

The Volunteer Toolkit


**Recruiting, Retaining and
Rewarding Volunteers**

R³V

How to use

This toolkit is designed to provide you with the following:

1. Advice and quick tips on how to recruit and engage with your Volunteers
2. Step by step process on how to “R³V” – Recruit, Retain and Reward your Volunteer superheroes
3. Tools to utilise in your sporting season around “R³V”

Harbour Sports “Gold” tips will be scattered around the toolkit, they look like this . Ideas with these symbols are quick and easy tips that you can implement in your organisation.

Now you have the tools, go out and find the superheroes of our sporting community – our Volunteers!

Acknowledgements:

Harbour Sport would like to acknowledge the many Volunteer resources currently available. Many of these resources were consulted during the development of this toolkit. Special thanks to Sport Waitakere, Sport Waikato, Volunteering Auckland and Sport NZ.



Volunteers

“Your superheroes are one of the key pillars to your organisation”

In the toolkit you will find a selection of resources, worksheets and great tips on how to increase your Volunteer capacity.

Without Volunteers there would be ...

- ➔ No coaches for your teams
- ➔ No managers to help organise the teams and games
- ➔ No one to fundraise
- ➔ No one to run the canteen/kitchen
- ➔ No umpires for the junior grades
- ➔ No club committee members
- ➔ No one to help out with transport to and from games
- ➔ No help with keeping the grounds and club in working order
- ➔ No one to sort out the team uniforms

Without all of these things there would be NO SPORT!!

Because this is such a scary prospect, Harbour Sport has produced this resource to assist you and your organisation in generating a strong Volunteer group. This toolkit will help you to recruit, retain and reward your stars of the sporting community – your Volunteers. It will also help you to understand where your gaps are around Volunteers and what it is you can work on to ensure you always have enough Volunteers in your organisation.



Volunteer's Perspective

"What's in it for them?"



We are always thinking about how we need to gain Volunteers.
Have you ever stopped to think what it must feel like for someone to put up their hand and say "yes, I'll help out!"

Here are some of the reasons Volunteers put their hand up in the first place

- They want to see others succeed in sport
- They want to give back to their community, sport, school or club after years of being on the recruiting end
- Seeing people do well in their sport creates a positive impact on the community
- They want to learn or try something different which is a rewarding experience
- They want to be able to help out their children, relatives or friends
- They want to make a difference in someone's life
- They want to show their appreciation for the work that has been done for them

Things you should consider when trying to recruit Volunteers

- What is it that you have to offer your Volunteers?
- What are you going to do for your Volunteers?
- What will they get out of Volunteering for your organisation?
- How much time out of their life will it take up?
- What is the job you want them to do? - Be specific



Volunteer's Perspective

"What's in it for them?" answers ...




The answer to these questions doesn't always need to have \$\$\$ dollar signs attached to it. They can be as simple as the following:

What is it that you have to offer your Volunteers?

- Opportunity to support your club
- Experience in managing a group of people
- Opportunity to up skill and develop young talented athletes
- Confidence in leading a group of people
- Chance to change someone's life
- Opportunity to be a positive role model to their children
- Personal development

What are you going to do for your Volunteers?

- Mentoring or a buddy support system throughout the season 
- Session plan templates for coaches
- Thorough induction process
- On-going support and contact with club/school staff
- Keep them informed about all things that happen in the organisation
- Regularly acknowledge their work/contribution

What could they get out of Volunteering for your organisation?

- Reduced membership cost for themselves or family members
- An award named after them at the end of year prize giving
- Item of clothing to show their affiliation to the organisation e.g. Jacket, T-shirt, Cap
- Acknowledgements and/or profiled in the newsletters
- Satisfaction of seeing others achieve their potential
- Opportunity to influence change in the organisation

How much time out of their life will it take up?

