

# SPORT VOLUNTEER WORKSHOP GUIDE



## Management Tool for Hosting Sport Volunteer Workshops

Produced by Parks and Recreation Ontario and the Sport Alliance of Ontario  
with support from the Ontario Trillium Foundation.

# Table of Contents

<b>A: Needs Assessment</b> .....	<b>3</b>
Determine who will host the training and who will be invited	
What topics?	
<b>B: Planning</b> .....	<b>4</b>
Outline key dates	
Select workshop dates and times	
Locate a suitable facility	
Locate local facilitators	
Sponsorship options	
Determine any fees and how participant expenses will be covered	
Plan equipment needed	
Develop a budget	
<b>C: Communication</b> .....	<b>6</b>
Develop and implement a media strategy	
Develop and implement an advertising strategy	
Develop and use invitation lists	
Create a registration process	
<b>D: Host the Workshop(s)</b> .....	<b>7</b>
Before the workshop	
The day of the workshop	
Post workshop	
<b>E: Evaluate</b> .....	<b>8</b>
Use evaluation forms for participants	
Review original plans	
Make recommendations for future workshops	
<b>Appendices</b> .....	<b>9</b>
Appendix A – SUMMARY OF WORKSHOP TOPICS .....	
Appendix B – SAMPLE EVALUATION FORM .....	
Appendix C – BUDGET TEMPLATE .....	
Appendix D – SAMPLE SURVEY .....	
Appendix E – MEDIA / PROMOTIONAL TEMPLATES .....	
<b>Logos</b> .....	

# A: Workshop Needs Assessment

## Determine who will host the training and who will be invited

There are a variety of ways to deliver the workshops for your community. Review the options below, which are not the only choices, in order to determine the approach that will best serve your community.

Who will host the workshop?	Who will be invited to participate?
A single community sport organization	Only that organization's volunteers
A single community sport organization	Hosting organization's volunteers Other community organizations' volunteers Is it open to individuals not connected to an organization?
Community Sport Council	Any member organization's volunteers
Community Sport Council	Any member organization's volunteers Other community organizations' volunteers <ul style="list-style-type: none"> <li>• Local?</li> <li>• District?</li> <li>• Region?</li> </ul> Is it open to individuals not connected to an organization?
Municipal Recreation Department	Selected sports organizations' volunteers
Municipal Recreation Department	Any community organization's volunteers Is it open to individuals not connected to an organization?
Convening Organization (e.g. volunteer centre or network, social planning council, United Way, community foundation)	Any community organization's volunteers Is it open to individuals not connected to an organization?

## What topic(s)?

There are 10 modules available on line. Go to: [www.sportalliance.com](http://www.sportalliance.com). Click "Volunteer Resources."

Review the content of each module (see Appendix A). Although the modules were developed as a result of a sport volunteer project, the topics and content are universal and applicable to any voluntary organization.

Determine what training is most needed locally. Typically, the most popular and needed modules are:

- Volunteer Recruitment
- Volunteer Screening
- Fundraising
- Grantsmanship

Six additional modules that were requested by community sport volunteers are available:

- How to Manage Conflict
- Risk Management
- Communication Planning
- Media Relations
- How to Attract and Maintain Corporate Sponsorship
- Volunteer Recognition

To find out what others think is needed, you may want to:

- ✓ Distribute a very simple four or five question survey to local organization(s) to determine where each feels a need for support and training (a sample survey is found in Appendix C).
- ✓ When you distribute the survey, let organizations know the ten topics, where they will be available, any costs that are associated with participation, the facilitators' names (if known) and that the workshops will be three hours long.

# B: Planning

## Outline key dates (critical path)

Work backwards from the desired dates of your workshops to set deadlines for all the key steps, e.g. confirming arrangements, promoting, registration deadlines, communicating with participants, facility and refreshment arrangements, etc.

