

# SPORT VOLUNTEER PROJECT

## Volunteer Recruitment

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

- Length of Workshop:** 3 hours (including 15-minute break)
- Registration Package**  
(sent in advance):
- Time and Location of Training
  - Name of Trainer
  - Goals of Workshop and Agenda
  - Information about parking, reimbursement of expenses, child care arrangements, accessibility to those with disabilities
  - Resource Links Page (for those who want to review in advance)
- Room Set-Up**
- Table groups with 5 to 7 places at each
  - Resource table
  - Presenter's table
  - Flipcharts and stands (2 if possible)
  - Sample resources on resource table
  - Hand Outs on Tables
- Materials**
- Refreshments (as desired)
  - Name tags
  - Pens and lined paper for each table
  - Flipchart paper, enough for every table
  - Masking tape for posting pages on wall
  - Markers, enough for every table
- Handouts**
- What Drives Sports Volunteers
  - Motivations and Barriers to Volunteering
  - Why Do People Volunteer
  - Small Group Worksheet
  - Resource Links (page 5)
  - Evaluation Form (from Guide)
  - Participant List (if desired, or if group is large) *Because of privacy concerns, don't share more than names and organizations without express permission from participants to do so.*

### Before workshop

**Note re: Size of Group**

*The style of facilitation and kind of exercises you choose from the options below will depend on how many people attend the workshop.*

*The goal is to ensure that all participants can contribute equally within the time available.*

*A small group equals two to ten people.*

### Prepare and post on flipcharts:

#### Agenda

1. Introductions
2. Why People Volunteer
3. Planning for Recruitment
4. Retaining Volunteers
5. Wrap-Up and Evaluation

#### Goals of the Workshop – At the end of this workshop you will be able to:

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 though good management e.g. – training, support and recognition.

### Guidelines for Working Together (examples)

- Equal Chance to Participate
- Respect and Listening
- Finish on Time
- Look after your own needs (breaks, refreshments, ask if you don't understand)

You may also want to flipchart the Introduction guidelines and the main points that are in plain text below for easy reference during the workshop.

## 1 Introductions — 30 minutes

*Facilitator introduces her/himself, and does 'housekeeping' items, e.g. location of washrooms, refreshments, who to ask about expense questions, etc.*

*Then review the goals of the workshop and agenda and answer any questions.*

*Facilitator asks each participant to briefly introduce themselves according to the guidelines for introductions, e.g.*

Group(s) for which you are interested in recruiting volunteers

a) One hope or expectation you have for this workshop

b) How you started volunteering for the group(s) you represent– what was the first step?

*Flipchart two lists for a) and b) as they emerge **or ask a participant to scribe for you.** If you fill more than one page, post the pages on the wall.*

*When everyone is finished, review the Hopes/Expectations list and suggest where in the agenda the information might come, or if it won't be covered, where people might get info outside the workshop, or add the hope/expectation (e.g. have fun!) to the guidelines for working together.*

*Ask the group what common themes or patterns they see in how people start volunteering (list b). Underlining, circling or highlighting similar comments in the same colour marker works well, or generate a new flipchart page to summarize themes, perhaps with checkmarks beside each theme for the number of times they occur.*

*If your group is larger than 15 people, do this process in groups of 4 to 8 by giving tables 5-10 minutes to introduce themselves to each other, then share their hopes/expectations in the table. Then go around the groups asking them to share one common hope/expectation and one way people started volunteering and flipchart the responses until you cover most of the ideas raised by the tables. Then highlight the common themes as above.*

*Segue to the next section by pointing out how the agenda will clarify or expand on some of these issues.*

## 2 Why People Volunteer? — 30 minutes

### Handouts

- Why People Volunteer
- What Drives Sports Volunteers
- Motivations and Barriers to Volunteering

*Ask participants to brainstorm any other reasons why they personally started volunteering and add them to the list.*

*Point out the main points in "Motivations and Barriers to Volunteering" and "What Drives Sports Volunteers". Draw the parallels to how the research matches with their reason.*

Summarize the main points from research. People volunteer because they:

- Believe in the cause
- Are personally affected
- Want to use their skills and experience
- Because they are asked

Ask participants to take 5 minutes to complete the worksheet “Why Do People Volunteer” and write down their responses, especially their responses to the barriers “don’t have enough time” and “unable to make a year-round commitment.. Ask a few participants to share their responses to these 2 questions.

