



Volunteers

Recruitment, Retention & Recognition



Workshop Objectives



- Raise an awareness of volunteerism in sports clubs and organisations.
- Explore the process of recruiting, retaining and managing volunteers.
- Examine the practicalities of managing volunteers



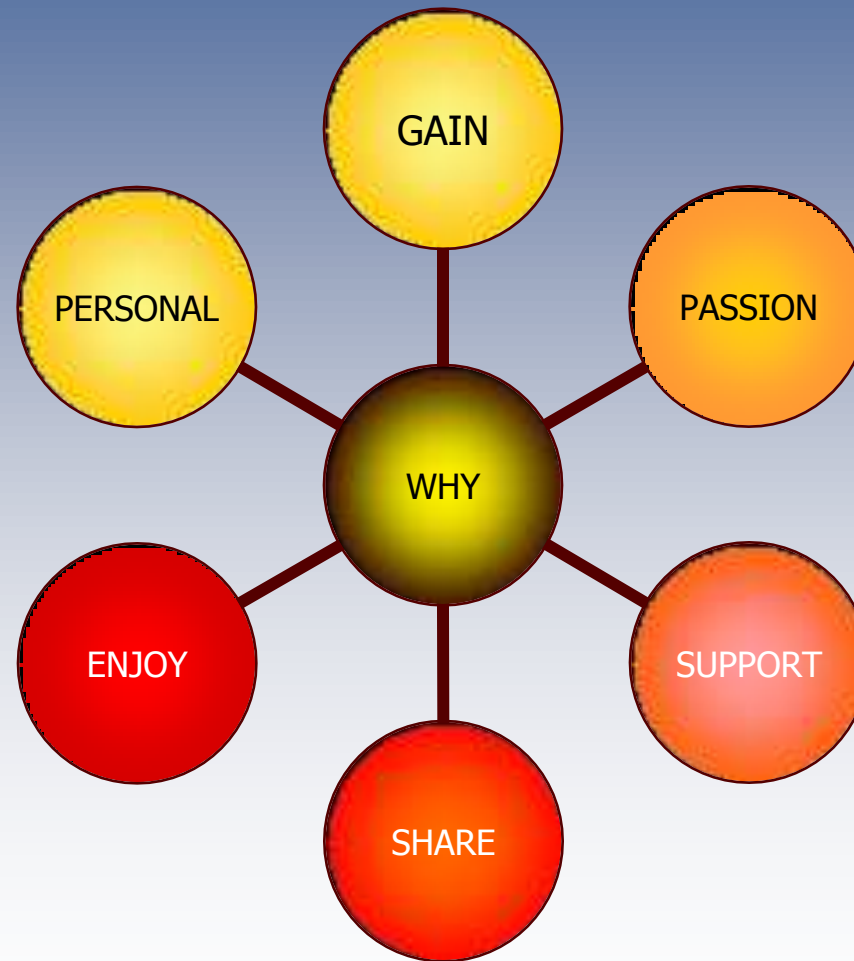


Volunteers in Sport



- We all need volunteers for a variety of very important reasons.
- Most sport cannot afford the expertise it requires, so becomes dependant on volunteers.
- Volunteers often have the personal contacts required and are able to raise funds to support the game.

Why do People Volunteer



Benefits of Volunteering

- **Can give something back**
- **New friendships**
- **New skills**
- **Sense of belonging**
- **Rewards of involvement**
- **Exciting opportunities**
- **Training and personal development**
- **Trips, visits and social occasions**



Why Volunteers are Needed by Sports Organisations

- They are the lifeblood of sport
- They make things happen
- They undertake many roles
- Many organisations cannot afford to pay for the experts they require
- Many volunteers have personal contacts who can help raise funds for the organisation



Why volunteers are needed and the roles they undertake



VOLUNTEERS
are needed
to perform
many tasks



**COACH,
MATCH
OFFICIAL**

**EVENT
ORGANISER
MANAGER**

**CLUB
OFFICER
FUNDRAISER**

**CARETAKER
CLUB
SOCIALS**



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Who are our Volunteers?



- Parents
- Grandparents
- Family
- Spouses
- Friends
- Unemployed or part time workers
- Ex players
- Supporters
- Teachers
- Retired people
- Students looking for practical experience
- Work mates



Skills & Qualities of Good Volunteers

- Can do attitude
- Team player
- Recognise own strengths & limitations
- Respectful
- Recognise when to put your own agenda aside
- Organised
- Passionate & committed



Barriers to Volunteering

- Time constraints
- Family commitments
- Work commitments
- Personality clashes, club 'politics'
- No connections with organisation
- Perceived lack of required skills
- Personal health issues
- Lack of confidence



Why do Volunteers Leave?

