websites for more information on creating official documents.

Roles and responsibilities
Before recruiting new volunteers and roles, it is good to do an audit of the skills that already exist within your volunteer team or organisation. This will help you identify what gaps exist and part of the team you want to develop. Do your existing roles have the volunteer structure and paperwork suggested above? Perhaps you can first spend some time arranging this for your current roles to help with organisation and make recruitment easier going forward.

Below are some roles and responsibilities that you could recruit for to help the development and sustainability of your community cinema

- Front of House team – greeting audience, selling refreshments, setting up room, taking tickets
- Programmers – choose and book the films
- Marketing team – help design graphics, write copy, social media and print.
- Outreach and partnerships – help build connections with other local organisations and parts of the community, e.g. schools
- Projection team - sets up the equipment and oversees the projection of the film

Recruitment
There are a number of ways you can recruit new volunteers for your community cinema. Find some helpful ideas below:

- Create an advertisement for your volunteer positions – include roles available, info about your cinema, if training is supplied, volunteer benefits and expectation of availability/time. This will help connect you with volunteers that are suited to and available for the roles.
- Run a volunteer recruitment day that you have pre-advertised, so potential volunteers can see the space and you can go over any paperwork e.g. volunteer agreements and descriptions. This could also be used as a training day to kickstart their involvement with the cinema.
- Connect with volunteer organisations such as Volunteer Scotland or your local volunteer centre/voluntary action group. You can also contact volunteer services within universities and colleges.

Value and support for your volunteers
A team that feels connected and valued is a sustainable community cinema team. Find some inspiration of ways to do this below:
• Communicate - It is good to establish a routine with the team in terms of when meetings will take place and how you will keep in contact. Perhaps you could choose together what the best way to keep in touch is, e.g. private Facebook group, email etc.
• Evaluate - Help your team feel valued by checking in with them about how they are finding their volunteering role – maybe you could have a bi-annual survey or a space for team members to give anonymous feedback.
• Gratitude – Thank your volunteers at the screening individually and/or online e.g. via social media or in the introduction to your screenings. You could even spotlight your volunteers on your website with their permission.
• Socialise – Create social opportunities to connect as a team, this could be as simple as tea and biscuits at your venue together, going out for a meal, having a film or games night to get to know one another and celebrate your achievements.

Further support for you and your cinema
Remember that this guide is to help you as well as the volunteers you work with. There is also further support to hand anytime from Cinema For All and Regional Screen Scotland.

To contact Cinema For All, call on 0114 2210314 or email info@cinemaforall.org.uk

To contact Regional Screen Scotland, email info@regionalscreenscotland.org

Other organisations that can offer support:
Film Hub Scotland – visit their website or email: info@filmhubscotland.com

Scottish Council for Voluntary Organisations: visit their website or email enquiries@scvo.scot or call 0800 169 0022