



Team Leader Volunteer's Handbook

Everything you need to know about
being a Team Leader at Human Appeal

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A MESSAGE TO OUR TEAM LEADERS

Welcome to Human Appeal, an international humanitarian charity with over 30 years' experience helping to improve the lives of the world's most vulnerable families. Our aim is to lift people out of poverty, to ensure they can be self-sufficient and thrive, independent of international aid.

As a Team Leader you will gain experience, develop new skills, grow as a person, and truly see how compassion and a desire to improve the lives of others is a great reward.

Thank you for choosing to be a part of our life-changing work and helping us to achieve our goal: a world where there is no need for Human Appeal. This is the legacy I want us to leave behind.



Hameed Al-Asaly,
Interim CEO,
Human Appeal UK

This handbook provides you with essential information about being a Team Leader at Human Appeal. Whatever your background, and for however long you spend with us, we hope you thoroughly enjoy your experience. Thank you, again, for your time and dedication to Human Appeal.



WHO WE ARE

Human Appeal is a non-profit organisation working across the globe to strengthen humanity's fight against poverty, social injustice, and natural disaster. Human Appeal helps those most vulnerable facing disease, hunger, violence, and disaster to survive and thrive. We don't just provide immediate short-term support – we enable real change that lasts a lifetime.

In 1991, Human Appeal was founded inside a small flat in Manchester by 2 eager volunteers who wanted to make a difference.

Here for Every Human

FACT

In 2024 Team Leaders organised 74 Volunteer led events, raising over £104,536 at Human Appeal



