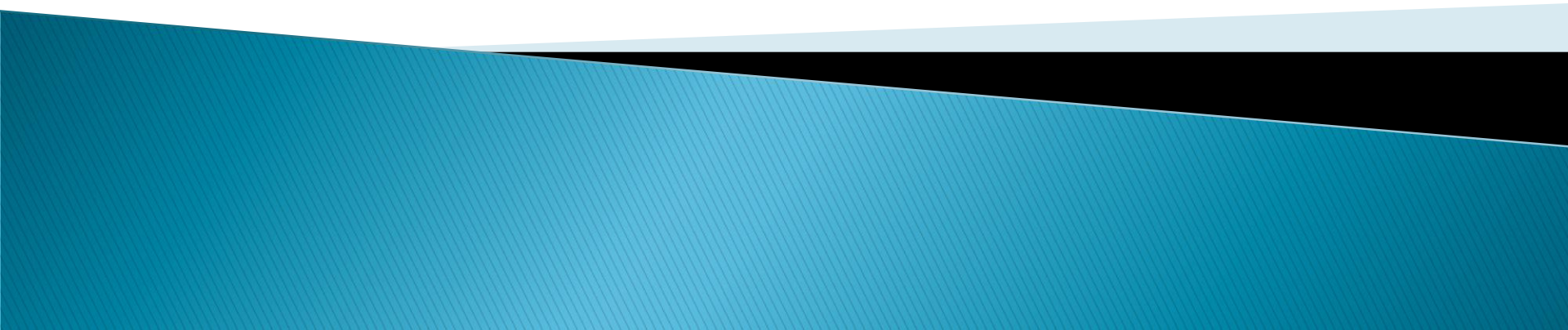


Finding and Keeping Volunteers

Mike Feszczak



Main points of presentation

- ▶ Establish who your volunteers are/could be
- ▶ Detail what is needed to make your organisation attractive to prospective volunteers
- ▶ Identify recruitment means and strategy
- ▶ Look at succession planning and current trends

What is a Volunteer?

Australian Bureau of Statistics –

- ▶ Someone who willingly gives unpaid help in the form of time, service or skills through an organisation or group

Volunteers in Sport and Sport Social Capital

(ABS [4917.0 Sport and social capital, Australia, 2010](#))

- ▶ 93% of sport and physical recreation organisation volunteers participated in organised sport as a child.
- ▶ About half volunteered for another type of organisation in addition to sport and recreation.

Volunteers in Sport and Sport Social Capital continued

- ▶ Rates of volunteering in sport and recreation were higher for:
 - males
 - people born in Australia
 - those who were employed
 - people in couple families with children aged under 15 years.
- ▶ The highest participation rate (88%) was among those working 41-48 hours per week.

Volunteers in Sport and Sport Social Capital continued

- ▶ Increased travel time did not appear to reduce participation in sport and recreation.
- ▶ Rates of volunteering are lower among people with lower levels of health and higher rates of disability.

Why Do People Volunteer?

Social Interaction

Self esteem

Assist a return to work

Hobby/interest/passion

Status/uniform wearers

Freebees

Centrelink requirement

Course credit

A sense of belonging

Environmental beliefs

Peer pressure

Work experience

Community Spirit

Boredom

Need to remain active

Personal growth

Necessity

Religious beliefs

Disaster relief

Humanitarian beliefs

What are the barriers to volunteering?

- Time
- Work
- Family
- Transport
- Social Stigma
- Reputation of the organisation
- Lack of knowledge
- Fear

Is the organisation ready?

Volunteer Coordinator

- Works with committee/coaches
- Helps identify volunteering needs
- Manages recruitment/selection process
- Drives recognition/retention
- Communicates (Newsletter?)
- Reviews/exit info
- Volunteer champion

Is the organisation ready?

Identify volunteering needs

Ask:

- Why?
- Who?
- When?

