

scottishathletics 

**Retain and Recruit  
Volunteers Effectively**

**GBSport**

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Retain & Recruit Volunteers

**What do clubs who  
do this well have in  
common?**

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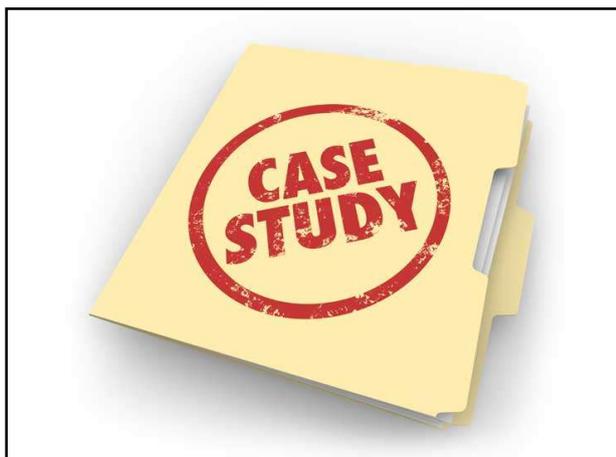
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Retain & Recruit Volunteers

## Plan

What does the club need?  
What needs doing?  
Who do the club want?  
Who do the club have?  
What can the club offer?

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“Why would I want to volunteer at your club?”

## The right culture?

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“Do I think that the club is well run and that it will be FUN to be involved?”



**Volunteer friendly?**

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Retain & Recruit Volunteers

**Something for Everyone**

- Identify the roles
- One hour upwards
- ‘Bring a friend’
- Role descriptions
- Support network

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Get the planning wrong and you will struggle to attract and retain volunteers



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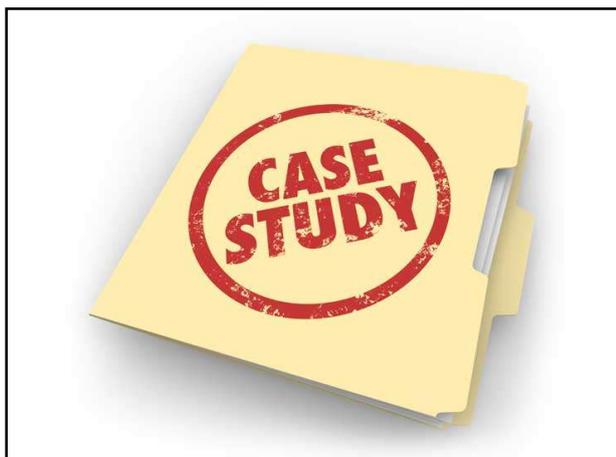
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Retain & Recruit Volunteers

# SELL the benefits of the role

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Retain & Recruit Volunteers

## Likely Candidates

Review the available skillset  
Approach likely candidates  
**DON'T WAIT FOR VOLUNTEERS!**  
No 'contracts'  
Mentoring

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Retain & Recruit Volunteers

## Who Can Do What?

"I can help with..."  
"I am good at..."  
"I can spare..."  
"I like working with..."

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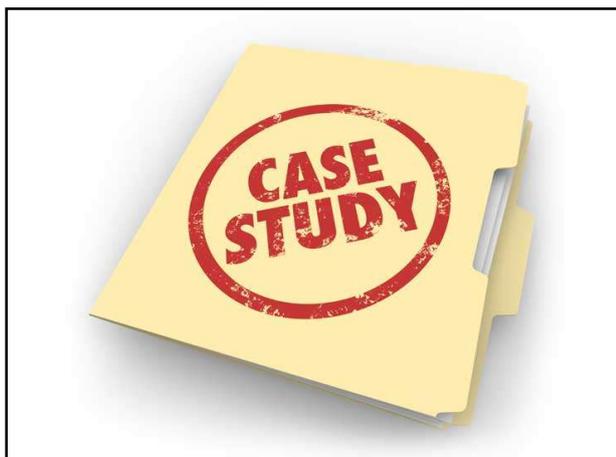
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Retain & Recruit Volunteers

## Training

- Mentoring
- Shadowing (succession planning)
- Online and external courses
- NGB sponsored training
- Volunteer Handbook

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40% of first time volunteers never volunteer again because of perception of lack of support, training & appreciation



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Retain & Recruit Volunteers

## Supervise

How are they doing?  
Too much? Too little?  
Resist temptation to give more hours too quickly

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Retain & Recruit Volunteers

## Recognition

Track and publicise their contribution  
Use Social Media  
Host an awards night  
Run 'thank you' events  
Job title? Business cards?

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Retain & Recruit Volunteers

## Evaluate

What difference did they make?  
Get their feedback  
'How can we improve the experience?'  
Feedback into future planning

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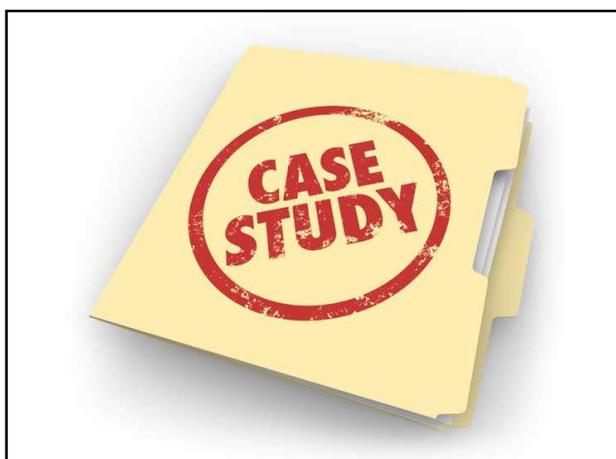
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