



# Volunteer Guidance - Your Story

This guidance document is divided into 3 sections to assist with telling your story:

1. **Why we need you to volunteer**
2. **What we would like you to do as an I4I network volunteer**
3. **How we evaluate the impact**

## Why we need you to volunteer

**The purpose and key messages of the Inspiration for Innovation network are:**

1. We want to help you ( and the wider membership) to implement the 'Reach Out' phase of your Automotive 30% Club '30 by 30 Strategy' and build a female talent pipeline ***because gender balanced teams lead to better business success.***
2. We want to tackle gender stereotypes and career segregation at a young age, and to ensure that young women see automotive companies and related tech industries as employers of choice.

**The 30 by 30 strategy:**

You can read more about the Automotive 30% Club 30 by 30 Strategy [here](#). There are 4 phases, and the I4I network covers phase 1

- 1) **Reach Out - female applicant attraction**
- 2) Welcome In - recruitment and selection processes
- 3) Pull Through - progression and promotion
- 4) Hold On - retention and returners

**Why we need to tackle gender stereotypes at school:**

Please [click here](#) to watch an informative video which shows interesting evidence that gender stereotypes are set by the age of 8 years old.

## What To Do

**Connecting with a school:**

Where we have connected you to a school within our network, upon contact it will help you to ensure your volunteering experience goes smoothly if you confirm the following information:

1. How many pupils you are presenting to
2. A time and date
3. The specific activity / talk content and how it will meet mutual aims and objectives
4. If you can take photographs in their school to support your online communications for the visit
5. If the school would like you to send your presentation over to them prior to your visit
6. What time you will be able to arrive on the day of your visit, to enable you have enough time to set up

**Talk tips:**

- Try to include audience participation quite early on in the talk to break the ice
- Ask for show of hands to different options rather than ask for volunteers to answer (e.g Who has decided what career you want? Who hasn't? Who knows anyone in the motor trade?)
- Put few words but lots of visuals on slides
- Include a video (not just a fast driving car scene - ensure you include diverse imagery of people and how they use cars)
- Include messaging about how the sector is responding to the climate change crisis, and adopting digitalisation and advanced technology
- Be prepared for the 10% who will not engage and for the 10% who will be inspired

**Online Communications**

- Volunteers and their companies are encouraged to create their own social media communications to raise awareness around the Outreach Network activities. The Automotive 30% Club will support this by sharing your online activity.

## What To Do...cont

### Important Information:

- Due to strict GDPR guidelines please make sure you have permission from the school you are visiting before taking any images inside their school.
- Please remember **DO NOT** take any photographs of pupils which capture their face, UNLESS you have written permission from the school to do so.
- If you have written consent from the school, here are some ideas to support your communications:

### Example text - Prior to your visit - explain the purpose

"As part of @Auto30Club #Inspiration4Innovation network activities, I will be attending {Insert school name} to meet their female pupils. We hope they will gain a greater understanding of the wide variety of jobs available in the automotive industry #Auto30Club #education"

### Example text - On the day of your visit - explain the activities

"We're so excited to be inspiring female pupils today at {Insert school name} in support of @Auto30Club #Inspiration4Innovation network"

An on the day message and one following the event would also be ideal.

### Social media Hashtags/Handles

Please refer to the following social media handles and hashtags in all social media posts:



### Website Article

In the volunteer profile form, we have asked speakers if they would like to write a short article following their visit detailing their experience, in order to motivate others to join in.

**If you have ticked 'yes'** you will be sent a brief on the key areas we would like you to cover in the article in your follow-up evaluation email.

### Visit Checklist

Refer to this a week prior to you going into school to ensure you have everything ready for your visit.

1. Complete your presentation slides
2. Confirm to our team: [danielle@automotive30club.co.uk](mailto:danielle@automotive30club.co.uk) the date of your visit and the No. of pupils attending
3. Ask the school if you have permission to take photographs in school
4. Send/take any literature about your company/recruitment
5. Send/take some branded freebies for the pupils for "prizes/ rewards"
6. Link with the Automotive 30% Club on our social media channels and register (free) to our [Inspiring e-zine](#)

## How We Evaluate

We will measure the success of your I4I visit (not your performance) by providing the students with indication statements -

- 1) 'I now have a better understanding of the wide variety of jobs filled by both women and men within the automotive industry and related tech industries'
- 2) 'I now have a better understanding that this company wishes to employ women as well as men'
- 3) 'I now feel more likely to consider a career in the automotive industry'

It is the responsibility of the school to record the evaluation and provide back to us but we would like you to support this by making reference at the end of your presentation to the evaluation then handing over to the teacher to facilitate.

Thank you for taking part in the Automotive 30% Club Inspiration for Innovation Network kindly sponsored by CDK Global.  
We will send you a feedback form following your visit.