• Reasons to go

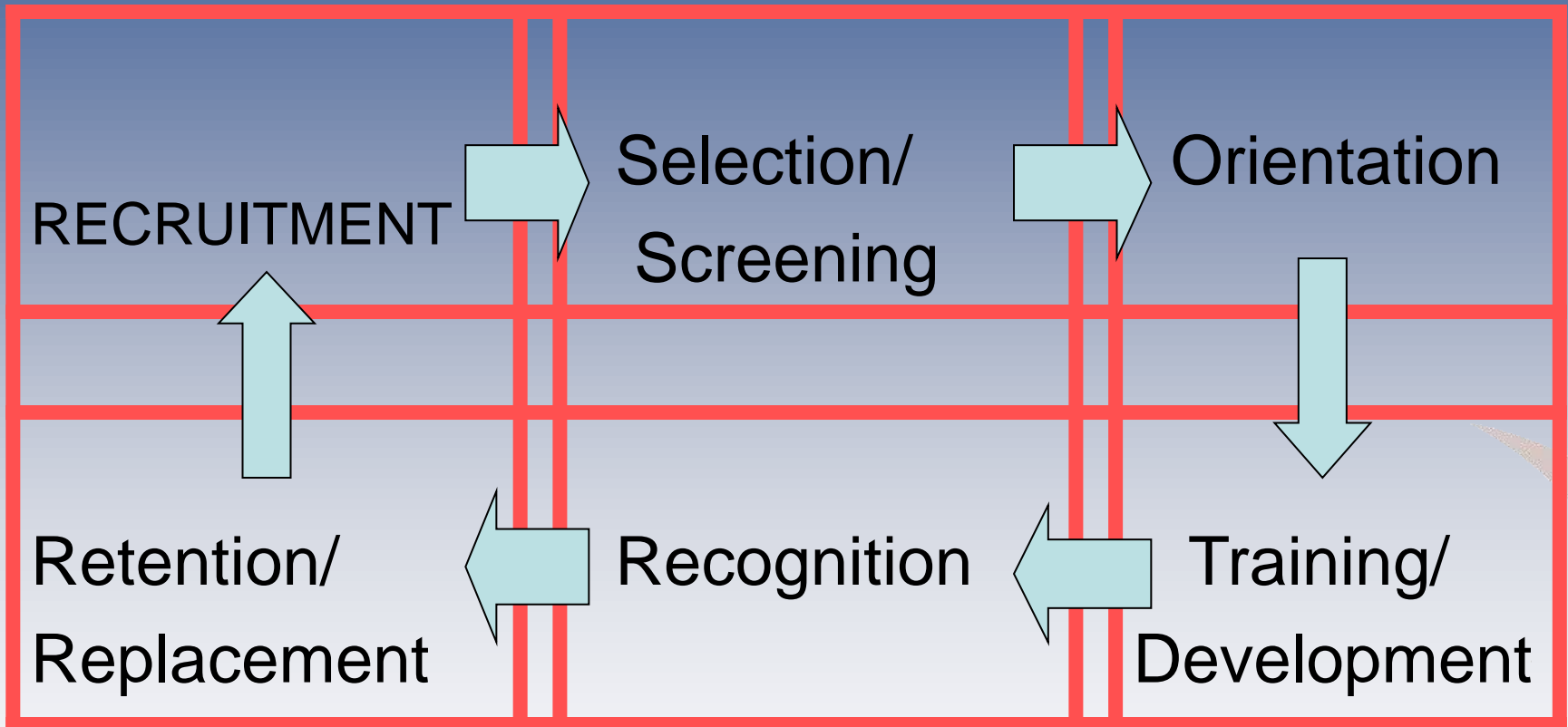
- Lack of support
- Concern about legal responsibilities
- Time commitments
- Not being heard

• Reasons to Stay

- Plenty of support
- Effective risk management policies
- Listen to their concerns
- Manageable workload.



VOLUNTEER MANAGEMENT PROCESS





Recruitment

Finding Volunteers

(1)



- Organised volunteer schemes
- Past & present membership
- Letter of invitation to existing members
- Approach golden oldie teams and clubs
- Promote your club at retirement organisations
- Offer younger members the chance to be volunteers
- Implement a mentoring scheme within your club
- Bring a friend social events.
- Organise recruitment drives
- Community notices in local papers and radio



Recruitment

Finding Volunteers (2)



- Advertise on your clubs website
- Promote your club at local secondary schools
- Approach tertiary institutions who require their students to complete a practical component within their course
- Talk to service clubs, lions, rotary.

