



Volunteers

1. Recruiting

Volunteers come from all age groups, educational backgrounds, income levels, genders, income levels, genders, and types of employment. They become involved for a variety of reasons including helping others, having an interest in the work or activity and wanting to learn and gain experience.

Therefore the clubs recruitment messages must be tailored to the intended target audiences and their motivations. It is also important that clubs knows what positions they need to fill and skills they require from the volunteers.

Below are some ideas we think might help:

- Put a call out in the local community newsletter
- When advertising for positions say what you have to offer your volunteers in terms of training and rewards
- Promote virtual volunteering opportunities, with tasks that can be completed online and at home
- Develop a job description for your volunteers positions
- Engage with the local volunteer organisations (hyper link to Volunteering Auckland and Volunteering Whangarei) and promote your volunteering opportunities on their website
- On registration forms ask if your members (or their parents) can spare 3 hours a week to help at the club
- Target university students looking for experience to put on their CV's – give them a point of difference
- By just asking someone to become a volunteer communicates the belief that someone has something valuable to offer

2. Retaining Volunteers

Now that your club has found volunteers, the next big challenge is keeping them involved. Although volunteers recognise they are not in a paid environment, many hope for a good level of operation and organisation. When volunteers put their hand up to help, they want to know they are going to be looked after. But as volunteers vary in skill level and expertise, it is important to ask them what they need in terms of support (e.g. training opportunities, buddies etc).

Below are some ideas we think might help:

- Develop clear role descriptions outlining what is expected from your volunteers including key actions and how many hours per week they could be expected to do in the role.
- Provide your volunteers with a welcome pack and induction.
- Ensure you volunteers have someone (e.g. a buddy) who they can seek advice from
- Stay in touch and make sure your volunteers always know what's going on at the club
- Provide your volunteers with training and up skilling opportunities such as a NFF coaching course, an RST workshop or a first aid course.
- Survey your volunteers. Do you know what makes them tick? What has worked and not worked for them this season? What they want more / less of?



- Get the birthdates of all your volunteers and [send them an e-card](#) thanking them for their ongoing contribution.
- Provide letters of support for people who have shown good service (especially youths) for job applications etc.

3. Recognising Volunteers

An important way to encourage your volunteers to remain with your club is to give them adequate recognition. To be effective, recognition should be consistent and ongoing. Volunteers can quickly lose motivation if they feel their work is not valued. It is important that recognition is given to the volunteer soon after the work is performed, is personal and specific, is consistent, is positive and upbeat, and does not favour certain volunteers. Options include

- Just say "Thanks"
- Reduced membership for your volunteers and their family
- Provide volunteers with club merchandise (e.g. jacket, t-shirt, cap)
- Throw an end of season party to say "Thanks"
- Provide vouchers or free tickets to a game
- Have a volunteer wall at the clubrooms displaying the profiles of your volunteers. Put this information up on your website and your Facebook page as well. These people are your community, acknowledge and appreciate them.
- Nominate them for awards or simply acknowledge them – a simple way is through [Lotto SportMakers](#)

At present Tikipunga AFC:

- Sends thank you letters on behalf of the board
- Provides recognition at prize giving
- Provides information on some volunteers through the club web site.