



## How to recruit new Volunteers

Once your club has decided that it needs more volunteers, there are many ways to recruit them.

- Appoint a Volunteer Coordinator to lead on this project
- Have an "open day" to show what goes on at your club
- Organise volunteer recruitment activities e.g. a social evening or taster day close to a major athletics event e.g. London Marathon
- Advertise volunteer vacancies via notice board, newsletters and websites in a volunteer section on your website, newsletter and notice board.
- If your club has a Junior Section, ask new parents to commit to help on a once a month basis.
- Meet the staff at your local volunteer centre and register any opportunities at your club are on their system
- Explore a wider range of organisations also involved in volunteering, such as Vinvolved, for the recruitment of 18-25 year olds.
- Use your existing volunteers to spread the word. If your existing volunteers enjoy what they do, they are going to be your best form of advertising
- Use the press as much as possible. Write an article (and supply a good photo) about something particularly interesting, and ask volunteers to get in touch.
- Make links with your local university and colleges and offer to assist them with student volunteers placements
- Make yourself known to your County Sports Partnership and local councils and schools. Get invited to any meetings they hold about sports and offer to give presentations about your club.
- Make links with your local School Sports Partnership and their leadership academies.
- Contact local gyms and leisure centres and offer to produce posters for them, advertising your club and the need for more volunteers
- Produce good quality leaflets in different versions for your target audience (parents, students, newly retired)
- Set up a Facebook page and establish a presence on Twitter. Ask young volunteers to assist you. They understand how to fully utilise these social networking tools which are overtaking more traditional communication methods.

## Recruit Retain Reward Results



- Target your recruitment. If you need a journalist, try contacting a college with a Media studies course.
- Take advantage of Volunteers Week and make a Difference Day

And most importantly

- Have a welcome pack ready for potential volunteers
- Use the Volunteer Application Form so that you have their full contact details
- Arrange Access NI checks for new volunteers working with children and young people
- Take up references where appropriate
- Find out what potential volunteers want from voluntary work
- Match the skills of the volunteers appropriately to the needs of the club
- Write a role description for the new volunteer, or adapt one of the England Athletics templates given on the website

# Recruit Retain Reward Results