



Lifeboats

**WELCOME**  
TO OUR  
**ENGAGEMENT CREW**





## WELCOME

Thank you for choosing to volunteer in our Engagement crew and welcome to the RNLI. We are one crew and we all play an important role in our vision to save every one. We could not do what we do without the support of all our volunteers so thank you and I hope I have the opportunity to meet you in person on one of my visits in the near future.

**MARK DOWIE**  
CHIEF EXECUTIVE

# RNLI ONE CREW

## WHO ARE WE

Thank you so much for offering your time and skills to help us save lives at sea. We are so grateful to have you onboard and we want to make sure you have the best possible volunteering experience.

The RNLI is the charity that has been saving lives at sea since 1824. By joining us, you're helping to make a difference in your local community. You're keeping more people safe by the water – and you're a vital part of the larger RNLI family.

Together, we're driven by our values of selflessness, courage, dependability and trustworthiness, with volunteers at our heart. Our lifeboat crews provide a 24-hour search and rescue service in the UK and Ireland. Our seasonal lifeguards look after people on busy beaches. Our water safety teams explain the risks and share safety knowledge with those going out to sea or visiting the coast. And our international teams work with like-minded organisations to help tackle drowning in communities at risk all around the world.

We all have a part to play. We save lives at sea as one lifesaving crew. **And, with you beside us, we have the best possible chance to save every one who needs our help.**





# ENGAGEMENT CREW

**Our engagement crew cover fundraising, retail and visits, and are the trusted face of the RNLI in the community.**

From fundraisers at events and shop volunteers to lifeboat visits officers and community presenters, you're all a key part of the charity.

Through raising money and awareness of the RNLI, our Engagement crew has a tangible ripple effect, continuing to grow the amazing support we have, so our lifesavers can keep more people safe for generations to come.



'I am so excited to welcome you to our Engagement crew, thank you for giving up your time to support us. You are going to be joining a dedicated group of volunteers, who are true RNLI advocates. I can't wait to see what awesome work we will achieve together.'

**PETE EMMETT**  
HEAD OF ENGAGEMENT



# FUNDRAISING

**Community fundraising is at the heart of the RNLI and is a vital part of our foundation. The world's first ever street collection was held in Manchester in 1891 to support the spouses and children of crew members from Southport, Lytham and St. Anne's who lost their lives in the rescue of the warship *Mexico*. The equivalent, in today's money, of over £750,000 pounds was raised to help the families – including a donation from Queen Victoria herself.**

Today, community fundraising encompasses a broad range of activities, from street collections and sea shanties to challenges and special dinners. We have over 700 fundraising groups around the UK and Ireland. Our community managers work closely with each of these group leaders, listening and learning from each other and the people we serve – to raise funds and awareness in the best possible way for every community.

In community fundraising, our volunteers are the face of the RNLI – they are the relationship, and often the reason, behind everything from kind gifts left to the RNLI in Wills, to influencing and encouraging local communities to engage with the RNLI.

By joining us, you're making a lifesaving difference as the RNLI's champion in your community, helping to raise vital income so we can help more people stay safe in, on and around the water.



# RETAIL

The RNLI has over 170 shops, mostly based at lifeboat stations, around the UK and Ireland. Our retail branches also attend events selling RNLI products, helping to raise vital funds and spread awareness of our lifesaving work.

As well as raising significant income, our shops and branch events give our visitors a chance to take the lifeboats home through RNLI specific gifts. From clothing and accessories to homeware and hobbies, our products are truly special, and our supporters are proud to buy them.

Our retail volunteers play a key role as the public face of the RNLI. They talk with passion about our lifesaving work, share valuable safety messages and help our customers understand how their shopping helps to save lives. As one crew, our retail volunteers give us the best possible chance to keep even more people safe by the water, by raising vital money that help keep our services running.

We are always looking for volunteers to fulfil a variety of roles in our RNLI shops and branches, from shop managers to weekend volunteers and merchandising to event volunteers. No matter how much time you're able to give, you're part of the crew and you make a crucial difference. We're extremely grateful to have you onboard.



'Working in the shop provided opportunity to make new friends, get involved with fun social events e.g. Fish & Chip suppers, obviously all things TT and meet both local and visiting supporters – there is always someone with an interesting story to tell.'

**ANGIE COLLINS**  
SHOP VOLUNTEER,  
RAMSEY, ISLE OF MAN

# VISITS

The RNLI encourages the public to visit our lifeboat stations, visitor centres and museums across the UK and Ireland.

By opening our doors, we immerse people in our vital work in the community, highlight key safety messages, raise important funds and build meaningful relationships with new supporters. If a visitor leaves just knowing one thing about the sea, beach or water safety, we may have saved a life. And this is where our teams of visit volunteers come in.