Volunteer Policies should:

- ▶ Reflect organisations philosophy on volunteer management
- ▶ Form the baseline for decision making and operations
- ▶ Clarify:
 - the volunteer's responsibility to the organisation
 - the organisations responsibilities to the volunteer
- ▶ Set the climate for a productive relationship
- ▶ Provide a high profile for volunteers

Application Form Content:

- ▶ Personal details
- ▶ Reasons for volunteering
- ▶ Emergency contact and referee details
- ▶ Qualifications/Skills
- ▶ Medical Issues
- ▶ Driving Licence and driving history details
- ▶ Authority to carry out a Police Check

Police Checks

Legal requirement:

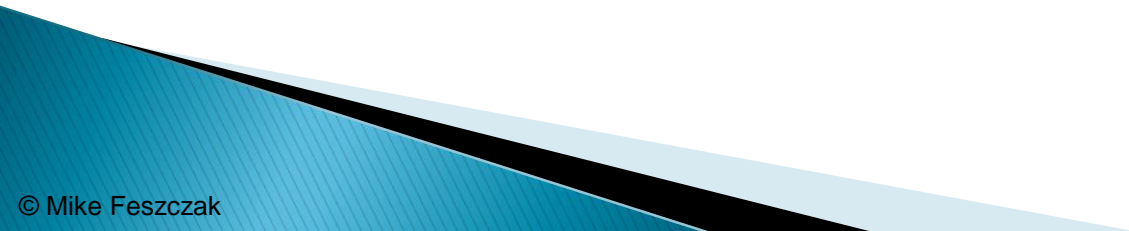
- **Children's Protection Act 1993** – organisations that provide services wholly or partly for children and young people should develop policies & procedures to establish and maintain child safe environments.
- Guidance is that Police Checks should be at least every three years

Other expectations

- Comprehensive orientation
- Effective supervision
- Annual Review
- Recognition

Recruitment

What are you selling?



Recruitment

What are you selling?

- (Hopefully) A volunteering program that is well planned, managed and supported
- An experience and /or status
- An opportunity to:
 - support a sport you love
 - support a community/organisation
 - develop personal skills
 - be part of a social network

Recruitment

Who are you selling to?

- The Unknown
- The Interested
- The Recruits
- The Boomerangs
- The Dedicated

Recruitment

Your aim is to turn :

- The Unknown into The Interested
- The Interested into Recruits
- Recruits into The Dedicated
- Boomerangs into The Dedicated

Keeping volunteers

Most important contributing factors to keeping volunteers are:

- ▶ Location
- ▶ Matching volunteer opportunities to skills and interests
- ▶ Values of the organisation

National Survey on Volunteering Issues 2011

Recruitment Strategy

1. Establish a professional/welcoming volunteer program
2. Establish a worthwhile volunteering experience for all
3. Ensure those you want to attract find out about 1 & 2
4. Ensure that standards do not slip and 1 & 2 are maintained
5. Use appropriate outlets to publicise your volunteering needs
6. Get to know and use Volunteering referral bodies
7. Get volunteers to spread the word

Succession Planning

- **Identify:**

- Future organisation needs
- Current volunteer's future intentions
- Skill availability of the volunteer base
- Willingness to take on responsibility
- Training needs

- **Plan** using the information from above

Key Trends

Adults

- Baby Boomers Expectations
- High level of skill
- Higher levels of professionalism
- Able to take long breaks

Young People:

- Short term project based
- PLP requirements
(SACE Personal Learning Plan)

Get ready for change

Traditional volunteers:

- Don't like change
- Reliable
- Committed
- Duty/service driven
- Loyal
- Content with less technical tasks

Future volunteers:

- Expect a well organised program
- Flexible
- Tech savvy
- Lead complex & busy lives
- Prefer short term & flexible
- Want a two way relationship
- Multiple roles & interests
- Accepts change
- Accepts a variety of roles
- May want a break from own skills
- Want to shape role
- Have their own goals
- Prefers group activities

(Martin J Cowling 2012)

Places to advertise for volunteers

- ✓ Go Volunteer : govolunteer.com.au
- ✓ Seek: volunteer.com.au
- ✓ Gumtree: gumtree.com.au
- ✓ Sport SA: sportsa.org.au
- ✓ Volunteer Resource Centres
- ✓ Local free newspapers
- ✓ Supermarket noticeboards
- ✓ Events
- ✓ Uni/TAFE

Useful Contacts

Volunteering SA/NT T: 8221 7177
W: www.volunteeringsa.org.au

Southern Volunteering T: 8326 0020
W: www.svsa.org.au

Northern Volunteering T: 8250 1582
W: www.northernvolunteering.org.au

Sport SA T: 8353 7755
W: www.sportsa.org.au

Useful Resources

Volunteering Australia T: 03 9820 4100
W: www.volunteeringaustralia.org

Office for Volunteers T: 8463 4490
W: www.ofv.sa.gov.au

Office for Recreation and Sport T: 7424 7677
W: www.recsport.sa.gov.au