Volunteer Management for Clubs
Content

- **Recruiting** - be able to identify methods and good practice
- **Supporting and Developing** - recognise the importance of support and development and explore tools to do this
- **Recognition and reward** - recognise the importance of recognition and reward and explore tools to do this
- **Retention** - understand that the sports workforce can be retained by implementing all of the above
World class sporting system

Maximise and align resources from all partners

- Local, regional, and national partners
- Expertise
- Time
- Investment
- Information

Strengthen enablers

- People: You will be supported by quality people who work together to help you achieve your goals.
- Places: You will have access to a network of quality places where you can get involved in sport.
- Profile: You will see and hear about a range of sport opportunities and be inspired by the success of Scottish sport.

Support and improve environments for sport

- Clubs & Communities
- Schools & Education
- Performance

Achieve outcomes for people in Scotland

- Participation: You will have the opportunity to get involved and participate in sport and stay involved throughout your life.
- Progression: You will have the opportunity to develop, progress and achieve success at your chosen level in sport.

Priorities for improvement 2015/2019

- Equalities and inclusion
- People development
- Collaboration and impact

Putting sport first

SportsScotland
The national agency for sport
Volunteer recruitment
Our learning outcomes

By the end of the session you will have:

• Examined the beneficial impact of volunteers
• Identified methods to plan for effective recruitment
• Discussed what motivates volunteers
• Identified a range of recruitment options and discussed what works, what doesn’t and why
• Explore best practice in successful inductions
• Action planned for volunteer recruitment
Working agreement

- Respect others’ contributions
- Respect the right to be heard
- Challenge comments in a positive way
- Focus on the tasks in hand
- Acknowledge challenges; focus on solutions
- Use of Park It Board
Volunteering in Scotland – National figures and current trends

• More than 1.2 million people volunteered 162 million hours in Scotland last year contributing £2.6 billion to the economy +

• Levels of volunteering vary according to gender across all age groups. More women volunteered than men in the past 12 months and younger adults are more likely to volunteer in sport *

• Less people from lower social-economic groups volunteer compared to higher income groups *
Volunteering in Scotland – national figures and current trends

• 30% of adults in Scotland involved in formal volunteering +
• 42% in informal volunteering +
• 18% several times a week, 26% about once a week, 20% at least once a month, 17% a few times a year *
• High number volunteer with children and young people (22%) and with sport (15%) *
• 90,000 coaches in Scotland, 84,000 are volunteers (culture in sport of volunteers) (sportscotland Reaching Higher)
Why we value volunteers

• Why are volunteers important for the development of sport in Scotland?
  – For the clubs
  – For community
  – For growing their sport/game?

• What roles do volunteers play? Think of as many non-coaching roles as you can.
Coaches leaving the industry

- 66% leave for personal reasons (family, work, education)
- 34% leave for system reasons (lack of support/opportunities)
Planning for effective recruitment

**Demand** for volunteers (what are your clubs/programmes needs?)

**Supply** of Volunteers (what volunteers have you already got?)

Audit and identify the gaps

Recruitment options
- New volunteer?
- Current volunteer?
- Inactive volunteer?
Lifecycle of volunteers

Can we plan for the ‘turnover of volunteers?’

(Turnover: measure of the number of individuals moving out of a group over a specific period of time)

- Club player nearing retirement from sport
- Parents following children through the age groups

- How long do they plan to stay?
- What roles can they play? How can they positively impact on the club/programme within they timeframe they have?
Recruitment

Write down every method that you have used to recruit coaches (successful or not)
Recruitment

✓ what has worked for you

✗ what has not worked for you
Recruitment

✓ what has worked for you

✗ what has not worked for you

❓ Unsure of what it means

Discuss the why. What made the successful routes successful? Write some bullet points
What motivates people to volunteer?
What motivates people to volunteer?

In groups

- Write down all the things that could motivate someone to volunteer
- Write one answer on each post it note?
What motivates people to volunteer?

TRADITIONAL

Personal values and beliefs. Doing a good thing, a sense of giving something back. Contributing to your club/wider community.
What motivates people to volunteer?

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**CONNECTION**

Doing it for my team/club/sport, doing it because I have children/family/friends involved.
What motivates people to volunteer?

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Personal values and beliefs. Doing a good thing, a sense of giving something back. Contributing to your club/wider community

CONNECTION
Doing it for my team/club/sport, doing it because I have children/family/friends involved

PERSONAL
Personal choices, a chance to try new things, meet new people, make friends, a way to enhance CV, gain experience and improve chances of gaining employment
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**NICHE VOLUNTEER**
Fewer motives but more specific. E.g. an IT dad who can produce spread sheets for their sports festivals.
Club inductions

• What are the benefits for the volunteer?
• What are the benefits for the club?
• What should be included?
Club inductions

- Minimum standards?
- Education and Development opportunities
Characteristics protected by the Equality Act

• Age
• Disability
• Gender reassignment
• Race
• Religion or belief
• Sex
• Sexual orientation
• Pregnancy and maternity
• Marriage and civil partnerships
Possible barriers for volunteering

Personal Barriers

• Time
• Cost
• Children
• Work
• Family Responsibilities
• Confidence
• Relationships
• Language
• Value of volunteering

Structural Barriers

• Lack of role models
• Recruitment practices
• Restricted access to social networks
• Cultural and religious barriers
• Knowledge of coaches
Inclusive clubs and programmes...