There are two key roles – lifeboat visits officer and lifeboat visits team member, as well as heritage volunteers at our museums. Every role acts as the link between the past, present, and future of saving lives at sea, highlighting stories of trustworthiness, courage, selflessness, and dependability.

Our inspirational visit teams engage with the public to show them how important the RNLI is to our local communities, walking them through our stations in the footsteps of our volunteer crews. They look after organised groups, such as schools, as well as casual visitors who spontaneously call in for a tour.

'I get great satisfaction and enjoyment from knowing that, when I show a group around the station, I am helping to save lives'

**JOHN YOUNG**  
LIFEBOAT VISITS OFFICER,  
AMBLE RNLI





# COMMUNITY PRESENTERS

Community presenters use their passion for the RNLI to raise awareness of our lifesaving work and inspire new supporters.

These volunteers give engaging, illustrated talks about our history, activities, and campaigns to highlight our mission to prevent drowning and to save lives at sea.

As a community presenter, you'll join the crew to strengthen the RNLI's presence in yacht clubs, business groups, rotary clubs and other organisations where you'll be in a great position to inspire and educate others.



'I enjoy going out into the community to talk about the RNLI to groups that may either be very familiar with the sea, or not very familiar at all. We're proud of our lifeboat stations and we all want to share our stories and experiences.'

**DECLAN ROCHE**  
COMMUNITY PRESENTER,  
KILMORE QUAY RNLI

# A HELPING HAND

## COMMUNITY MANAGER

All RNLI regions have a designated, friendly staff member called a community manager who looks after our engagement crew. They will always be here to support you in your role and will act as your dedicated point of contact. They will also keep you up to date with the latest information from the RNLI to help you feel informed and part of the family.

Your Community Manager will ensure you have their key contact information



## VOLUNTEER EXPERIENCE TEAM

Our Volunteer Experience Team are your central support and always on hand to help over the phone and via email. As well as offering friendly, day-to-day support, they can also advise you and point you in the right direction for any queries you have.

Email: [volunteereperience@rnli.org.uk](mailto:volunteereperience@rnli.org.uk)  
Phone (from the UK): 0300 300 9913  
Phone (from Ireland): 01 511 9835



## VOLUNTEER ZONE

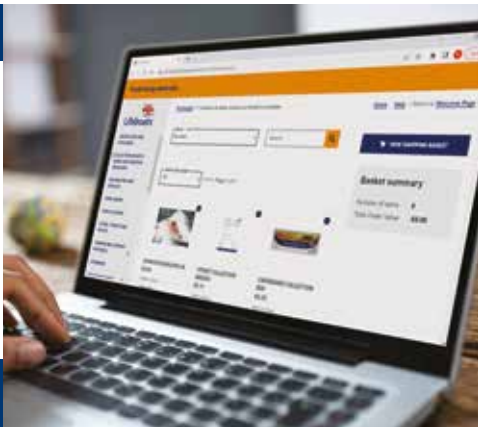
The Volunteer Zone is a dedicated area for RNLI volunteers. Here, you can discover resources, training materials, useful information and news.



Visit: [RNLI.org/VolunteerZone](https://www.rnli.org/VolunteerZone)

## MYSTORE

This is the online ordering system to help you access the resources you need to carry out your role – such as retail stock, fundraising and visits materials. Only designated volunteers will be given access to the site. A log in can be arranged by the Volunteer Experience Team.



Visit: [RNLI.org/OnlineOrders](https://www.rnli.org/OnlineOrders)

## ONE CREW

We pride ourselves on being one crew and there are teams you will work closely with to support you in your role, including:

- Water Safety
- Lifesaving Operations (including the Lifeboat Management Group)
- Fundraising areas (including Legacy, Individual Giving, Philanthropy, Face-to-Face and Fundraising In Aid Of Teams).



# THANK YOU

On behalf of everyone here at the RNLI, the Engagement Team would like to wish you a warm welcome – we're so happy to have you onboard. We know your local volunteer manager will be guiding you through the induction, ensuring you know everything you need for your role and making you feel a part of the crew.

A huge thank you for choosing to volunteer with us – we really appreciate your time, efforts and passion to help save lives. Thank you for being here. You're a true lifesaver. And welcome onboard the RNLI One Crew – with your support we save lives at sea!



'Without fundraising, you wouldn't have an RNLI. If the money don't come rolling in, the boats can't go rolling out and it is as simple as that'

**EUGENE KEHOE**  
COXSUAIN  
KILMORE QUAY RNLI



# Lifeboats

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**Whoever we are** Wherever we are from  
**We are one crew**

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## **The RNLI is the charity that saves lives at sea**

The Royal National Lifeboat Institution, a charity registered in England and Wales (209603), Scotland (SC037736), the Republic of Ireland (CHY 2678 and 20003326), the Bailiwick of Jersey (14), the Isle of Man (1308 and 006329F), the Bailiwick of Guernsey and Alderney, of West Quay Road, Poole, Dorset, BH15 1HZ