

CLUB LIFE

Empower, Engage, Sustain

Volunteers Make Hockey Happen

Put simply if it wasn't for the vast amount of volunteers giving their time and expertise sport in Wales would grind to a halt. Volunteers are the life blood of clubs and this resource will help your Hockey Club do the following;

- Develop ideas around how to **RECRUIT** new Volunteers
- Effectively **ENGAGING** volunteers
- How to **DEVELOP** volunteers
- Help you **RETAIN** volunteers

Why do you need to RECRUIT new volunteers?

- If you are intending to increase membership have you thoughts about the new volunteers you will need to help?
- New volunteers will help relieve the amount of work current volunteers do.
- You may need new volunteers to replace ones which leave the club or who stand down as volunteer.
- There may be new roles within your club which are not in the skill set of your current volunteer team.



For more information, visit:

www.hockeywales.org.uk/play/club-life



Recruiting Volunteers

Why not actively target some of the groups below to find new volunteers?

Parents, Grandparents and the Recently Retired

Parents are a great start however this is very traditional and in the current climate and over recent years the amount of time parents have to spare is becoming less and less. Parents usually have a vested interest in volunteering because their children are involved. This sometimes brings added pressure and sometimes a shelf life to how long they will volunteer for. Often when their children finish playing or choose a different sport their parents go with them!

Grandparents are a new breed of volunteers. In a lot of cases the grandparents are now doing a lot of the childcare including taking and fetching from schools and sports clubs. While they are there why not ask them to get involved. Grandparents also tend to have more time on their hands compared to modern parents who are in work – potentially grandparents are an untapped market.

Recently retired people will have a lot to offer sport and if they have an interest in Hockey even better! Do you know your club members well enough to know who is coming up to retirement?

The Committee

Although committee members are already heavily involved in the running of the club they are usually reliable and have a vested interest in the club. Why not alternate the role they are doing or ask them if they have the capacity to take on additional roles! You know what they say, 'give a job to a busy person'!

Junior Club Members and Young Ambassadors

Have you asked any of the older juniors in the club if they want to help out at the club. There is an increasing trend across Wales in a number of sports of utilising the skills of young people. Older juniors act as great role models for the younger members and often have a range of skills that you can tap into. Think wider than just coaching, maybe they could help with advertising, managing the website or social media? Definitely worth asking!

Hockey Wales has a fantastic Hockey Young Ambassador Scheme where young people from the age of 14 can get involved in helping at their Hockey Club.

For more information visit www.hockeywales.org.uk/support/young-ambassadors



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Universities and Further Education

University courses and college courses often require students to do a certain amount of voluntary hours as part of their academic course. Sometimes this can be up to 300 hours (6 hours per week). Why not think of a specific project or programme for a work placement student to work on, for example, they could be asked to head up a Back2Hockey programme, design and implement a marketing campaign or be as simple as helping out at weekly coaching sessions?

Work Places

Have you thought about talking to local work places and businesses to see if they have employees who are keen to get involved with volunteering? You could find someone who used to play hockey who has a desk based job. Maybe a bit of a long shot but definitely worth getting a contact with some local businesses small and large.

People who are out of work

People who are looking for work are often worth contacting. The sports industry can offer fantastic opportunities to give people work experience and get them work ready. Maybe you have people in your club who are not currently in work or maybe there are local agencies who can put you in touch with schemes that may be able to signpost your club suitable people.

So I know who I want to target but how do I find them?



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Twitter	A great way of instantly advertising volunteering opportunities. If your club hasn't got a Twitter account use the CLUB LIFE social media resource to help. Reach thousands instantly!
Local Free Papers	Do you have a free local paper? If so, although a more traditional method of recruitment it could be used to target a certain audience? This may also be a way of advertising the club.
Parents Evenings	Link with the local Primary or Secondary School to set up a stand during parents evening. If this is done effectively you could potentially tap into all parents of children at the school
Freshers Fayres	Approach your local University to have a stand at the annual Freshers Fayre (usually around September / October time). Your stand could be used for a range of different club development promotions – new members, volunteers or umpires for example.
Membership Surveys	Your club could survey your members to see if there are any members out there with specific skills who are keen to volunteer? For surveys why not use an on line tool such as 'Survey Monkey'?
Facebook	A great way of instantly advertising volunteering opportunities. If your club hasn't got a Facebook account use the CLUB LIFE social media resource to help. Reach thousands instantly!
Asking People	When was the last time you asked someone to help? If you are a volunteer reading this you were probably asked at some point!
Radio Advert	Although expensive local radio stations provide a great outlet to thousands of listeners? Rather than an advert you may be able to get a slot talking about the club?
Banners	Banners are relatively low cost and if designed effectively could help you recruit new volunteers. You may even be able to access funding to purchase them. Use the CLUB LIFE Community Chest resource to help you.
Leaflets etc	Been there done that? Maybe yes, but ask yourself...how professional do they look?