## Select workshop dates and times

- It will take three to six months to plan and implement your workshops. The delay is for the organizations to discuss it with their board and committees and reach a decision. Often they meet monthly, sometimes every two months.
- Keep in mind the sport seasons. The longest is often hockey and by the time it finishes then the summer sports are already in play. Often the same people are involved in both summer and winter sports so assess what time and day would be best for them.
- Try to find any date conflicts that would affect your registration. Check with municipal departments or convening organizations in your community to see if they maintain a joint calendar of events. Remember to consider possible conflicts for non-sport organizations if you are inviting them.
- These workshops are designed to be held in an evening and offered as one workshop or several on the same evening. They might also be offered as a full day so that each person can attend two if desired, i.e. one in the morning and another in the afternoon. Take into account travel times for your potential participants.
- Decide if you will set and/or publicize alternate dates should weather conditions prove to make travel hazardous and lead to cancellation.
- Communicate how you will notify participants of cancellations if necessary.
- If you will offer several different workshops on different dates, prepare a calendar that includes all the training dates.

## **Locate a suitable facility**

Look into church halls, service club halls, community halls, local hotels, municipal spaces, libraries and schools for availability and cost. The owner of the facility may accept a free registration for access to the facility. Find out who is responsible for set up and clean up.

## **Locate local facilitators**

Identify local facilitators through your board members, local schools, and agencies such as Community Volunteer Networks, United Way, Red Cross, Heart and Stroke Foundation, etc. Contact facilitators to share the material with them so they can familiarize themselves with the content. Determine the fee they will charge and if travel expenses will be required.

## **Sponsorship options**

Local businesses may loan you their LCD projector (if needed). Your local grocery store may sponsor refreshment breaks. You may have the facility sponsored by the owners. Be sure to acknowledge all sponsors and include them in your written material such as information flyers.

On all promotional and workshop material, please include credit to the following:

**Produced by Parks and Recreation Ontario and the Sport Alliance of Ontario  
with support from the Ontario Trillium Foundation.**

To download logos, see Appendix E.

## **Determine any fees and how participant expenses will be covered**

The host organizations choose if they wish to charge a nominal fee to cover expenses or if they wish to cover expenses for participants. Decide on your policies, e.g. payment in advance, discounts for group registrations, refunds, payment for no-shows, travel reimbursement, etc.

## **Plan equipment and tools needed**

- Determine the equipment needed, including tables and chairs, space for refreshments, etc.
- All workshops will need flip charts and stands, masking tape and unscented marking pens.
- Look into resources you may wish to copy for participants or provide them with the web links so they can download their own material.
- Have nametags either made in advance or to complete on arrival.
- Have an attendance form.
- Have sufficient copies of evaluation forms.

## **Develop a budget (See Appendix D for a template budget)**

Note that some costs will be fixed, such as facility rental and honorariums to facilitators (some will volunteer their time). Other costs like copying and refreshments will vary according to the number attending.

Once your budget is set, add an additional column for “Actual” revenue and expenses so you can use it as a tool for evaluation and to help you plan more workshops.

# C: Communication

## **Develop and implement a media strategy**

- Identify your local media such as radio, TV, local newspapers, community calendar listings and gather their contact information and deadline. Ask another community organization if you can use their media list if you don't have one already.
- Develop a one – page media advisory that briefly gives the purpose of the workshops and who is hosting them, outlines the topics and content, the cost per person, date, time, location, and provides a contact person's name, e-mail and phone number (See Appendix E for a sample).
- Use logos and photos if you have them, as it enhances the visual appeal.
- Remember to acknowledge sponsors (see "Sponsorship Options, page 5).

## **Develop and implement an advertising strategy**

- Develop a workshop flyer, an invitation to participate and a registration form. Keep each to one page.
- Use logos or photos for visual appeal, if you have them.
- Decide where and how you will publicize the workshops in addition to direct invitations, e.g. in your local media, on websites, flyers for pick-up in public places, mailings, fax or email blasts, etc.