Recruitment Selection & Screening



- Prepare a job description for the roles required
- Develop and implement a recruitment plan
- Screen applications and select interview candidates
- Conduct interviews and select successful volunteers
- Where appropriate check references
- Notify successful volunteers, set time for orientation
- Notify unsuccessful volunteers

Recruitment

Volunteer Job Description Outline

- Position Title
- Reports To
- Purpose of Role
- Time Commitment
- Knowledge and Skills
- Responsibilities and Duties



Orientation

Giddy!

Thanks for coming

- Welcome to your club
- Details of their position
- Support that's available
- Information on the club
- Introductions to key people



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Training and development

- Mentoring.
- Networking.
- Guest speakers.
- Demonstrations.
- Workshops run by RST's.
- Conferences, courses and seminars.



Support your Volunteers

- **Recognise:** Know their name and their position.
- **Reward:** have in place several means of acknowledging their input.
- **Record Keeping:** know what roles your volunteers have undertaken and for how long.



Recognition and Reward

- **Be Immediate:** Recognise effort soon after it is given
- **Be Specific:** Give personal recognition
- **Be Consistent:** Avoid showing favouritism
- **Be Enthusiastic:** Being positive works.



Thanks Mate!

Retention of Volunteers

- Offer support
- Show appreciation
- Help them feel valued
- Develop a sense of commitment
- Provide training and development
- Recognise and reward performance

WHEN NECESSARY,

Actively replace volunteers as they leave



Succession Planning

- Most volunteer turnover occurs at the end of the season or at the AGM.
- Have opportunities for potential volunteers to identify and develop in readiness.
- Clubs that plan for a smooth transition are less likely to experience disruptions.
- Clubs are also better prepared to replace volunteers who are leaving.



Exit Interviews

- When a volunteer leaves your club it gives an ideal opportunity for the volunteer co-ordinator to gather information about their experience.
- An exit interview can take place over the phone, in person or by means of a brief questionnaire.
- This will show, what?, if any, your club should consider changing in relation to its practices



The Volunteer Co-ordinator



- Most clubs appoint key positions; president, secretary etc
- Only a few look after their most important resource - **VOLUNTEERS**
- Why not consider appointing a volunteer co-ordinator ???

The Benefits of Having a Volunteer Co-ordinator

- Could drive your volunteer management programme
- Could provide ongoing support
- Could be the first point of contact for your volunteers
- Could increase the status of the club



Volunteer Co-ordinator Duties

- How many volunteers your club needs
- Developing position descriptions for each role
- Planning how and where to recruit volunteers.
- Helping volunteers to feel welcome and supported.
- Organising screening and selection procedures.



Volunteer Co-ordinator DUTIES

- Putting together an orientation kit and programme.
- Preparing policies and procedures for volunteers.
- Arranging training and education opportunities
- Looking after the volunteer database and records.
- Developing ways to recognise and reward volunteer efforts.
- Planning for volunteer retention and replacement.



Welcome Pack Contents



WELCOME



WELCOME

- Welcoming letter
- Job description
- Club information
- A list of members
- Volunteer code of conduct
- Schedule of club fees and what they are used for
- Dates and times of practices and competitions
- Details of any fund-raising events
- Details of training courses
- Reimbursement information for out-of-pocket expenses



VOLUNTEER MANAGEMENT IS ABOUT PUTTING PEOPLE FIRST!

Process	What?	When?	Who?
Recruitment	Develop position descriptions for each volunteer Role	Before start of season	Volunteer coordinator With relevant committee members
Selection/ Screening	Develop policies for selecting/screening	Before start of season	Volunteer Coordinator and chairman
Orientation	Develop orientation session/information kit	By end of season	Volunteer Coordinator
Training/ Development	Ensure coaches have relevant qualifications	Before start of season	Volunteer Coordinator
Recognition	Send out thank you letters to volunteers	Ongoing	Volunteer Coordinator
Replacement	Conduct exit interviews	Ongoing	Volunteer Coordinator



Volunteers: Conclusion

- Are essential to sport in New Zealand
- Are becoming a scarcer resource
- So systems are required to manage volunteers
- Please avoid overloading your volunteers
- Acknowledge their efforts
- Value their achievements
- Reward their performance

THEY ARE THE BACKBONE OF OUR GAME!





SUPPORT FROM SPORT TASMAN

- You should never hesitate to ask for assistance

We are here to help you.

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