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Engaging Volunteers

I know who I want, I know how to get them but now how do I make sure they are supported effectively?

Effectively deploying your volunteer workforce is almost as important as recruiting them! The last thing you as a club need is a group of volunteers that you're not too sure how to use them. This all comes down to the planning and the recruitment phase, here are some handy hints to help you deploy volunteers effectively.

KNOW WHAT VOLUNTEERS YOU NEED BEFORE YOU START TRYING TO RECRUIT THEM

↓
ENSURE YOU HAVE **ROLE DESCRIPTORS** FOR EACH ROLE

↓
ASSIGN SOMEBODY TO SUPPORT EACH VOLUNTEER OR THE GROUP OF VOLUNTEERS

↓
ENSURE THEY **HAVE ALL THE TOOLS** THEY NEED TO VOLUNTEER IN THIS ROLE

↓
AGREE TIMESCALES, REVIEW DATES AND **SUCCESSION PLAN**

↓
COME UP WITH IDEAS OF HOW TO REWARD AND RETAIN YOUR VOLUNTEERS

↓
TALK TO YOUR VOLUNTEERS AND KEEP THEM ENGAGED



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'Role Descriptors'

Within the CLUB LIFE you will find a range of role descriptors (Volunteer Coordinator, Chairman, Treasurer, Volunteer Coach, Secretary, Media Officer, Club Welfare Officers, Marketing Officer, Social Media Officer, Volunteer)

'Assign Somebody'

It is important that each volunteer has someone to talk to about their experiences and discuss potential issues as well as sharing all the good stuff! This could be the volunteer coordinator or another volunteer. You could even use a volunteer buddy system.

'Have all the tools'

Make sure all the volunteer have everything they need to volunteer, this will ensure they have a positive experience. For example if a volunteers is making teas and coffees on a training morning make sure they either have petty cash to buy the ingredients or that they have been given the right things. This will make all the difference.

'Succession Planning'

Always think of the 'next volunteer', people don't volunteer for ever. Build in some training or shadowing for the person identified to take on this job next.

'Talk'

Make sure your volunteers are fully engaged and there are clear lines of communication at all time. Be friendly!



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Developing Volunteers

Now you have recruited and engaged your volunteers how do you develop them?

Developing your volunteer workforce is so important, not only for the club but for the volunteer themselves.

5 Reasons why to develop your volunteers:

1. Ensure you get the best out of them.
2. Make them feel valued and part of a wider team.
3. Developing them will improve their skill set and enable them to be more effective.
4. They can transfer their skills to other volunteers.
5. If you invest in your volunteers they are less likely to leave the club.

The table below gives you some great ideas of both Formal and Informal Development Opportunities.

Volunteer Development
Welcome Meeting / Regular Meetings
One to One Meetings
Peer-to-peer support
Buddy Schemes
Mentoring similar roles from other clubs
Specific committee role training
Informal Mentoring
Local Authority organised courses
Time to Listen (Hockey Specific) *must do L1 below first
SCUK Safeguarding and Protecting Children 1 / 2
First Aid Training



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“There is only one thing worse than training someone, for them to leave – and that is not to train them and have them stay!”

Please follow the links to some of the above courses / development opportunities ;

Time to Listen - <https://thecpsu.org.uk/training-events/specialist-safeguarding-training/>

SCUK Safeguarding and Protecting Children - <https://www.sportscoachuk.org/site-tools/workshops/about-our-workshops/safeguarding-and-protecting-children>

First Aid Training - <http://www.stjohnwales.co.uk/> or contact your Local Authority

Business Wales - <http://business.wales.gov.uk/?site=230>

Depending on what level of support and guidance your volunteer may need or wants you could work with them to develop a **Volunteer Development Plan**.



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Retaining Volunteers

Recruiting new volunteers may be hard but keeping hold of them is the real challenge!

Retaining Volunteers;

Once you have found your new volunteers it is vital that you spend some time considering how to keep them, this will not only allow you to move on to find other volunteers to help with the club but hopefully will save you time replacing the ones you have just found!

Recognising the contributions of your volunteers:

- ✓ Say Thank-you in speeches, presentations and dinners
- ✓ Hold a volunteer recognition day
- ✓ Volunteer social nights
- ✓ Send thanks via social media, e-mail or text
- ✓ Recognition at NGB or Local Authority Awards nights
- ✓ Profile your volunteers in newsletter (eg. volunteer of the month), notice boards or website
- ✓ Send your volunteers Birthday cards and Christmas cards
- ✓ Include them in club planning

Offering Incentives

Not all volunteers are willing to help out totally free of charge and it is important to reward all volunteers throughout their voluntary life! Here are some economical ways in which you could reward your volunteers via incentives;

- ✓ Reduced club membership
- ✓ Reduced / free coach education
- ✓ Coaching kit or equipment
- ✓ Vouchers from club sponsors (e.g. if someone owns a restaurant or sports shop)
- ✓ Expenses
- ✓ Tickets to sporting events / championships



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