## **Develop and use invitation lists**

- Most volunteer organizations maintain their own database of members, volunteers, and clients. They may be willing to send out information for you, or allow you to contact their members directly. Check with convening organizations for suggestions and contact the full range of community organizations, not necessarily just sport organizations
- Include local secondary and post secondary schools.
- Send reminders and invite participants in several ways – one email is not enough.

## **Create a registration process**

- Make it easy – by email or phone? If payment is required, how can participants pay?
- Acknowledge all registrations.
- Let participants know who to contact with questions and if and when they will receive advance information about the workshop.
- Issue receipts for fees.
- When registrations are complete, create a workshop participant list and provide a copy to the facilitator and to each participant (optional) that includes names and organizations only.

# D: Host the Workshop

## Before the workshop

- The week before the workshop confirm all arrangements for equipment, facility, facilitator, refreshments.
- Make copies or arrange for the facilitator to make copies for handouts. The more you can provide so that the participants don't have to write, the more they will engage as a group.
- Search the web for suitable resources and in particular [www.prontario.org](http://www.prontario.org), [www.sportalliance.com](http://www.sportalliance.com) and [www.volunteer.ca](http://www.volunteer.ca). You may choose to supply other specific URLs to participants but caution that they often change. And in their searches for resources there are many very good ones from Australia, United States and the UK. Be aware of any legislation that may prohibit their use locally.
- Make sure participants know how to find the location and how to contact organizers or the venue on the day.

## The day of the workshop

- Arrive at least one hour early to ensure room set up. Because people will be writing and working in small groups, use tables to seat at least six. Round tables work well. Or use banquet tables set in a "U" with the open end facing front. If possible, separate the tables so participants can also work in table groups.
- Have clear signage in place from the front door of the building to the room.
- Have refreshments ready such as water, juice, soft drinks, coffee, plus a registration desk.
- Have an agenda ready so they can see when breaks are if necessary.
- Thank everyone for coming, introduce the facilitator. You or the facilitator should indicate where the washrooms are located, and allow time for questions.
- At the end of the workshop, remind participants to fill out the evaluations and tell them where to leave them.

## Post workshop

- Clean the room.
- Return all tools and equipment promptly and in good condition. Note any equipment that needs repair.
- Send letters of appreciation to the sponsors.
- Check with the facilitator about any follow-up that was promised during the workshop.

# E. Evaluate

## **Use evaluation forms for participants (See Appendix B)**

For each workshop ask for evaluations to be completed:

- Include the name of the workshop(s) so they can tick it off.
- Ask what other workshops they would like to attend (list them).
- Was the facility suitable (you can use an excellent to poor ranking or 1 to 5 (and tell them which number is high or low)?
- Did the content meet their needs?
- Did the facilitator engage the interest of everyone in the room?
- Ask for recommendations for improving future workshops.
- Summarize the replies and share with others who were involved.

## **Review original plans**

Using your own observations, as well the evaluations, look at each of the planning steps and how successful each was.

## **Make recommendations for future workshops**

Make plans to revise your plans as needed. Note: Do this within the next week while the information is fresh or you will forget content.

## **Start planning all over again.**



# Appendix A

## Summary of Workshop Topics

### **Communication Planning**

At the end of this workshop you will be able to:

1. Write a realistic and successful communications plan for your organisation.
2. Identify your internal and external target audiences.
3. Decide on the most appropriate strategies and timing to deliver your messages.

### **How to Manage Conflict**

At the end of this workshop you will be able to:

1. Communicate more effectively in order to lessen conflict.
2. Identify stages that lead to conflict and take steps to prevent or lessen the conflict.
3. Practice resolving conflicts more effectively using a proven process and techniques.

### **How to Attract and Maintain Corporate Sponsorships**

At the end of this workshop you will:

1. Understand more about who gives charitable donations and sponsorships in Canada.
2. Be able to prepare attractive sponsorship proposals and determine likely prospects in your situation.
3. Be able to develop a effective pitch for sponsorships for your organization.

