



Club Tip:  
Resource 1

## Volunteer Recruitment : Widening the Net

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## Volunteer Recruitment - Widening the Net

“Volunteers are at the heart of Scottish sport and they play a vital role in encouraging and supporting people’s involvement in sport.”

Reaching Higher, The National Strategy for Sport

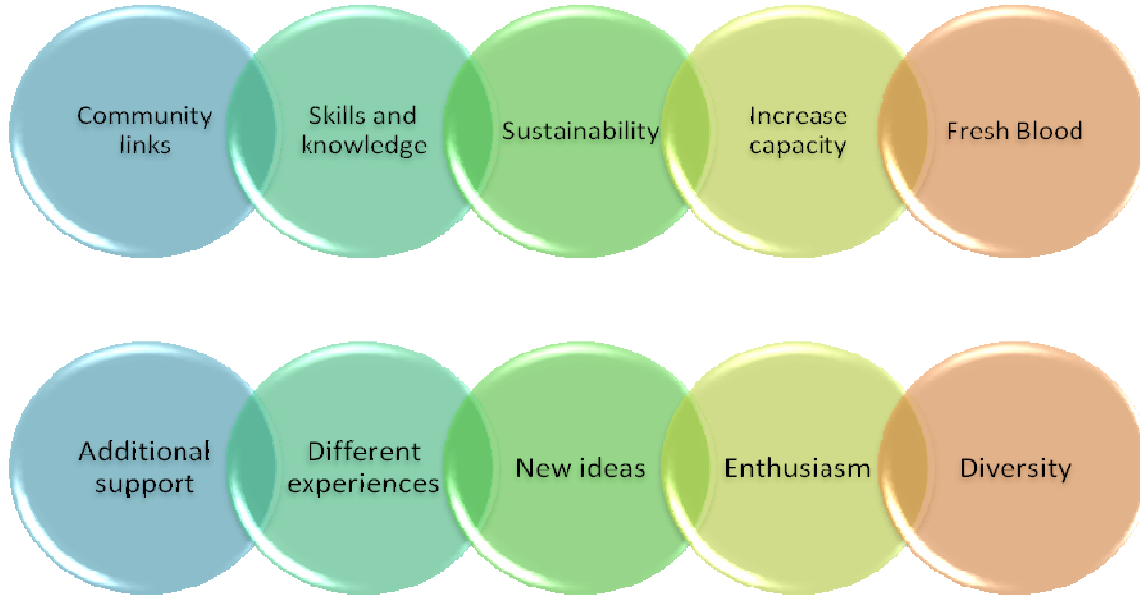
It is widely recognised that sports club in Scotland rely on the significant contribution made by our volunteers. Simply without this support, sport in Scotland would cease to exist.

The aim of this guide is to provide practical and concise advice on volunteer recruitment. The information included has been collated from various best practice sources from across the UK.



## Why do we want volunteers?

Involving more volunteers will bring significant gains for your club.



When considering why your club wants volunteers it is also useful to consider what your volunteers will gain from the experience.



For successful volunteer recruitment, the volunteers' motivations for getting involved must match the benefits they will gain through their club volunteering. In order to achieve this, it is important to understand the possible motives of volunteers. For example, younger volunteers tend to be motivated by personal benefits (experience, socialising, etc) whereas parents are more likely to volunteer in order to help their community.

Motivations should also be considered when designing any form of recruitment message or campaign. By targeting the specific motivations for volunteering, you are likely to have more success in attracting the right volunteers.

While the majority of people in Scotland are supportive of volunteering and would be willing to volunteer, 60% of adults feel that they have never been asked. This statistic highlights the importance of ensuring that recruitment messages are tailored to the audience. General messages tend to try to apply to everyone and end up attracting no one. Make sure people know that you are asking *them!*

**Successful volunteer recruitment requires that  
volunteer and club expectations are matched.**



Once you have considered the expectations of both your club and the volunteers it is now important to establish the specifics of the volunteering opportunities and roles within your club.

## What roles will volunteers fill?

Before attempting to recruit new volunteers, you must first identify the specific roles they will be carrying out. This allows for targeted recruitment and ensures that the volunteers are really right for the role.

Roles vary greatly, from those that are sport specific (such as coach or official) to support roles (such as committee member or minibus driver). The skills and commitment required for different roles are diverse and volunteers will need to have clear guidance as to what their role entails.



## Where are the Volunteers?

There are three types of recruitment to choose from (or combine) in order to attract new volunteers.

### Internal Recruitment

- Make sure members know what opportunities there are with the club.
- Look at what skills your members already have or would like to develop.
- Ensure volunteers are valued and therefore are an attractive role to take on.

### Targeted Recruitment

- Use to target specific groups; e.g. parents, students, young people, etc. Also good for recruiting people with specialist skills.
- Consider motivations and benefits for each group. What will attract them to the role?
- Remember: face-to-face recruitment is the most effective method – just ask!

### External Recruitment

- Lots of people unconnected with the club will have skills to offer.
- Use your local Volunteer Centre, newspapers, supermarkets, local groups (churches, scouts) etc. to advertise opportunities.
- Invite members to 'bring a friend' to a volunteer taster event.

When designing your recruitment message or literature, consider who you are trying to appeal to, what will attract them, and what role you want them to fill. Make flyers and posters attractive, but concise with clear instructions on the next step (contact details).

Consider a variety of recruitment approaches; local publications, sports centre notice boards, your local Volunteer Centre, college & university students, professional organisations, local Timebank, sport Governing Bodies, coaching networks. Each will reach a different group of people and so each should be considered separately to ensure your message is appropriate. Details of useful organisations are given at the end of this guide.

*Next Steps: Now that you have a better understanding of the recruitment process the next step is “Choosing Your Team”, see Club Tip resource 2.*

## **Useful Contacts**

For further support please contact your local Regional Development Officer (RDO) Volunteering in Sport. Details can be viewed at [www.sportscotland.org.uk/volunteering](http://www.sportscotland.org.uk/volunteering)

## **Other Sources:**

Local Volunteer Centre

[www.volunteerscotland.org.uk](http://www.volunteerscotland.org.uk) for a comprehensive list of contact details

Help for Clubs website

[www.helpforclub.org.uk](http://www.helpforclub.org.uk)

**sportscotland**

[www.sportscotland.org.uk](http://www.sportscotland.org.uk) search for running sport

To find out if Timebanks is available in your area please contact [www.vds.org.uk](http://www.vds.org.uk)

Reach

[www.reach-online.org.uk](http://www.reach-online.org.uk) for volunteers from the business community

## **Acknowledgments**

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**sportscotland**

Sport England / Running Sports

Help for Clubs resources

Regional Development Officers for Volunteering in Sport – Volunteer Management Training

Volunteer Development Scotland