Ask participants to reflect on to what degree their current recruitment practices reflect the motivations and barriers to volunteering?

### 3 Planning for Recruitment — 30 minutes

#### Handouts

- Steps to recruitment – OMAFRA factsheet
- Small group worksheet
- Recruiting , Mentoring and Retaining the Right People

In plenary, ask participants examples of the kinds of volunteers they need, and form small groups accordingly – e.g. one group looking for coaches, another for admin volunteers, board volunteers, event or fundraising help.

Point out that we are focusing mostly on steps 1 to 3 as described in the OMAFRA handout – getting to the stage where you have candidates to interview. Interviewing and appointing the volunteer will be covered in the screening workshop. Point out the outline of a position description on page 3 in the handout.

Instruct the groups to name a recorder to record key points for questions 1, 5 and 6 ONLY on a flipchart, and post it on the wall when they are finished.

Check with groups throughout the time allowed, and encourage them to reserve enough time to generate where they will recruit and what messages they will use and to post their flipchart summary.

#### Small Group Worksheet

1. Who are you looking for?
2. Summarize their position description: e.g. duties, amount of time required, training provided, to whom they report
3. What essential qualifications do they need?
4. What do you think they want to get of volunteering? How can you help them get that?
5. How and where might you reach them (brainstorm)
6. What’s the best message to recruit them?

Before the break, instruct participants to do a ‘gallery walk’ before the group re-convenes, i.e. read what other groups have written. N.B. If you have a small group, you can instead ask each group to report briefly after the break.

**BREAK**

## 4 Debrief the Planning for Recruitment – 10 minutes

*After the break, ask participants to reflect on any insights they gained, either in their discussions or reading the other groups' ideas. What steps of the recruitment process were they missing, or could do better?*

*Ask the participants for any other ideas for recruitment they want to add, or any messages they think would be effective.*

*If time allows, ask groups to discuss and share their volunteer turn-over rate... e.g. how many new volunteers they need to recruit each year, and if they know the reasons why. Segue to the next section by pointing out that every volunteer they retain is one less volunteer to recruit*

## 5 Retaining Volunteers – 30 minutes

### Handouts

- How Do you Attract the Right People and Keep Them Involved?
- How Welcoming and Healthy is Your Group?

*Ask participants to discuss with the person next to them things they like about how their group treats them as a volunteer and things they don't like. (5 minutes) . Debrief in plenary and flipchart the responses in 2 lists – like and don't like.*

*Review the handout “How Do you Attract the Right People and Keep Them Involved?” and point out the parallels to their lists.*

*Ask participants to complete the “How Welcoming and Healthy is Your Group? (10 minutes) then ask any who are willing to share their reflections.*

## 6 Wrap-Up and Evaluation – 15 minutes

### Handouts

- Recruiting, Mentoring and Retaining the Right People
- Evaluation Forms
- Resource Sheet

*As a way of summarizing, refer participants to “Recruiting, Mentoring and Retaining the Right People”. Go through the stages of Volunteer Development Cycle on page 2, pointing out that recruitment is only one part. Point out that there is much more information available on each stage of the process at the links on the resource sheet.*

### **Evaluation**

*Encourage participants to complete and hand in the evaluation forms, and/or do an evaluation round. For example, a ‘weather report’ where everyone says how they are feeling in the form of a weather report, or ask for their responses - Positives, Negatives and Would change” (e.g. +, – and ~) and note them in 3 columns on a flipchart.*

*Facilitator thanks those who contributed (organizers, caterers, etc.) and participants, and adjourns.*

## SUGGESTIONS FOR ONLINE RESOURCE LINKS

<http://www.sportalliance.com/Content/Volunteer%20Resources.asp#Selecting>  
Sports Alliance of Ontario Volunteer Resource Page

<http://www.nald.ca/literacybasics/volunt/recruit/01.htm>  
Community Literacy Of Ontario's Self-Paced Course. Includes  
Lists Of Ideas Of Where To Recruit and Questions For Reflection

<http://www.omafra.gov.on.ca/english/rural/facts/96-005.htm>  
OMAFRA FACTSHEET – VOLUNTEER RECRUITMENT