### **Fundraising**

At the end of this workshop you will:

1. Be able to assess your needs and choose a fundraising strategy.
2. Be able to prepare an action plan.
3. Gain tips and links to suppliers to help you be more effective.

### **Grantsmanship**

At the end of this workshop you will:

1. Be able to assess if your organization should apply for grants.
2. Be able to prepare for and write effective grant proposals.
3. Gain tips to help you approach the Trillium Foundation and other granting sources.

### **Media Relations**

At the end of this workshop you will be able to:

1. Decide if, when and how to approach the media as part of your communications.
2. Understand more about how the media works and what they want from you.
3. Decide what information and what spokespeople are likely to get the coverage you want.

## **Risk Management**

At the end of this workshop you will be able to:

1. Understand what risk management is and why it is important.
2. Think about different areas in your operations where something might go wrong that would result in harm.
3. Learn some ways of assessing and managing risk.
4. Start to make a risk management plan for your organization.

## **Volunteer Recognition**

At the end of this workshop you will be able to:

1. Understand what volunteer recognition is and how it can help your organization.
2. Assess what different kinds of recognition your volunteers would appreciate.
3. Make a plan to ensure your volunteers are thanked and recognized appropriately.

## **Volunteer Recruitment**

At the end of this workshop you will:

1. Be able to analyse your needs for volunteers and understand what volunteers need from you.
2. Have some tools and templates to help you prepare and start recruiting.
3. Generate ideas of how and where to recruit.
4. Consider how to retain the volunteers you find through good management e.g. – training, support and recognition.

## **Volunteer Screening**

At the end of this workshop you will be able to:

1. Understand what volunteer screening entails and why it is important.
2. Assess and minimize the risk involved in different volunteer positions.
3. Use some tools and templates to help you start and keep screening your volunteers.

# Appendix B

## Sample Evaluation Form

Session Title: \_\_\_\_\_ Presenter: \_\_\_\_\_

**1) Overall:**

1                      2                      3                      4                      5                      6  
Poor                      Good                      Excellent                      Bonus

Comments: \_\_\_\_\_  
\_\_\_\_\_

**2) Resource Material:**

1                      2                      3                      4                      5                      6  
Poor                      Good                      Excellent                      Bonus

Comments: \_\_\_\_\_  
\_\_\_\_\_

**3) What could be added to improve the workshop?**

\_\_\_\_\_  
\_\_\_\_\_

**4) What additions could be made to the materials to increase the value to you?**

\_\_\_\_\_  
\_\_\_\_\_

**5) Was the material presented appropriate for you?**

Too basic \_\_\_\_\_ Just right \_\_\_\_\_ Too advanced \_\_\_\_\_

Can you comment on the amount of the material and the time allotted, please recommend how to improve the format.

\_\_\_\_\_

**6) Length of session**

Not enough time \_\_\_\_\_ Just right \_\_\_\_\_ Too long \_\_\_\_\_

**7) Location, room size, set-up, temperature etc.**

1                      2                      3                      4                      5                      6  
Poor                      Good                      Excellent                      Bonus

Comments: \_\_\_\_\_  
\_\_\_\_\_

**8) Refreshments**

1                      2                      3                      4                      5                      6  
Poor                      Good                      Excellent                      Bonus

Comments: \_\_\_\_\_  
\_\_\_\_\_

**9) Are you interested in other workshops?**

Please tick topics that you might like to attend. Please leave an email address if you would like to

Receive more information: \_\_\_\_\_

- \_\_\_\_\_ Volunteer Recruitment
- \_\_\_\_\_ Volunteer Retention
- \_\_\_\_\_ Fundraising
- \_\_\_\_\_ Grantsmanship
- \_\_\_\_\_ How to Manage Conflict
- \_\_\_\_\_ Risk Management
- \_\_\_\_\_ Communication Planning
- \_\_\_\_\_ Media Relations
- \_\_\_\_\_ How to Attract and Maintain Corporate Sponsorship
- \_\_\_\_\_ Volunteer Recognition

# Appendix C

## Budget Template

Done as a table in word as not everyone has spreadsheet capability

<b>Revenue</b>	<b>Budget</b>	<b>Actual</b>
Registration Revenue (\$ x persons)		
Sponsorship		
Advertising		
<b>Expenses</b>		
Facility rental		
Refreshments (\$ x persons)		
Stationary Supplies/Copying		
Facilitator Honorarium		
Travel Expenses		
Equipment Rental		
Communication/Advertising Expense		
<b>Total</b>		

To add more rows, go to the bottom right space and press “Tab” key.

