



Club Tip:
Resource 5

Involving Older Volunteers : Experience Counts

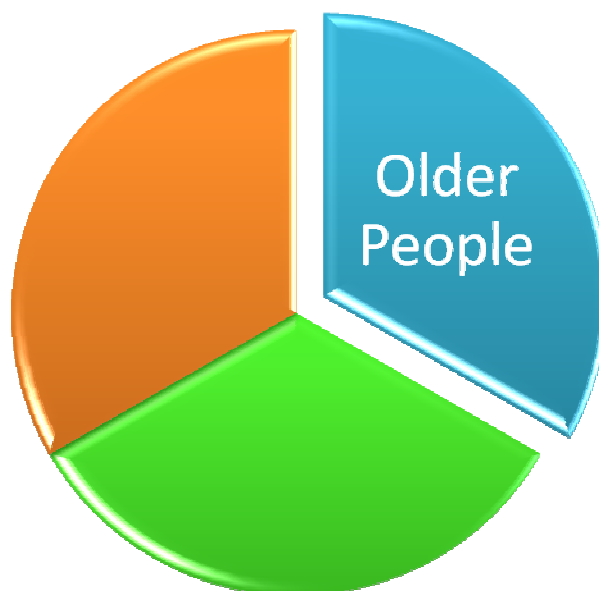
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Involving Older Volunteers

We all know that increasing the number of volunteers within your club can bring huge benefits such as sustainability, increase capacity and improved club structures, but have you ever considered the advantages of having volunteers with a wide range of backgrounds and experiences?

There are many different groups within the community that can be encouraged to volunteer with your club. It can be of particular advantage to have volunteers of varying ages who will bring diverse experiences to your club.



The focus in this real resource will be on *Involving Older Volunteers*, see also Club Tip Resource 4: *Involving Young Volunteers*.

Statistics tell us that we have an ageing population and that this section of the population is generally healthy for longer and have more leisure time. In addition they may want to give something back to the sport or community in which they have been involved.

What will older volunteers bring to your club?

- Vast amounts of experience
- Professional skills i.e. people management, financial knowledge
- More availability and flexibility
- Loyalty to the club
- Maturity

What will older volunteers gain from their involvement?

- Opportunity to share experiences and skills
- Opportunity to learn new skills
- Feel valued and useful
- Opportunity to remain in sport after competitive career
- Socialising

Key points – Older Volunteer Recruitment and Retention

There are specific considerations when recruiting and retaining older volunteers:

- Consider the individual motivations of older people
- Promote the benefits that older people can gain from volunteering, e.g. socialising
- Involve older people in recruitment campaigns
- Demonstrate the community value of the club
- Target appropriate venues for your campaign e.g. doctors surgeries/libraries
- Offer a variety of roles
- Emphasise skills that can be utilised
- Approach parents and grandparents of club members

Recruitment



- Provide an induction when introducing new volunteers to their roles
- Ensure that your club members appreciate the benefits of older volunteers
- "Buddy up" older volunteers
- Offer support, including training if required
- Reward and value volunteers appropriately i.e. match rewards to motivations
- Involve them and listen to their views
- Pay out of pocket expenses
- Ensure flexibility - allow breaks for other commitments

Retention



While many older volunteers will claim that they don't want a reward, it is still important to ensure they feel they are making a valued contribution to the club. Here are some examples of how to reward your older volunteers:



Remember it doesn't cost anything to say thank you!

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

Other sources

Local Volunteer Centre
www.volunteerscotland.org.uk for a comprehensive list of contact details

Help for Clubs website
www.helpforclub.org.uk

sportscotland
www.sportscotland.org.uk search for running sport

Volunteer Development Scotland
www.vds.org.uk

Sports Coach UK
www.sportcoachuk.org

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sportscotland

Sport England / Running Sports

Help for Clubs resources

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Volunteer Development Scotland