



## **Volunteer Recruitment**

Volunteers are an essential component of all clubs, without them, many, if not all clubs would not function. Attracting volunteers is a challenging task yet one that must be undertaken by all clubs. It is vital to have a clear set of practices in place to make volunteering as attractive as possible. Some ideas that can be implemented to assist in attracting volunteers include:

- Let potential volunteers know, 'what's in it for them'. This may be a reference, something they can add to their CV, training, meeting new people, personal achievement, learning different or new skills or just being involved in a successful club operation.
- Make them aware of the particular benefits that may be available to them through the local club. Things such as reimbursement for certain expenses, invitation to club events, discounts on registration fees or even access to discounts through sponsors.
- Look for short commitments. Do not indicate to a potential volunteer that you will need them for a long period of time. Trial them for a six month period to see how they go. Once involved, they are more likely to stay on.
- Make sure the job description of their role sounds interesting and appealing. Job Description templates are available through the FFSA website.
- Provide an opportunity for volunteers to provide feedback on their position and to be involved in an evaluation process to improve and develop the role.
- Ensure the club provides appropriate resources and training for each volunteer. Don't throw them into the deep end without any assistance, as this will not be enjoyable experience. Identify a specific time to provide information to volunteers, preferably at a Volunteer Training Night.
- Identify a key contact person within the club for volunteers to go to, a Volunteer Manager. The Volunteer Manager should make themselves available to all volunteers and report back to the committee on any urgent issues, which require attention.
- When recruiting volunteers it is important to emphasise the benefits for volunteers rather than the needs of the club/organisation.

## Where can you find volunteers?

Finding volunteers may not seem an easy process however there are many avenues that can be pursued in recruiting volunteers to the club/organisation.

- Advertise on the club website and social media sites.
- Advertise on the FFSA website and social media sites.
- Ask your club sponsors to advertise through their website and social media sites.
- Contact Sports SA.
- Your local Council will generally have newsletters and various social media sites for you to advertise through.
- A player's family (parents, brothers/sisters etc) will be the most likely source of your volunteers. Have a volunteer information night at the beginning of the season to explain the volunteer roles and the importance to the club of filling these roles. An incentive for parents to volunteer could include lower registration fees for their children.
- Contact your local newspaper and provide them with a good news story. In this you may be able to include information about volunteering at the club.
- Volunteering SA & NT. There are external associations that look after volunteering. Volunteering SA & NT is the peak body for volunteering in South Australia. Your club can register on the website and add its volunteering opportunities. For more information go to <http://www.volunteeringsa.org.au/>

## Volunteer Welcome Pack

When a new volunteer does join your club, it's important to formally recognise them as an official member. A great way to do this is by providing them with a Volunteer Welcome Pack. Documents that should be included in such a welcome pack are:

- A copy of the volunteer job description.
- A personal welcoming letter from the President of the club.
- A list of committee members, volunteers, coaches and team leaders and their roles and responsibilities within the club.
- Information on upcoming volunteer training opportunities.
- Reimbursement information for out of pocket expenses.
- Incident report forms.
- Relevant contact information for internal and external stakeholders.

## Retaining through Recognition – Reward your volunteers

An important aspect of volunteer recognition is to listen to the concerns of your volunteers. Below you will find some strategies that can be implemented to help retain your valuable volunteers.

- Show your appreciation, recognise the efforts of your volunteers and value their contribution.
- Give, receive and listen to all feedback.
- Enable volunteers to have input into the planning phase.
- Allow your volunteers to develop their roles in areas that are of particular interest to them. Eg. If they are a team manager one year and have an interest in coaching, encourage them to complete a relevant coaching course.
- Introduce volunteers to each other and encourage open communication lines between volunteers.
- Provide feedback to volunteers. If a volunteer makes an error, provide feedback that encourages learning and that helps the volunteer to develop in the position.
- Be flexible. Ensure your volunteers know that you are prepared to adjust volunteer work to suit their schedules, where possible.
- Assist your volunteers in accessing training and development opportunities.

In order to retain your volunteers it is imperative that you reward them appropriately. This does not mean providing them with monetary incentives or expensive gifts. Generally volunteers just want to feel like they are completing an important role and know that this is recognised. There are however some sensible ways of providing your volunteers with tangible rewards. Some of these include.

- Hold a Volunteer Recognition Night at the end of the season.
- Provide volunteers with a certificate of recognition.
- Small gifts. Perhaps search for a sponsor for your volunteers and have them sponsor your “Volunteer Management Program”.
- Provide volunteers with free entry to club events.
- Include volunteers in team photos.
- Nominate your volunteers for volunteer awards through your local Council, FFSA and FFA.

## Further Information

Further information to assist volunteers can be gained from through the following links:

The following organisations have some excellent resources relating to recruiting and retaining volunteers. Check out their websites for further information.

Football Federation South Australia – [www.ffsa.com.au](http://www.ffsa.com.au)

Football Federation Australia – [www.footballaustralia.com.au](http://www.footballaustralia.com.au)

Australian Sports Commission – [www.ausport.gov.au](http://www.ausport.gov.au)

Office for Recreation and Sport - <https://www.recsport.sa.gov.au/training-support/volunteers.html>

Volunteering SA – [www.volunteeringsa.org.au](http://www.volunteeringsa.org.au)

Sports SA – [www.sportsa.org.au](http://www.sportsa.org.au)