



A guide to helping  
Community Sport Clubs  
Recruit & Keep  
Volunteers involved

# Introduction

This guide has been written to assist community sports clubs with recruiting and retaining volunteers, were relevant directing to other resources and providing helpful tips to overcome common challenges.

It highlights best practise in volunteering, services offered by Glasgow Sport and other relevant organisations.

Acknowledging the majority of sports clubs are affiliated with a National Governing Body and are required to adhere to their operating standards this guide does not replace their standards and guidelines and was designed to further support standards already in place.

If the information provided raises any questions or you have comments and suggestions please contact your Sport Development Officer or contact:

Stephanie MacLeod

Club and Volunteer Development Officer

Email: [clubandvolunteer@glagsowlife.org.uk](mailto:clubandvolunteer@glagsowlife.org.uk)

Phone: 0141 287 5427

# Recruitment- where & how can we find volunteers?

## Planning ahead

Before recruiting new volunteers, consider the need:

- What tasks will the volunteers undertake?
- Is it one role or could it be broken into multiple roles?

Within the world of volunteering, most of us wear multiple hats. However just as common is “*Burnout*”, when volunteers feel overwhelmed .

Avoid role descriptions like:

Volunteer responsible for coaching, PR & Marketing, First Aid, Grant Writing, Events, Fundraising & general dogs body.

Breaking it down to different roles will attract different people with different skills.

- Assess when you will need volunteers & allow sufficient time to train before required.

# Recruitment- where & how can we find volunteers?

Once you know the roles you need and tasks that need to be done, prepare role descriptions.

## **Volunteering Policies & Procedures**

Before actively recruiting new volunteers, it's a good time to get familiar with the club's existing policies & procedures.

Most clubs will adhere to standards set by National Governing Bodies including:

- Coach Profiles
- PVG Processes
- Insurance
- Volunteer Recruitment Process & Application Forms

Another useful document is a **Volunteer Agreement**

It makes it clear what the volunteer can expect from the club and what, in turn, the club expects from the volunteer. It usually sits alongside a role description. Whilst it sets out expectations an agreement is not a legally binding contract. Therefore the style of writing should reflect that the club hopes a volunteer will act in a certain way, rather than state that they must or have to do so. As volunteer roles change over time, the agreement should be reviewed to make sure it remains relevant to what they are actually doing.

# Recruitment- where & how can we find volunteers?

## Insurance for volunteers

Most clubs are affiliated with a National Governing Body or parents council and can get insurance via them.

## PVG- Disclosures

The Protecting Vulnerable Groups (PVG) membership scheme is managed and delivered by Disclosure Scotland. It helps make sure people whose behaviour makes them unsuitable to work with children and/or protected adults, can't do 'regulated work' with these vulnerable groups.

Who can help sport clubs with questions about PVG & Disclosures?

- If affiliated with National Governing Body, they will have Disclosure process and procedures.
- Members of the **Sport Council for Glasgow** can avail of their disclosure services.

Tel: 0141 287 3649

Email: [info@scglasgow.org.uk](mailto:info@scglasgow.org.uk)

- **Visit <https://www.volunteerscotland.net/for-organisations/disclosure-services/resources/>** for useful resources on PVG and disclosures or contact Volunteer Scotland staff:

Tel: 01786 849777

Email: [disclosures@volunteerscotland.org.uk](mailto:disclosures@volunteerscotland.org.uk)

# Recruitment- where & how can we find volunteers?

## **Advertising for volunteers**

Historically most volunteers were already connected to the club as members, parents etc. before taking on the role.

Today, the promotion of the benefits of volunteering, alongside early retirement, students seeking hands on experience and an increase in refugee and alyssum seekers wanting to use free time to gain skills has lead an increase in people contacting Glasgow Sport wanting to volunteer.

## **Motivations**

Consider volunteers motivations when deciding where and how you advertise. Reasons people tell us they volunteer:

- Enjoy meeting people and making new friends
- Use current skills to help community
- Good way to gain references
- Attend training courses & gain qualifications
- Learn new skills
- Build experience, put learning into action
- Enjoy the buzz and excitement of sporting events
- Support something their children are involved in
- Give something back to their community/ sport
- Looks good on University & College & job applications
- Make good use of spare time
- Have FUN!

# Recruitment- where & how can we find volunteers?

## **Corporate Volunteering**

Today many businesses see the benefits of their employees volunteering.

As a result many of them contact Glasgow Sport for suitable opportunities. As the staff (10-20ppl) are usually only available for 1 day, helping to paint a club house or tidy up grounds are the kind of thing they like to do.

If your club have a suitable opportunity and would like to a group to volunteer for a day.

Please contact your Sports Development Officer.

## **Popular places to advertise for volunteers include:**

- Newsletter to current membership & volunteers
- Facebook- local community groups & sport club pages
- Twitter – include #volunteer #sportsclub # (insert the type of sport)
- Noticeboards: churches, club house, supermarkets, community halls
- Online: Glasgow Sport Volunteer Bureau (speak to Sports Development Officer to view our flyer) Volunteer Scotland , Join in and your own sports club website
- Colleges & Universities – ask Glasgow Sport staff for contacts for Tutors and Lecturers that can help promote

# Recruitment- where & how can we find volunteers?

## Posters and Flyers

Photos, help volunteers visualise themselves in the role by including a photo or a short video that best represents the volunteer role or the welcoming ethos of the club. Don't have a suitable photo or video?

