

Volunteer Recruitment and Planning

Developing a club plan is a good way of promoting a positive image for the club and will give people a sense that the club is going in the right direction. People like to see progress and a plan is a great way of demonstrating that.

The responsibility of recruitment lies with the whole club. All members should be involved and aware of the club’s recruitment strategy. Everyone working together to recruit new members will result in more success rather than leaving the recruiting in the hands of a couple of committee members.

Think about potential volunteers as consumers. There are a lot of ways motivated individuals can give their time and talents to your club. Decide what your club offers that is special and might draw in potential members. The objective of a recruitment strategy is to examine and plan every aspect of volunteer recruitment in your club.

Re-examine why you need volunteers in your club:
How many volunteers do you need?
What do you want them to do?
When will you need the volunteers?
For how long do you need them?
What demands will be made on the volunteer?
Who will be making these demands?
What authority will the volunteer have?
Who is the volunteer answerable to?
What support is there for the new volunteer?
Is there time available for trained volunteers to work with new volunteers?
Will you club accept and be open to new volunteers?
What sort of people do you want in these roles?
What skills do they need?
Plan your recruitment strategy campaign and present it to your club committee looking for additional suggestions from members.

The Importance of Asking

The easiest way to get new volunteers is to just ask. Ask, ask, ask. And when you get rejected, ask again or ask somebody else.

'Ask'

Flyers and adverts are fine, but not as good as an 'ask'. Who should you ask? Everybody. If there is anybody in the community who has an interest or could develop an interest in your club, ask. Who should do the asking?

You, your current volunteers, your members. Believe it or not, the most effective asks usually come not from the "chairperson", but from the "satisfied customers" (current volunteers). When a current volunteer tells a peer that volunteering in the club is rewarding and worth the time commitment, it makes a powerful statement.

Don't Say Somebody Else's "No."

Don't say somebody else's "no." Too often we assume somebody is too busy, uninterested etc. so we say "no" on their behalf without ever actually asking them to volunteer. Don't assume. Don't say somebody else's "no." There are probably more people in your community willing to work with your club than you think. You just have to ask!

Remove Barriers to Saying "Yes"

It is also important to remember that many potential volunteers feel that the only roles available may be in coaching with your teams and they do not have the skillset for this. It is essential to put people at ease and let them know that there are many roles available and that their skills can be hugely beneficial to the club in many capacities.

1. Do not leave an obvious barrier to allow people to say 'No'.
2. People are waiting to be asked so ASK THEM!
3. Think beyond the Inner Circle. END THE CLIQUE!
4. Link tasks with available skills. - USE WISELY!
5. Begin with an agreed volunteer commitment. ONE HOUR!



Recruitment Drive

Each recruitment drive should begin with the most basic unit of voluntary commitment which is ‘*One Hour*’.

This is the shortest time per week during which one person can make a difference. While it might appear a small amount, lots of one-hour voluntary commitments can add up to a highly effective, focused group of volunteers who can take much of the hard work away from others in the Club.

Below are examples of how much work can be done in one hour per week.

- Sell some lotto tickets.
- Sunday morning junior coaching.
- Clean the club once a week.
- Put out chairs for a club function.
- Wash jerseys for one team.
- Keep the water bottles filled for an underage team.
- Update website or social media.
- Assist with club shop/club merchandise/ordering club gear.

Each of these tasks are straightforward and easy to do, but when taken off the workload of a hard-pressed volunteer, can make a great difference to the running of a club. More importantly, it is the minimum commitment which is required to make a difference.

Volunteer Appreciation

It is essential that you show appreciation to all the volunteers involved in your club and show support for their effort. The unpaid work of all the people involved in the club allows the base of your club to be wide, deep and strong and continue to grow annually.

In order to maintain or increase the volunteer base it is important that all volunteers at all levels of the game are appreciated, thanked and supported in appropriate ways by your club.

“Volunteer of the Year” Award as part of the club prize giving. This award can go to any administrator, team official or volunteer in any capacity.