



INTRODUCTION TO RECRUITING & SUPPORTING VOLUNTEERS FOR THE FIRST TIME

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Outcomes

Identify what it means for your club to be
'volunteer ready'

Discuss approaches to successfully recruit
volunteers

Identify ways to retain volunteers



What will we cover?

1. Identify what it means to be 'Volunteer Ready'

What have we in place so far?

The club's vision in respect of its volunteers

Considering your club image & club culture

Making sure your club looks 'attractive' to prospective volunteers

Consider the experience you want your volunteers to have - what would you like it to look like?

What do you need to be aware of to ensure that this experience is delivered?



What will we cover?

2. Discuss approaches to successfully recruit volunteers

Club's first impressions

Approaches to advertising volunteer posts



What will we cover?

3. Identify best ways to retain volunteers

Delivering meaningful volunteer experiences within your club

4. R-R-R-R (The 4 R's Guide)

The Volunteer Experience Journey

5. Summary

Is your club volunteer ready?

Lets get things right from the start... what have you in place so far?

Club policies & procedures

- Governing documents and club rules
- Code of Conduct
- Health and Safety (including fire evacuation and emergency procedures, manual handling of sports equipment, if relevant)
- Insurance
- Safeguarding and Welfare
- Diversity and Inclusion
- Confidentiality
- Key contact Information within the club and externally, if relevant
- Club financial procedures, if relevant
- Expenses



Is your club volunteer ready?

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Duty of care

ALSO THINK ABOUT...



- Who would be their first point of contact, who will they turn to for assistance and advice?
- Who will be their mentor? If relevant
- What should they do if they have any questions or problems?

Is your club volunteer ready?

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What are your visions for your club volunteers?

- Understand how you want your club to INTERACT with your volunteers and the FEELINGS and ACTIONS that will drive them into wanting to volunteer within your club.
- Ask yourself the question; How would you like your volunteers to describe their experience with your club?

Is your club volunteer ready?

What do we want the volunteer for?



THINK ABOUT...(FROM THE CLUBS PERSPECTIVE)

- To help achieve the club's vision and follow its development plan
- To involve more of the local community and create a diverse, sustainable pool of volunteers
- To contribute to community life (contributing to maintaining community cohesion)
- To manage and support increasing numbers of members
- Reduce burden on current volunteers (if you have any)
- To improve their experience and help keep them at the club
- Bring in new skills and create a diverse club
 - o Think about your club background, age-groups, opening times, sessions/competitions etc.
 - o Think about the timing of recruiting; take into consideration upcoming meetings/competitions/social events



Is your club volunteer ready?

What do you want the volunteer for?



THINK ABOUT...(FROM THE CLUBS PERSPECTIVE)

- What do you want the volunteers to do within your club? What are your overall expectations?
- What time commitment and expectations do you need from the volunteer?
- What skills, experience and/or qualifications do you need within the club?
- What is your club's culture, what profile of volunteer would fit in and enhance your club culture?

*Your culture is included in your Values, Beliefs, Behaviours and Expectations
(Sports Focus, 2019)*

Is your club volunteer ready?

What do you want the volunteer for?



THINK ABOUT...(FROM THE CLUBS PERSPECTIVE)

What is culture?

e.g. Creation of a safe, welcoming and inclusive environment

A place where people want to spend their time

Respected by the community and other clubs

Creating a positive image of the club.

What is YOUR volunteering culture?

That EVERY volunteer has a positive experience, is rewarded?

OR you don't yet have a culture (particularly if this is a new area for your club)

How would your volunteers fit into this culture?

THESE ARE IMPORTANT FACTORS YOU SHOULD BE CONSIDERING

Is your club volunteer ready?

Can we meet the volunteers expectations?



THINK ABOUT...(FROM THE VOLUNTEERS PERSPECTIVE)

- Understand the motivations of volunteers;
What would their motivation be to come and work with your club?
e.g. Use up their spare time in a meaningful way
Meet people/make new friends
Increase their network by supporting their community
Put their existing skills into practice
Opportunity to gain new skills
- Ask yourself; would your club be able to meet these?



Is your club volunteer ready?

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THINK ABOUT...(FROM THE VOLUNTEERS PERSPECTIVE)



- Consider, what may be the reasons that are stopping people from volunteering with your club?

Approaches to successfully recruit volunteers

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Your club's first impression with potential volunteers is crucially important

THINK ABOUT...



What innovative approaches can your club adopt to be seen by prospective volunteers?

- Consider what approaches do successful clubs adopt?

Is your club visible online?

- Has your club a website or social media platform?



Approaches to successfully recruit volunteers

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An example of how you can use sports associations through social media to advertise your volunteer positions

Helping out at your local club is a great way to improve your mental wellbeing and get involved in your local community. Find out what opportunities at doit.life/join #sportvolunteering



Volunteer Opportunity Finder. A free tool for finding your next role at a local sport club or physical activity group.



Approaches to successfully recruit volunteers

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How well is your club networked?

THINK ABOUT...



- Is your club connected with
 - Schools
 - Colleges
 - Local Authorities/Leisure Centers
 - Youth Clubs
 - Other sport clubs
 - Are you affiliated with sports associations? If relevant
 - Local companies (could these businesses be your corporate sponsors?)
- Can these links help your club to be visible to prospective volunteers by being linked to their social media platforms?