Email: [clubandvolunteer@glasgowlife.org.uk](mailto:clubandvolunteer@glasgowlife.org.uk) for details of volunteer photographers that may be able to help.

Avoid saying "volunteers needed" it looks desperate and makes people wonder why, what happened the last ones?

Briefly describe: Role, Location, Time & days, Contact details and try to include a quote from a current volunteer, why they enjoy the role.

<https://www.canva.com/> is free to use and has templates for flyers and posters.

## How can Glasgow Sport help you find suitable volunteers?

- Volunteer opportunities advertised on GSVB are promoted on our social networks.
- We also contact local groups and networks and advertise them at volunteer workshops and presentations.

# Recruitment – *continued*

## **Selection**

This process is best decided by the club, different roles may require a different pathway for selection.

This may include:

- Application Forms
- Club visit
- Informal chat with other club volunteers
- References
- PVG membership
- Shadow another volunteer

Where possible, encourage the volunteer to try before they commit.

# Keeping volunteers involved

## Support & Training

Everyone is different and some volunteers will require more support than others.

Support to volunteers can be anything from having a point of contact at the club to help them, volunteer handbook, coaching resources to more formal support like a mentor.

Glasgow Sport offer a wide range of training. Visit <https://glasgowlife.sportsuite.co.uk/events> to view upcoming training course dates.

If you require further information or cannot find the course you are looking for then please contact [coaching@glasgowlife.org.uk](mailto:coaching@glasgowlife.org.uk) or call 0141 287 3640.

## Recognition

This can vary depending on your club and time available. Experience tells us, volunteers who are acknowledged and thanked for their time are more likely to stay involved.

Popular ways to show recognition and appreciated include:

- Say thank you at the end of a session or event
- Send a thank you via text or email
- Say thank you via sport clubs social media platform
- Acknowledge volunteers contribution via newsletters to members
- Organise social and celebratory events
- Press releases
- Include in speeches at events
- Progress volunteers into other volunteering roles
- Send thank you cards
- Nominate for awards including Evening Times Community Champion, Glasgow Sports Person of the Year Awards and annual NGB awards

# Keeping volunteered involved

## Volunteers Leaving

It's a natural part of the volunteering cycle for volunteers to leave the club. This can be for lots of different reasons and shouldn't always be viewed as a negative. It can also be a positive progression for the individual.

We appreciate it can be very frustrating when volunteers leave, especially if you have invested time and funding into training them.

Hopefully by putting best practise recruitment processes in place and detailing in role descriptions and volunteer agreements what is involved it reduces the number of volunteers that say "It wasn't what I expected".

Other challenges associated with continuing volunteering include:

- Kids move on from club
- Lack of training or progression
- Burnout
- Internal politics
- Change of personal circumstances
- Depart after training
- Unappealing roles
- Lack of Time
- Other priorities

Considering the above challenges, is there anything the club can do to help reduce these?

- Recruit more volunteers to reduce pressure on key individuals
- Could some roles require a shorter time commitment than others?
- Include in volunteer agreement that volunteers are asked to deliver xxx sessions after receiving funding/ training

# Keeping volunteers involved

## **Can we ask a volunteer to leave?**

Yes. Sometimes it may be appropriate to ask a volunteer to stop volunteering.

Again recruitment policies and procedures will assist you as you can evidence that their behaviour is not acceptable as per the role description and volunteer agreement they agreed to.

## **Thank volunteers for contribution**

It obviously depends on the reason for leaving.

The loss of a volunteer, can cause a lot of extra work for others and it's easy to get caught up with trying to cover upcoming sessions and events but before you move onto crisis management – thank the volunteer and if appropriate invite them back in the future if things change.

## **Conclusion**

Hopefully this document has provided you with some useful links and helpful hints on recruiting volunteers and top tips on keeping them involved.

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# Templates and resources

There are lots of great templates and resources available online – which will save you starting from scratch.

## **Volunteer Development Scotland**

<https://www.volunteerscotland.net/for-organisations/guidance/>

Click ***Thinking about*** for:

- Developing a Volunteer Policy
- Volunteer Health & Safety
- Volunteering & the Law
- Creating an inclusive volunteer environment
- Managing challenging situations
- Volunteer Equality and Diversity
- Volunteer Policy Template
- Volunteer Risk Assessments
- Equality & Diversity Monitoring Form

Click on ***Making a difference*** for:

- Supporting your Volunteers
- Managing Challenging Situations
- Promoting Positive volunteer & staff relations
- Volunteer Expenses
- Support Record Template
- Volunteer Exit Questionnaire

# Templates and resources

Click on ***Getting started*** for:

- Creating Volunteer Role Descriptions
- Matching the right volunteers to the right roles
- Creating a Volunteer Agreement
- Creating a Positive Induction
- Volunteer Role Description Template
- Volunteer Recruitment Plan
- Expression of Interest Form
- Volunteer Application Form
- Volunteer Reference Request Form
- Volunteer Agreement Template
- Induction Template Checklist

Click on **Building Success** for:

- Guide to measuring impact of volunteering
- Recognising & valuing volunteers

## **Sportscotland – Help for Clubs**

Provides helpful information for clubs including marketing, governance, funding and roles & responsibilities (under organised category)

<https://sportscotland.org.uk/clubs/help-for-clubs/>