EXCELLENCE



**ACCOUNTABILITY
& TRANSPARENCY**



COMPASSION



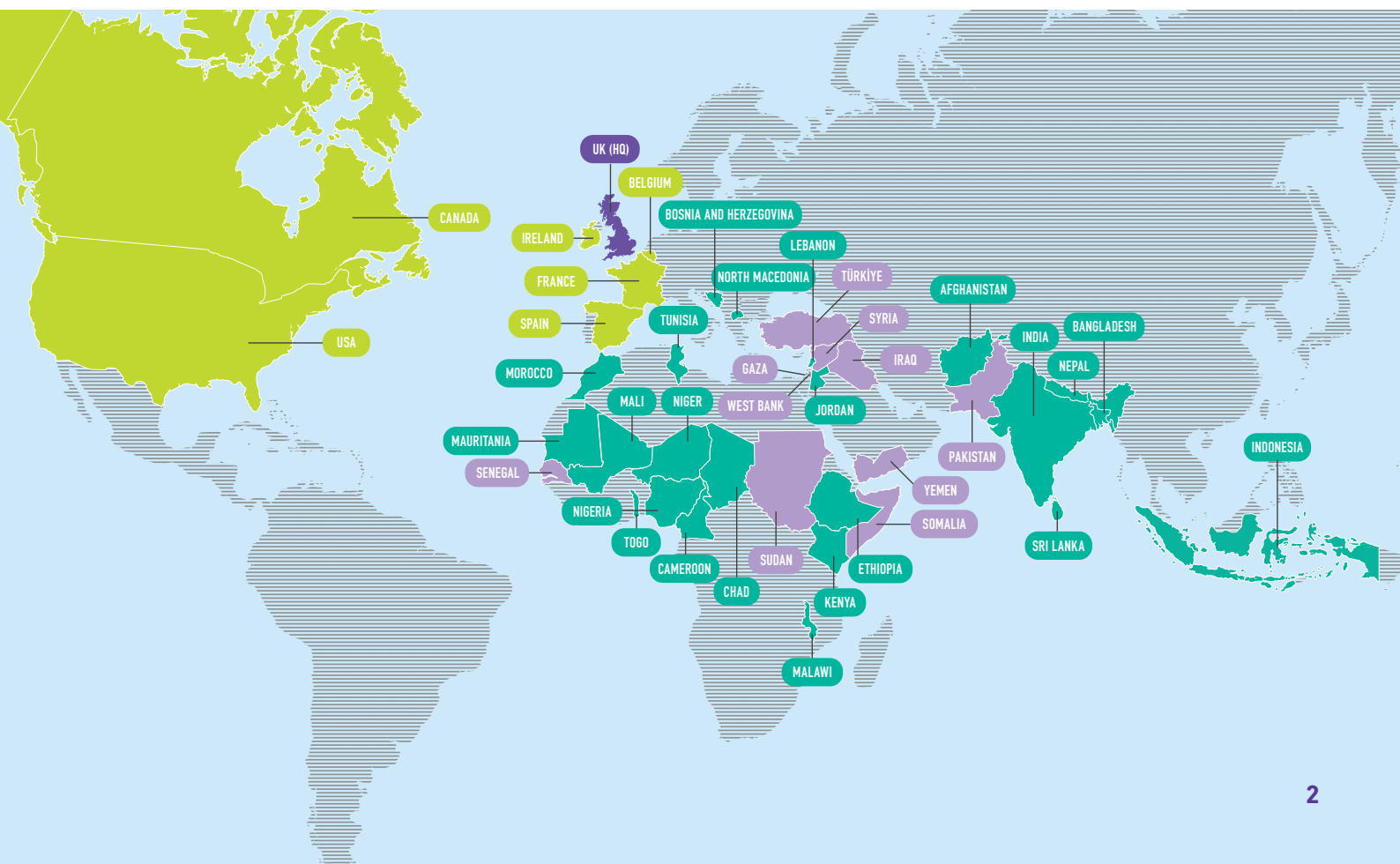
EMPOWERMENT



JUSTICE



**TRUST &
RESPECT**





WELCOME TO THE TEAM

At Human Appeal, we have over 4000 active volunteers in the UK. Volunteers are based in every corner of the country and are the backbone of our organisation. We simply could not save and transform lives without them. That's why we rely on amazing team leaders like you – to guide, support, motivate, and help unlock the potential of others. Thank you for joining the team!

Being a team leader with Human Appeal gives you opportunities, experiences and skills. It's a chance to meet like-minded people and make a difference to the lives of others, while developing first-hand leadership and interpersonal skills. These skills are transferable, which means you will be able to demonstrate it in the workplace and at job interviews. There's no better way to enhance your CV and boost your employability. All whilst impacting lives globally and building your legacy.

Embrace every moment with an open heart and a willing spirit. Don't underestimate the power of your presence - so stay committed, compassionate throughout your role and remember change does not come in grand gestures, it begins with small, sincere acts of kindness. Let this be more than just volunteering, let it be a chapter that shapes how you see the world and your role in it.

- Ammarah Ahmed





YOUR ROLE

As a Team Leader you will

- Support the management of volunteers at events
- Assist with recruitment of new volunteers in your area for local and national campaigns
- Attend monthly team leader meetings and training
- Communicate campaign related information to volunteers
- Be active in online fundraising campaigns
- Organise at least two fundraising events with our support
- Build a local team to fundraise in your area
- Support at two human appeal events
- Organise and meet with your team of volunteers quarterly in person
- Provide information about training and support to help you carry out your role
- Lend an ear and offer advice you may need to help you manage your team
- Update you on how your work has made a difference
- Support you on your journey into employment by offering mock interviews, interview skills and acting as a reference

What we ask of you

- Perform your role to the best of your ability
- Respect our organisation's aims and values
- Be kind and considerate towards staff, volunteers and beneficiaries
- Adhere to our policies and procedures, including safeguarding, confidentiality and General Data Protection Regulations (GDPR)
- Give as much notice as possible if you are unable to attend a meeting or event
- Tell us if you are experiencing difficulties or have any concerns with a team member

In return, we will

- Ensure that you have a clear understanding of your roles and responsibilities
- Schedule in regular supervisions to ensure your well-being and to see how we can best support you
- Be proactive and carefully consider your feedback and suggestions





A DAY IN THE LIFE

"Salaam everyone, hope you all are well. Being a part of Human Appeal and having the opportunity to be a humanitarian is a true gift and blessing. Alhamdulillah, I have been with Human Appeal since March 2018 and in November 2018 was given the role of Team Leader. Being a Team Leader at Human Appeal has allowed me to improve my interpersonal skills, where many of the skills developed transferring over to other aspects of my life. My confidence and public speaking skills have been enhanced through Human Appeal, adding value to my University experience and in the world of work.

Being a humanitarian and Team Leader for Human Appeal holds a special place in my heart. I have stayed with Human Appeal for this long as I am valued, appreciated and I know how I can make a substantial impact on a local, regional and global level. Meeting other people that also want to make a difference produces a strong sense of family and unity. The world can be a dark place but there are people that bring light to it and lead by example with their conduct. Many of these people I have met through Human Appeal. Souls that want to give hope to humanity.

As I continue on my leadership journey with Human Appeal Insha'Allah, I plan to work hard with sincerity and excellence, striving to be the best version of myself on a personal and professional level. We have all been blessed with life and given time. Use this time to make an impact on the world and to leave a legacy. Inspire and motivate generations by contributing in any way you can. Volunteer at events, fundraise for causes and lead with excellence. An act of good should not be underestimated, distribute kindness and compassion wherever you go. Allah is witness to all the good you do.

May Allah bless us with success, peace, prosperity and goodness in all that we do. May Allah bless all the believers with Jannah of the highest level. Ameen".

- Sulayman Farooqi





HOW TO ENGAGE BETTER

1. Make It Personal

Take time to get to know your volunteers—their interests, motivations, and goals. Personal touches like asking about their experiences can go a long way in making them feel valued.

2. Communicate Clearly and Often

Regular, transparent communication builds trust. Avoid constantly bombarding them with messages if they are not receptive instead approach it through team building activities, polls, meet ups.