- Work to remove barriers
- Create policies which promote equal opportunities
- Remove the barriers for recruitment and progression
- Value difference

www.inclusiveemployers.co.uk/equality
Scenario considerations

- What motivates the person to volunteer? How will you know?
- What barriers might be present? What might stop them volunteering?
- How will you break down the barriers?
- How will you recruit the person?
Scenario 1

The local college contacts you about the following potential volunteer:

- A female student moves to the area.
- She is studying sports coaching at college.
- She used to play hockey.
- She wants to gain some experience within a sports environment.
Scenario 2

- A single dad has two sons who play at the club
- He is interested in helping out and approaches you
- He is available 2 hours per week
- He doesn’t want to coach
Scenario 3

• Your local high school runs a sports leaders programme
• Each sports leader needs to complete 20 hours of volunteering to receive their certificate

(Consider how these potential volunteers can contribute within their 20 hours? What could you do to encourage them to stay?)
You are aware of the following information about a member of your club (information from Volunteer Form sent out to members)

- Mum works part time as a financial director
- Her daughter plays
- She has a few hours per week
Scenario 5

David follows your club on twitter:

- David is a self-employed website designer
- His daughter plays in the school team
Scenario 6

Thomaz sends you a message through your club’s Facebook page.

• Thomaz has moved to your area from another country
• He used to be the treasurer at his local club
• He loves sport.
• He is learning English at college
Scenario 7

A committee member reads an article in the local newspaper about Janet’s work in the community.

- Janet has just retired
- She is keen to keep active
- She does a lot of fundraising for her local community centre
- She enjoys watching bowls
Scenario 8

- A person contacts you about getting involved in your club
- They tell you that they can only volunteer on certain days due to their university and religious commitments
- They used play tennis but can’t anymore due to an injury
Scenario 9

- A person contacts you about getting involved in your club
- They tell you that they are from an African background
- She is a graphic designer
- They were brought up in Glasgow and have recently moved to a small rural community
- The family wants to get to know more people
Scenario 10

- Your club wants to write a development plan
- No one has the skill set or experience within your club
- How will you recruit a volunteer for this role?
Scenario 11

• Your clubs wants to engage in more marketing via social media
• No one has the skill set or experience within your club
• How will you recruit a volunteer for this role?
Scenario 12

- Your club’s president has done the role for 6 years
- She can no longer continue but no-one else has put themselves forward for the role because of the heavy workload and commitment involved

How will you recruit a volunteer for this role?
Scenario 13

- Your committee has been made up of the same people for 4 years
- The committee needs a refresh and the club wants to develop
- The club has both a junior and senior section
- The club’s AGM is coming

How will you recruit a volunteer for these roles?
Club Volunteer Recruitment Evaluation Tool

Each person/club to complete the self evaluation tool. Consider each statement and select your traffic light:
Our learning outcomes

By the end of the session you will have:

• Examined the beneficial impact of volunteers
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• Action planned for volunteer management
10 minute break
Volunteer support, reward and recognition
Our learning outcomes

By the end of the session you will have:

• Explored the skills and abilities excellent volunteers have in a range of roles.
• identified the benefits of supporting volunteers
• explored support opportunities available for volunteers
• Discussed how to identify the individual needs of different volunteers
• Identified a range of methods to support volunteers
• completed an action plan for volunteer recruitment within their club
What does excellence look like?

• Draw an excellent volunteer for your chosen role
• Consider skills and qualities
• How does this information help us?
Journey of a Volunteer
Types of Support

Blue: Formal Qualifications (e.g. governing body qualifications)

Amber: Structured (e.g. scUK workshops)

Green: Self Directed (e.g. asking questions, reading books etc.)
Support and Development questions

1. What do you like about your volunteering role?
2. What would you like to achieve in your role?
3. What support could make your role easier?
4. If we were to do one thing to support you, what would it be?
5. How do you learn best? Give me an example
6. What other opportunities could you seek for yourself?
Retaining Volunteers

**Recognition**
- Inclusion in decision making
- Asked for input to shape delivery/programmes
- Trusted with more responsibility
- New role – move from assistant to head coach
- Long or significant service awards

**Reward**
- Gifts – reduced membership / flowers
- Free kit (non essential)
- Nomination for a volunteer award – Saltire awards / NGB award / Sportscotland award
- Volunteer night out
- Thank you letters/cards

**Coach Development**
- Mentoring
- TNA
- PDP
- Self Reflection
- CPD
- Coach Observations

**Coach Support**
- 1 to 1 meetings
- Having a key contact
- Regular check ins
- Provision/Payment of training course / CPD
- Travel expenses
- Provision of kit or equipment
#thanksvoluteer

Thank you to the unsung heroes of Scottish sport.

#ThanksVolunteer

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the national agency for sport
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Follow up support;

www.sportscotland.org.uk/helpforclubs

Evaluation will be sent to you via email – we would appreciate 5 minutes of your time to get feedback.