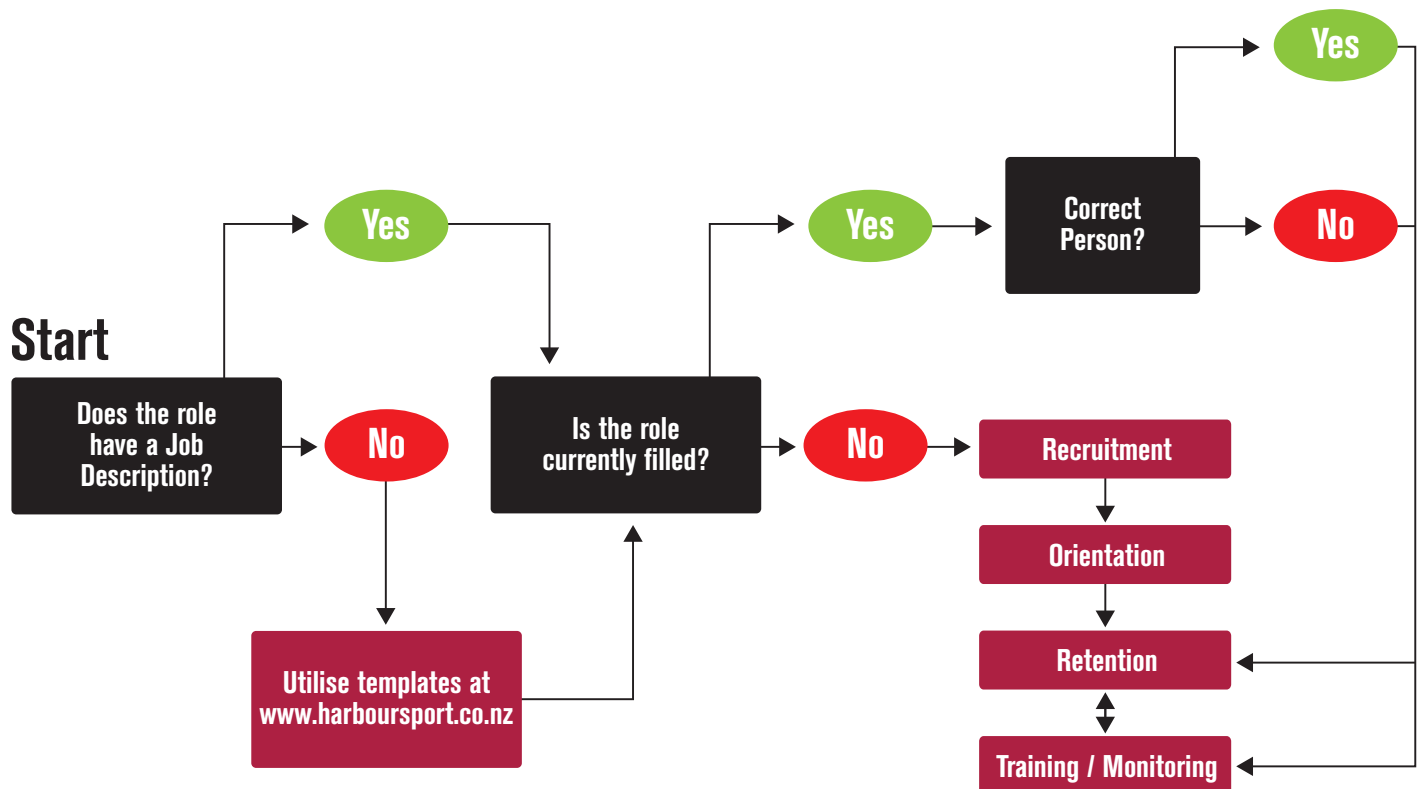
- Be up front and make it clear how much time people will be giving up (e.g. 3–4 hours per week)
- If they say it is too much time to give up encourage 2 people to job share the role



Do you need a Volunteer?



Work each role through the following flow chart and identify where you need to start your own process. Use the rest of the toolkit to help you fill all the Volunteer roles you require.



Recruiting

“Recruiting Volunteers can always seem like one of the hardest things to do”



The key is to be organised, know what positions you need to fill, then get out there and bring in your new Volunteers.

Here are some ideas we think might help you ...

