

# The Process of Recruiting Volunteers for Your Club

## *Tips and Ideas*

This document was prepared for the Hockey 101 Seminar. These ideas and tips have been gathered from a number of sources to assist you in recruiting volunteers for your organization.

### **Finding New Volunteers - Recruitment**

The regular cry from hockey clubs is 'we haven't got enough volunteers' and 'it's always the same few'. These Top Tips will give you a few ideas of how to address the difficult task of recruiting volunteers.

Throughout the text, reference is made to hockey 'clubs'. This term is used to include all sports organizations, such as leagues, and local and provincial associations, and other community groups that provide sporting opportunities, whether in an organised setting or a more informal environment.

The basic steps in recruitment are:

- Why do we want volunteers?
- What plan will we use to recruit them?
- Where do we find them?
- How will people move from being a recruit to being a volunteer?

### **Why do we want volunteers?**

People always say they want more volunteers. However, before recruiting volunteers, it is important to plan for their arrival. Questions that you may need to answer are:

- What tasks do we want volunteers to complete?
- Have we got role descriptions for these?
- How many do we really need? (Have you calculated this properly or just guessed?)
- How long do we need them for?
- When do we need them?
- What training will they need to complete the tasks we have identified for them?

# The Process of Recruiting Volunteers for Your Club

## *Tips and Ideas*

- What support will they require (from when they arrive)?
- Will our current volunteers accept new volunteers?

It is important that new volunteers feel they are making a contribution and that you don't leave them with nothing to do when they arrive – this happens more than we like to admit!

You also need to ensure that you have sufficient resources to support them while you train them. This may be anything from the time of another volunteer supporting/mentoring them in the role, through to funds to support their attendance at externally arranged training courses and events.

### **What plan will we use to recruit them?**

Ensure your administration is in order before you go any further:

- Write, rewrite or design your role descriptions. These outlines could be simple, for one specific role, or could be produced to incorporate an array of tasks with a view to having a broader appeal. The emphasis could be on having fun/being social and could offer a chance for individuals to re-use old skills, or learn new ones.
- Produce your volunteer code of practice.
- Establish a volunteer welcome pack.
- Ensure you are ready to do a Police Check.
- Make sure your committee(s) agree with the recruitment plans and approve any resources that may be needed for the event(s) or campaign.
- Make sure information is sent out to all enquirers and that anyone answering the phone is aware that the club is looking for volunteers and what to do next.
- Prepare your club to be volunteer-friendly and ready to welcome new volunteers

(e.g. do you have a volunteer coordinator or someone to greet new volunteers?).

# The Process of Recruiting Volunteers for Your Club

## *Tips and Ideas*

- Prepare your recruitment event(s) or campaign.
- Timetable some time to interview and meet potential new volunteers.
- Recruit any current club members who will be helping with the event(s) or campaign.

### **Where do we find volunteers?**

You will be more successful in recruiting volunteers if you target your event(s) or campaign. For example:

- if you want a new coach, you may be better looking through community sport networks and/or your governing body.

**Tip:** For general recruiting, it's important to avoid simply saying 'volunteers needed'. Instead, focus on roles and what they have to offer. For example:

- Get fit and pass your hockey skills on to young people.
- Budding PR whizzes needed – hockey club needs volunteers to help promote themselves in the community.

Don't forget to look at older and young volunteers. They have lots of skills and are often looking for good placement opportunities!

### **Recruiting Older Volunteers**

Statistics tell us that we have an ageing population and that this section of the population is generally healthy for longer and have more leisure time. In addition they may want to give something back to the sport or community in which they have been involved.

<b>What will older volunteers bring to your club?</b>	<b>What will older volunteers gain from their involvement?</b>
<ul style="list-style-type: none"> <li>• Vast amount of experience</li> <li>• Professional skills e.g. people management, financial knowledge</li> <li>• More availability and flexibility</li> <li>• Loyalty to the club</li> <li>• Maturity</li> </ul>	<ul style="list-style-type: none"> <li>• Opportunity to share experiences and skills</li> <li>• Opportunity to learn new skills</li> <li>• Feel valued and useful</li> <li>• Opportunity to stay in sport after competitive</li> <li>• Socializing</li> </ul>

# The Process of Recruiting Volunteers for Your Club

## *Tips and Ideas*

### Recruiting Younger People

It is important to consider young people's motivations to volunteer in order to recruit and retain them effectively and allow both the club and the volunteer to benefit!