Approaches to successfully recruit volunteers

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Attracting volunteers to your club

Showcase that your club is professional in your advertisement for volunteers

Volunteers will feel confident about your club if you can;

- Demonstrate that you take care to get things right
- Demonstrate that your club recognises the impact of their work as volunteers, and the positive impact their contribution will bring to your club
- Ensure that quality information is made available to potential volunteers (your clubs aims, ambitions & why you are looking for volunteers)
- Ensure you include that you demonstrate that your club adheres to;
 - Recruitment policies, including Equal Opps
 - DBS (used to be CRB)
 - GDPR
 - Clear information is available about volunteer role

(various templates available on www.sportenglandandclubmatters.com)

Approaches to successfully recruit volunteers

Volunteer Role

MY SPORTS CLUB

Role Outline: Treasurer



NAME OF CLUB:	My Sports Club
ROLE:	Treasurer
RESPONSIBLE TO:	Club Committee
NAME OF VOLUNTEER:	Name
START DATE:	END DATE:

Typical Responsibilities

- Managing the club's income and expenditure in accordance with club rules
- Producing an end of year financial report
- Identifying a suitable individual to independently review the annual accounts
- Regularly report back to the club committee on all financial matters
- Efficient payment of invoices and bills
- Proposing amendments to annual and weekly subscriptions as appropriate
- Depositing cash and cheques that the club receives
- Keeping up to date financial records
- Arranging handover or succession planning for the position
- Taking responsibility for personal conflicts of interests and declaring, recording and managing these appropriately



Retaining your volunteers

Delivering meaningful volunteer experiences within your club

‘sports volunteers are far more likely than volunteers in other sectors to quit – largely because they feel undervalued, unrecognised or because they’ve had poor experiences in an unorganised environment.’

‘Volunteers are more likely to stay at your club if they have a fun, enjoyable and rewarding experience and are confident with what they are doing.’

(SportsFocus.com)



Retaining your volunteers

Delivering meaningful volunteer experiences within your club

Do things professionally whilst making their experiences;

- Fun
- Enjoyable
- Rewarding
- Ensuring they feel valued

How can your club do this?

Retaining your volunteers

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Delivering meaningful volunteer experiences within your club

- Develop an action plan to improve the volunteer experience within your sports environment
 - Plan out their journey whilst with you (this journey will look different for every volunteer and in every club)
 - Think about typically how every volunteer will interact with your club
 - Induction
(templates are available on www.sportsenglandclubmatters.com)
 - Always use clear and effective communication
 - Hold regular Volunteer Appraisals to support and develop your volunteers
 - Include volunteers in paid staff meetings



Retaining your volunteers

Delivering meaningful volunteer experiences within your club

- Develop an action plan to improve the volunteer experience within your sports environment (cont'd)
 - Share the long-term vision of the club with volunteers
 - Every stage along their journey you can identify practical things your club can do to enhance the volunteer's experience

The 4 R's Guide

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The Volunteer Experience Journey

1 RECRUIT; Identify Key Skills + Identify Tasks

- a. Provide role outlines & identify volunteers with those skills
- b. Volunteer's skills, time, knowledge and interests are matched to your clubs need
- c. Role outlines have been produced giving clear roles and responsibilities

The 4 R's Guide

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The Volunteer Experience Journey

2 RECOGNISE;

- a. Say 'Thank you' (internal/external)
 - i. Regularly by staff members
 - ii. Opportunities at Events
 - iii. Press/Social media announcements
- b. Communicate effectively with your Volunteer (keep them informed/in the loop)
- c. Include them in negotiations and club planning and organization of activities/events, allow them to contribute in this area alongside paid club staff (feel part of the team)
- d. Ability of volunteers to delegate/train paid club staff
- e. Remember their birthday
- f. Give feedback to let them know 'how they are doing'. Two-way communication is key.
 - a. Reimbursement of out of pocket expenses
 - b. Low profile roles recognized alongside high profile roles
 - c. Show respect to volunteers by using their time effectively

The 4 R's Guide

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The Volunteer Experience Journey

3 RETAIN; Maintain & review role outlines

- a. Identify new training and mentoring positions
 - Link with outside organisations to help you with this eg. National Governing Bodies such as Sport Wales/ Sports England (offer volunteer strategies & may offer free CPD courses) *see final slide for further information*
- b. Consider them for paid positions within your club

The 4 R's Guide

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The Volunteer Experience Journey

4 REWARD by demonstrating their value to your club

a. Organise 'Volunteer Awards'

- what could these be? e.g. Long Service Awards

b. Development Opportunities

- what could these be?
 - Training opportunities
 - Maintain an ongoing PDP
 - More responsibility e.g. mentoring new incoming volunteers

Summary

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What have we covered?

What it means for your club to be 'volunteer ready'

Approaches to successfully recruit volunteers

Ways to retain volunteers

Considered The Volunteer Experience Journey (4 R's Guide)

Invaluable website links can be found on the final slide to help you in successfully recruit, recognise, reward and retain volunteers successfully

Good Luck !

References & Helpful Information

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References

<https://www.doit.life/join>

<https://www.sportenglandandclubmatters.com>

<https://www.sportsfocus.com>

Helpful resources

<https://www.clubsolutions.wales/>

<https://www.disabilitysportswales.com>

<https://www.ncvo.org.uk/>


<https://www.open.edu/openlearn/free-courses/full-catalogue>

<https://www.sport.wales/about-us/how-we-work/wprking-in-partnership/national-governing-bodies-of-sport.aspx>

<https://www.volunteernow.co.uk/> (Northern Ireland)

<https://www.volunteerscotland.net/>

<https://www.wcva.org.uk/>



Your Questions and Feedback

<https://www.surveymonkey.co.uk/r/M7GZL66>