- Advertise positions you need before you begin team trials – Get the word out early!
Don't forget to advertise the number of hours you require someone for e.g. 3 hours per week
- Approach people when they come to your organisation – you'll be surprised how many people are actually willing to help out – **YOU JUST HAVE TO ASK!!**
- On registration forms ask if your members (or their parents) can spare 3 hours a week to help at the club – they could possibly help out with filing, data entry or score keeping
- Put a call out in the local community newsletter
- Ask your volunteer to find a friend who is keen to help out
- When advertising for positions say what you have to offer your volunteers (utilise some of the ideas on our 'Rewarding your Volunteers page 7')
- Target university students looking for experience to put on their CV's – give them a point of difference
- Advertise on Volunteering Auckland website <http://www.volunteeringauckland.org.nz>
- Contact your local businesses and see if their staff would be interested in job share Volunteer roles



Here are some places you could try to recruit Volunteers

- Secondary schools – contact the principal or sports coordinator
- Universities – get in contact with the Student Association or sports department
- Local businesses
- Volunteering Auckland
- Local gym
- Parents and Caregivers
- Church groups/youth groups



Just Ask!!!!



The best thing you can do is just ask someone if they can help. Not only does it answer the burning question you have in your head but it also overcomes the kiwi trait of modesty that holds most people back. It's nice to be personally asked and considered that you have the 'goods' to get the job done.

For some people Volunteering can be scary especially if they haven't done it before. It's like anything you do – you may not be good at it the first time but with the support of others you will be able to accomplish great things.





Looking after and retaining your Volunteers

“First impressions last a life time so make sure yours is a good one”



When people put their hand up to help out they want to know that they are going to be supported, so ensuring your Volunteers are looked after is crucial.

Consider those people who are Volunteering for the first time – you want their experience to be as fulfilling for them as it is for you. Think about the following questions when supporting your Volunteer groups:

- ➔ Do they have a clear Job Description outlining what is expected of them? 
- ➔ Do your Volunteers have someone (e.g. a buddy) who they can seek advice from? 
- ➔ Do you provide your Volunteers with training or up-skilling opportunities?
(these can be workshops to understand the rules better, general club/school information)
- ➔ Do your Volunteers always know what's going on in your organisation?
- ➔ Do you give your Volunteers the opportunity to voice their opinions?
- ➔ Do you give your Volunteers the chance to share some of their issues with you or someone else in your club?

Find out what your Volunteers want, rather than giving them what you think they need

Your Volunteers will vary in skill level and expertise, therefore not all Volunteers needs are the same. Rather than providing workshops or training opportunities in areas you think they need, why not ask them what it is they want or need help with. Put out surveys or go around asking your Volunteers what they need help with and tailor your support to their needs.

<http://www.surveymonkey.com> is a great website to create and send out your surveys, they will also be able to collate your results.



Check out the survey template in the appendix on page 15

It is really important that your Volunteers feel supported and know they have someone to turn to when they are in need of help. A great way to ensure the support is there for your Volunteers is to assign a Volunteer Coordinator. The ideal person for this role would be someone who is passionate about supporting others in your organisation. Someone who knows first-hand what it is like to be a Volunteer for your organisation and can speak from their own personal experience about what new Volunteers go through.



Rewarding your Volunteers



“They don’t expect it which makes it more special when they get it”



Rewarding and showing your Volunteers how much you appreciate them is one of the most valuable tasks you can do. Not only does it make them know how much you value their time, it also can be the influencing point that brings them back for the next season.

Rewarding your Volunteers doesn’t always need to be associated with the \$ sign, so remember sometimes it’s just the little things that count which make the biggest impact.

Some of the things you can do

- Just saying “Thanks”
- Reduced membership for themselves or family members 
- An award named after them at the end of year prize giving 
- Item of clothing to show their affiliation to the organisation (e.g. Jacket, T-shirt, Cap)
- Social gatherings for your Volunteers that are catered for by club or at a reduced fee
- Acknowledgements and/or profile in the newsletters, website, Facebook
- Christmas and birthday cards/acknowledgements 
- Recognition from peers in the club
- Recognition in the committee minutes
- Make it part of your culture to always thank your Volunteers, so they hear it from many groups of the organisation (e.g. players, others coaches, club leaders) 
- Write up a letter of reference for your Volunteer at the end of the season (help them with job hunting) 

Take the time to actually ask your Volunteers how it is they would like to be thanked.



Let's find your Superheroes!



How many Volunteers do you need?



Use this page to list the teams/jobs you need volunteers for. Don't forget to include team managers, umpires, grounds people support etc. Make sure you include team jobs that you already have Volunteers for.

What do you need volunteers for?

