

Tips for Recruiting Volunteers

The following ideas stem from the efforts of a number of clubs to recruit volunteers and/or expand the volunteer base:

- Establish a nominated Volunteer Coordinator position(s) as part of your club structure. The key roles could be recruiting, providing support, trouble shooting, communication, and recognition of volunteers.
- Establish Match Day Volunteer Coordinators (e.g. Team Manager structure used in AFL football) who direct traffic for match day short term volunteer roles e.g. scoring.
- Brainstorm the list of jobs that need to be done throughout the season e.g. organizing team photos, organizing end of season trophies, match day set up and pack up. Develop a number of smaller volunteer roles to accompany these tasks e.g. Trophy Coordinator.
- For existing roles, prepare a task list and decipher whether the role could be broken down or shared e.g. Secretary role broken down to Correspondence Secretary and Minute Secretary.
- Develop role descriptions that depict the actual tasks associated with a role.
- Recruit well ahead and continue to recruit.
- Be flexible in your approach to roles and how they are structured – if someone says that they would but... see if you can remodel the role to fit e.g. evening meetings don't suit everyone, meetings during afternoon training may be a solution
- Develop instructions associated with each task which provides the information needed. This can act as a demonstration of what the role includes and can demonstrate how easy a task is.
- Develop positions with specified maximum terms e.g. turnover of roles on committee every 3 years so people know they won't get stuck. You can make a ruling that after 3 years a person needs to take a 12 month break before re-nominating.
- Rotate Committee positions i.e. if a person wants to remain in a committee after a designated term, they need to nominate for a different role
- Conduct open days to celebrate the club, its successes and all of the volunteers around the club.
- Do your recruiting well before your AGM and conduct an AGM that will attract people to it e.g. a guest speaker of interest, social function, activity, game of bowls etc.
- Make a big deal of your volunteers whenever possible e.g. through your club newsletter, website articles, public address announcements
- Generate incentives for key volunteers e.g. awards, reduced fees, access to training and / or mentoring

- Include on your Registration Form a tick the box list asking the roles that a new coming member or their networks would be prepared to assist with. Follow this up immediately.
- Provision of adequate induction, handover, written instructions for the tasks so that the new volunteer does not feel they've been thrown in the deep end.
- Develop volunteer teams around tasks so that people don't feel over committed and if at any stage they are unavailable that there are others who can step in.
- Look outside the club membership base for volunteers e.g. does anyone have a parent, grandparent, or know of anyone who would be willing to take on a role. Advertise volunteer experiences to local TAFEs, universities and /or disability support providers.

These are just some starter ideas, remembering that a professional approach to volunteer management where volunteers are well supported and recognized will assist the recruiting efforts. Select the Club Volunteer Self Assessment to get some ideas of what good volunteer management looks like.