<b>What will young volunteers bring to your club?</b>	<b>What will young volunteers gain from their involvement?</b>
<ul style="list-style-type: none"><li>• Energy, Inspiration and enthusiasm</li><li>• New technology skills e.g. IT and web design/maintenance</li><li>• A fresh approach</li><li>• Relate to young club members and relate to their needs</li><li>• Attract other young people to the club</li></ul>	<ul style="list-style-type: none"><li>• An opportunity to have fun</li><li>• Learn new skills</li><li>• Gain experience and qualifications</li><li>• Personal and social development</li><li>• Become active with the community</li><li>• Do something different</li></ul>

### How will people move from being a recruit to being a volunteer?

Once you have found some potential new volunteers, you will need to complete the relevant checks.

**Tip:** Even if you think you are in desperate need of some instant help, make sure adequate checks are made on the people who have offered to help. Remember, it is important to get the right person in the right role, so that they can enjoy doing the right things efficiently and effectively.

You can filter volunteer recruits in a number of ways:

- One-to-one interviews
- A 'find out about volunteering' evening (bringing a group together and talking to them as a group)
- Police vetting procedures
- Asking for and speaking to references.

# The Process of Recruiting Volunteers for Your Club

## *Tips and Ideas*

If you do use the interview or group discussion method, ensure it is a two-way process and allow the volunteer to decide whether it is something they want to do. It is also an opportunity to check whether you have the right volunteer for the right role.

Maybe introduce a trial period after initial filtering, to allow the volunteer the chance to try the role for a while (maybe two weeks or a month), and allow you chance to get to know them.

When you are happy that you have the right volunteer(s), send out a welcome letter and welcome pack (if you have one). This letter should give the new volunteer the name and contact details of the person who will be supporting them (at least on their first time as a volunteer), and a time for them to make their first visit to the club.

### **Where are the volunteers? From [www.helpforclubs.org.uk](http://www.helpforclubs.org.uk)**

The most common sources of reliable volunteers are:

- past and present club members
- family or friends of members, including parents of younger members
- holding a recruitment event
- organizing a recruitment drive

For more advice on each of the following issues, please check out the five Club Tips publications in the 'See also' panel.

Recruiting from outside the organization brings a number of benefits to the club, including:

- specialist skills, e.g. in fund-raising or publicity, that your club might need
- new vision and energy for the club
- new contacts that can introduce you to new networks
- new enthusiasm
- a wider community of membership.

# The Process of Recruiting Volunteers for Your Club

## *Tips and Ideas*

When you recruit any new volunteer, he or she will want to know:

- What does the job entail?
- What am I responsible for, and to whom?
- What skills are required - do I have them?
- What support will I get?
- How much of my time is required?
- Is the job really necessary?
- Will I fit into the "team"?
- Will I get job satisfaction?
- Will my work be valued?

**"Before attempting to recruit new volunteers, you must first identify the specific roles they will be carrying out."**

A role description for each volunteer post is often very helpful in defining what needs to be done, how the job relates to other officers, and what is expected of the volunteer. A typical role description includes:

- role title
- responsible for/to
- main duties
- detailed duties
- contacts
- time commitment
- skills required.

Having a clearly defined role description ensures:

- common understanding
- clear responsibilities
- tasks identified
- contacts identified
- links between jobs are clear
- avoids duplication
- avoids omission.

### **Selection and screening volunteers**

Having a selection and screening process will help you to match the needs of your organization to the needs and skills of the volunteer.

# The Process of Recruiting Volunteers for Your Club

## *Tips and Ideas*

It would be counter-productive to both the volunteer and your club to place someone in a position that was not appropriate for them. On some occasions, it may not be possible to offer a volunteering placement to someone. If this does happen, try to suggest an alternative, for instance, could they contact their local Volunteer Centre, or look on the Volunteer Scotland website for details of other volunteering opportunities?

Another important reason to have a screening process for all volunteers is when considering your 'duty of care' to the people that use and work in the club. The following process will hopefully improve the recruitment process for all:

- See potential volunteers for an informal discussion/interview.
- Ask all volunteers to complete an application form.
- Request two references prior to starting. These could be from previous work/volunteering or from someone who knows them well (although not family members!).
- Undertake police check. Ensure that all applicants are aware that you will be doing this beforehand.

Consider having a Trial session at the club beforehand, giving the volunteer and the club a chance to find out if they are suited to the work before committing.

## **Notes:**