	Need to have	Nice to have		Need to have	Nice to have
Example:					
Netball Coaches Year 8	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
Rugby Team Manager	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
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	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>



From your list on the 'Volunteers you need' page, start to determine who your Volunteers already are and which roles you need to focus on recruiting for.

What positions need to be filled?

[illegible]

Recruitment Strategies



Use the space below to write what you are doing at the moment to recruit Volunteers.

Strategies being utilised currently

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.....

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.....

.....

.....

.....

Now focus on what you could be doing better. Using the list of Recruitment ideas on page 5 as well as your own, write down what you will do now to recruit more Volunteers for your club/school.

Three Strategies you will implement

Strategy:

Who:

When:

Strategy:

Who:

When:

Strategy:

Who:

When:



Looking after and Retaining your Volunteers



Use the space below to list what you are currently doing to manage and reassure your volunteers so they feel supported in their roles.

Strategies being utilised currently

Using the list of Volunteer management ideas on page 6, along with some of your own, what will you focus on this season/term to manage your Volunteers?

Three Strategies you will implement

Strategy:

Who:

When:

Strategy:

Who:

When:

Strategy:

Who:

When:



Rewarding Strategies



What are you currently doing to reward your Volunteers and to keep them coming back?
Are you giving them any incentives to show your appreciation?

Rewarding Strategies being utilised currently

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Using the list of reward ideas on page 7, along with some of your own, what will you focus on this season/term to keep your Volunteers?

Three Strategies you will implement

Strategy:

Who:

When:

Strategy:

Who:

When:

Strategy:

Who:

When:



Appendix



Volunteer Feedback Survey



Thank you for the great work you have done this season!

We know we couldn't have done what we have without you, so tell us a bit about your experience and what we could have done to make your Volunteering experience better.

Age:

- ☐ 14-18
 ☐ 19-25
 ☐ 26-35
 ☐ 36-45
 ☐ 46-55
 ☐ 56+

How long have you volunteered for our Club/School?

- ☐ 1 season/term
 ☐ 2-4 seasons/terms
 ☐ 5-10 seasons/terms
 ☐ 11+ seasons/terms

How has your Volunteering experience been this season?

- ☐ Excellent
 ☐ Good
 ☐ Average
 ☐ Could have been better
 ☐ Poor

Please explain why you rated the above question as you did:

.....

.....

Have you felt supported this season?

- ☐ Yes
 ☐ No
 Why?

What could have improved your experience?

.....

.....

Would you consider Volunteering again next year?

- ☐ Yes
 ☐ No

Any other comments?

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Job Description templates available for your use

- ➔ General Volunteer Job Description
- ➔ Volunteer Coordinator Job Description
- ➔ Volunteer Coach Job Description
- ➔ Volunteer Manager Job Description
- ➔ Teacher in Charge of Sport Job Description
- ➔ Volunteer President Chairperson Job Description
- ➔ Volunteer Secretary Job Description
- ➔ Volunteer Treasurer Job Description

Visit our website for ready to use Job Descriptions: www.harboursport.co.nz/search_volunteers

NB: If there is not a job description for a Volunteer role you require please contact Harbour Sport and we will guide you through it.



Volunteer of the Month

Every month Harbour Sport acknowledges one of the many great supporting Volunteers in the community. If you have a Superhero achieving great things or someone who has given up a lot of their time for your organisation, make sure you nominate them this month.



Harbour Sport is looking for
Super Heroes

This is your opportunity to
thank and reward your volunteer
super hero and tell others how
great they are.

**HARBOUR
SPORT**

GET
NOMINATING
\$50
Gift voucher
to be won monthly

Nomination Deadline:
Nominations must be
received by 5pm on the
25th day of each month

Harbour Sport wants you to nominate our volunteer super heroes: the coaches, managers, kitchen ladies, co-ordinators, referees and volunteers that always work in the background and make sport happen. Each winner of the Harbour Sport Volunteer of the Month Award will receive a \$50 gift voucher presented to them at their volunteer location. Winners will be announced in the Harbour Sport Locker Room Newsletter.

For more information please contact
Maree Wright Harbour Sport Community Sport Advisor
Phone: 09-415-4655 | Mobile: 0275-558 696
Email: volunteers@harboursport.co.nz