Or

To add a row in between rows go to the top row of icons and select “Table” then “Insert row.”

# Appendix D

## Sample Survey

The “XXX” organization will be hosting a Sport Volunteer Workshop in our community. The workshop will be 3 hours.

1. Which of the following options would serve you best?  
Select the top 4 using “1” as your first choice, etc  
 Volunteer Recruitment  
 Volunteer Screening  
 Fundraising  
 Grantsmanship  
 How to Manage Conflict  
 Risk Management  
 Communication Planning  
 Media Relations  
 How to Attract and Maintain Corporate Sponsorship  
 Volunteer Recognition
2. The workshops can be run in an evening singly or as a group. They can be run on Saturday as morning and afternoon sessions with 2 options in each time. Please select your best option using “1” as first choice, etc.  
 Weekday evening 6 – 9 pm  
 Weekday evening 7 – 10 pm  
 Saturday 9 – 12 and 1 – 4 with lunch provided  
 Saturday 9 – 12 and 1 – 4 with no lunch provided  
 Sunday 9 – 12 and 1 – 4 with lunch provided  
 Sunday 9 – 12 and 1 – 4 with no lunch provided
3. The best day to attend the evening workshop. Please select using “1” as your first choice:  
 Monday                       Thursday  
 Tuesday                       Friday  
 Wednesday
4. The best month to attend these workshops. Select the top 3 using “1” as first choice:  
 January                       July  
 February                       August  
 March                       September  
 April                       October  
 May                       November  
 June                       December

By \_\_\_\_\_(date) please return your response to \_\_\_\_\_(person) at (address) or fax to (number).

# Appendix E

## Media/Promotional Templates

*Adapted from Public Relations Toolkit for Voluntary Organizations*  
<http://www.citizenship.gov.on.ca/english/volunteerism/tools/publicrelations/#3>

### **Calendar/Listings Announcement**

For Immediate Release: (Date)

(Name of Organization) to Host (name of event) to  
(brief explanation of what your event is e.g. “ training workshop on....”

(Name of city or town): The (name of organization) will be hosting (name of event) at  
(location) on (date and time) to (briefly explain what the event is expected to  
accomplish).

(Brief description of your event here – information such as organizations or participants  
targeted, deadline for registration, admission fee if applicable, supported by (sponsors),  
impact expected. (If there is an admission fee, explain how the fee will be used).

– 30 –

For more information, contact: (name, email, phone number)

Note to Calendar Editor: Please run this announcement through (date of event).

*Reader tip:*

The – 30 – shown above, and used in all media materials, is understood by journalists  
to mark the end of the text. It should be centred on the page.

### **Media Advisory:**

For Immediate Release:(Date)

(Name of Organization) to Host (name of event) to  
(brief explanation of what your event will accomplish)

Who: (your organization name)

What: (the name of your volunteer organization's event and a description)

When: (day, date, time)

Where: (the address of where your event is being held)

Why: (why the event is being held) (this could be goals of the workshop)  
(One paragraph background on your organization here).

Photo Op: (describe what possible photos or television footage news photographers  
could take at this event, such as a ribbon cutting, presentation, or key announcement,  
or if you can provide photos to the media

– 30 –

Contact:

(your name, title)

(email, day and evening telephone numbers)

**Download LOGOS here:**

Ontario Trillium Foundation



Parks and Recreation Ontario



Sport Alliance of Ontario





