

Recruiting, Retaining & Rewarding Volunteers

Sports clubs rely on volunteers to help with a variety of tasks, from coaching and officiating to administrative duties and fundraising. Without volunteers, many sports clubs would not be able to function.

Recruiting Volunteers

There are a number of ways to recruit volunteers for your sports club. Here are a few ideas:

- Put up posters and flyers around the community.
- Identify priority tasks that need to be completed or fulfilled (needs-based approach). People more likely to volunteer if they know specifically what needs to be done
- Post volunteer opportunities on your website and social media pages.
- Contact local businesses and organizations to see if they have any employees who are interested in volunteering.
- Attend community events and fairs to promote your club and recruit volunteers.
- Contact your local volunteer action network, click [here](#) for more information
- Identify potential club members who may be interested in volunteering
- Highlight the benefits of volunteering – e.g. make friends, work as a team, develop CV, support local community and enhance skills
- Offering mentoring opportunities for new volunteers so they can learn about a potential role

Retaining Volunteers

Once you have recruited some volunteers, it is important to make sure that they feel valued and appreciated. Here are a few tips for retaining volunteers:

- Provide them with training and support so that they feel confident in their roles.
- Give them regular feedback on their performance.
- Show them appreciation for their hard work.
- Make sure that they have fun and enjoy their volunteering experience.

Rewarding Volunteers

There are a number of ways to reward your volunteers. Here are a few ideas:

- Give them public recognition for their contributions. Highlight in newsletter, website and/or social media
- Nominate for an award – most local areas/sports councils have a Volunteer Awards and sportscotland hold an annual [Coaching, Officiating & Volunteering \(COV\) Awards](#). Also, nominating someone for a category within [ArcheryGB Recognition Awards](#) is a great way to recognise a volunteer's hard work and dedication
- Provide them with gifts or vouchers.
- Offer them opportunities for professional development.
- Host social events for volunteers.

By recruiting, retaining, and rewarding volunteers, you can ensure that your sports club has the support it needs to thrive.

Here are some additional tips for recruiting, retaining, and rewarding volunteers:

- Be flexible with volunteer hours.
- Allow volunteers to choose the tasks that they are most interested in.
- Create a sense of community among your volunteers.
- Make sure that your volunteers feel like they are part of the team.

By following these tips, you can help to create a strong volunteer program for your sports club.