Tip: Include shout-outs or volunteer spotlights in your updates to boost morale.

3. Offer Meaningful Roles

Ensure volunteers understand how their work contributes to the bigger picture. Match tasks to their skills and interests, and give them opportunities to grow or take on leadership roles.

Tip: Ask for feedback on their roles and adjust where possible.

4. Recognise and Celebrate Contributions

Recognition doesn't have to be grand—thank-you notes, certificates, or a simple “well done” in front of peers can be powerful. Celebrate milestones and successes together.

Tip: Host informal get-togethers in person.

5. Create a Sense of Community

Foster connections between volunteers through team-building activities, shared lunches, or group chats. A strong sense of belonging increases retention and satisfaction.





THE EXCITEMENT OF CAMPAIGNS



As a Team Leader, you will keep your team motivated and excited about the campaign, so it's important to find a balance. You'll get an instinct about how and when to motivate your team – there will be times when high motivation is required and times for enjoying a period of calm and relaxation.

Campaign periods can help you to grow immensely, building your team management skillset and testing your aptitude for leadership. The key is to keep pushing yourself to see how much you can accomplish during a campaign and trust that you will come out feeling proud.

CAMPAIGN STEPS



Step 1

Message your team to ask how everyone is doing, then proceed to drop the social blast reminder message.



Step 2

If your team are not responding, message them individually. It may be that they don't pay attention to group chats but will be receptive if they receive a personal message.



Step 3

You will find that your team will ask you a lot of questions during a campaign period. The easiest way to address this is to send the information that's being asked into the main group or try and answer as many questions as possible as you could be stopping donations from coming in because of a delayed response to a donor.

At Human Appeal, we have an open-door policy where our Volunteering Team are always able to offer support and guidance. Additionally, the Fundraising Team are there to offer Team Leaders all the support they need during campaigns and events.

TIP

If you are being asked many of the same questions, have standard answers ready so that you can quickly copy/paste them or address it in your Team Chat





TEAM LEADER FAQs

Confused or bewildered? Our frequently asked question section is here to help guide you with any enquiries you may have.

Q: What experiences and skills do I need to be a Team Leader?

A: To be a Team Leader, you need to demonstrate strong leadership and interpersonal skills. You will need to be able to communicate with, motivate and inspire people from a variety of different backgrounds, nationalities, and ages. You should also be energetic and passionate about improving the lives of others. All Team Leaders are required to attend and successfully pass an interview before they are offered their position.

Q: If I am experiencing difficulties with a volunteer in my team, what should I do?

A: Your feedback helps us to review what is working well and any areas that we can improve on. If you are experiencing issues or concerns with a volunteer, flag it up to your Volunteers Officer who will provide you with advice and guidance. Our one-on-one monthly supervisions also give you an opportunity to discuss any concerns and we send out regular feedback surveys.

Q: If I no longer wish to be a Team Leader who should I speak to?

A: If you wish to step down from your responsibilities as a Team Leader, notify your Volunteers Officers as soon as possible so we can find a replacement. You can, of course, continue to support Human Appeal's work by becoming a campaign volunteer.

Q: What support and training will I be given as a Team Leader?

A: We want to make sure that you feel confident and happy enough to undertake your role with Human Appeal. Therefore, we will ensure that you are fully equipped with the tools to lead and support a team by providing training, supervision, and ongoing support. All Team Leaders will receive training relevant to their role, such as managing volunteers and safeguarding.

Throughout the year, you will be invited to Team Leader conferences where you will have the opportunity to hone your leadership skills and foster working relationships with other Team Leaders in and outside of your region.

Q: If I want to organise my own event with my team how does this work?

A: At Human Appeal, we embrace creativity and love to hear any ideas you may have. So, if you wish to organise your own fundraising initiative, let us know. Our Fundraising Team will give you all the support and resources you need to get the ball rolling.

Q: If my friend wants to volunteer with Human Appeal and join my team, what should I do?

A: We are all about spreading the Human Appeal love, so we are always delighted when your friends wish to get involved too. Before commencing their volunteering journey with us, they must complete our online registration form: **humanappeal.org.uk/volunteer-with-us**. Please then notify your Volunteers Officer of the person's name. Once our Volunteering Team have received their form and processed it, you will then be allowed to add them and introduce them to your Volunteering Team's WhatsApp Group.

Q: What is the difference between the Volunteers Officer and the Fundraising Officer?

A: At Human Appeal, we want to ensure that you are supported in all avenues during your time with us. Therefore, we have both roles to ensure you and your volunteers have a support network with experts from their fields. Need to organise an event? Your Fundraising Officer will get you there. Need help to support a member of your team? Your Volunteers Officer be with you every step of the way.

Good luck on your new journey with Human Appeal and enjoy your leadership experience!



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