

Club Tip:  
Resource 6

## Event Volunteers : Match Day



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## Match Day – Event Volunteers

All events rely heavily on volunteers, from the estimated 70,000 volunteers required at an Olympic/Paralympic Games to the handful required for a community event. Volunteers play a vital role in events and in fact most event organisers at local events are also volunteers.

Volunteers provide valuable assistance throughout your event. They assist in pre planning and delivery, transportation, athlete support and promotion, to name but a few. Regardless of the size of the event, the same basic principles apply.

Event volunteers can have different motivations than regular club volunteers, therefore it is important to consider these special motivations. Remember it is important for your volunteers to achieve their objectives whilst also running a successful event. This will help ensure that volunteers are enthusiastic and effective, whilst also meaning that they will be willing to volunteer for the next event.





## Preparing to Recruit

Volunteers should be a key part of your initial event planning. While many positions for volunteers require little more than dedication and enthusiasm, others will need to be filled by those with specialist skills. The commitment will also vary from time over several months to 1-day involvement. It is important that you specify these requirements to get the best volunteers for the roles.

Event specific roles that may be required in the planning stage include:

- Event committee roles - share the responsibilities & tasks
- Event co-ordinator – guide & motivate the event committee
- Fundraiser/sponsorship co-ordinator – if funds are required for the event

Nearer the time and on the day of the event there are likely to be many more volunteer roles, such as:

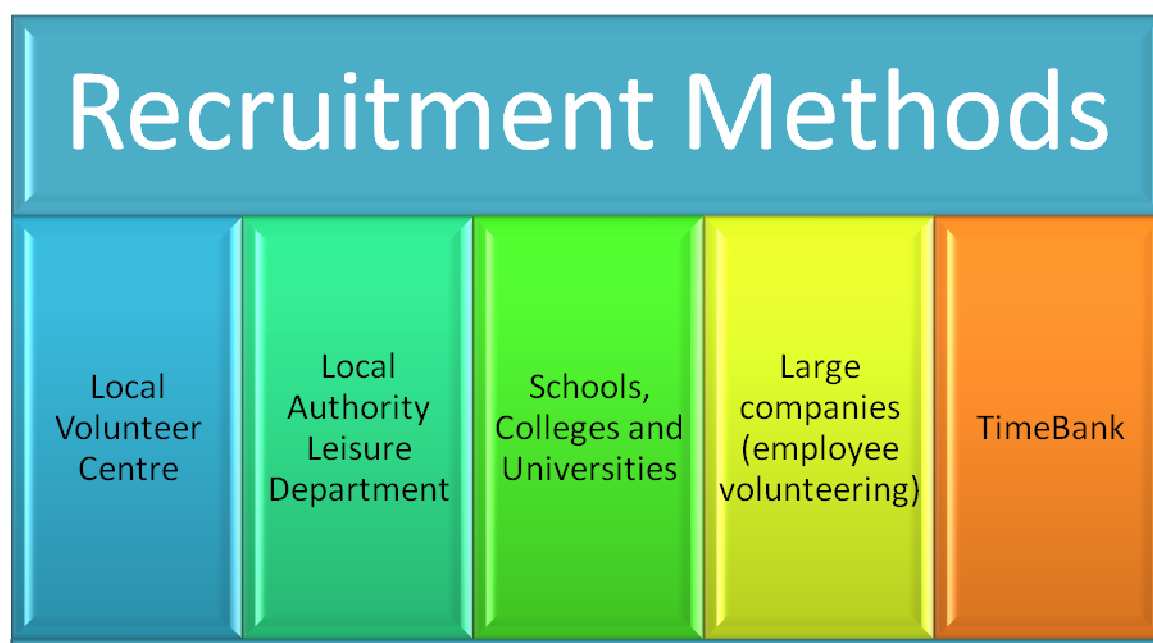
Administrators, announcers, bar/catering staff, car park attendants, cleaners, officials, photographer, speakers, stewards, volunteer manager.



## Recruitment

The majority of your event volunteers will be people already connected to your club. Additional volunteers can be recruited from the local and wider community through various sources. This is particularly relevant in larger events, which have a greater appeal.

Some larger companies allow their staff to spend 1 day a year volunteering in the community so this can be a great recruitment method for events. Contact your local Volunteer Centre to find out if there are any such companies in your area.



**Note – If you are involving young volunteers you must adopt good practice in child protection.**

**Contact the Children 1<sup>st</sup> Child Protection in Sport unit or your Governing Body for further guidance.**



## Application Procedure

To enable you to recruit all the volunteers you require, ensure that you have a clear process for people to apply. The main consideration is the timescale for recruitment. As many of your volunteers will only be volunteering at the event itself, their application procedure should not be too arduous as this is likely to be off-putting. In many cases, an informal chat will suffice; for others however further selection methods will be required. For selection advice, please refer to Club Tip Resource 2: Volunteer Selection – Choosing your team.

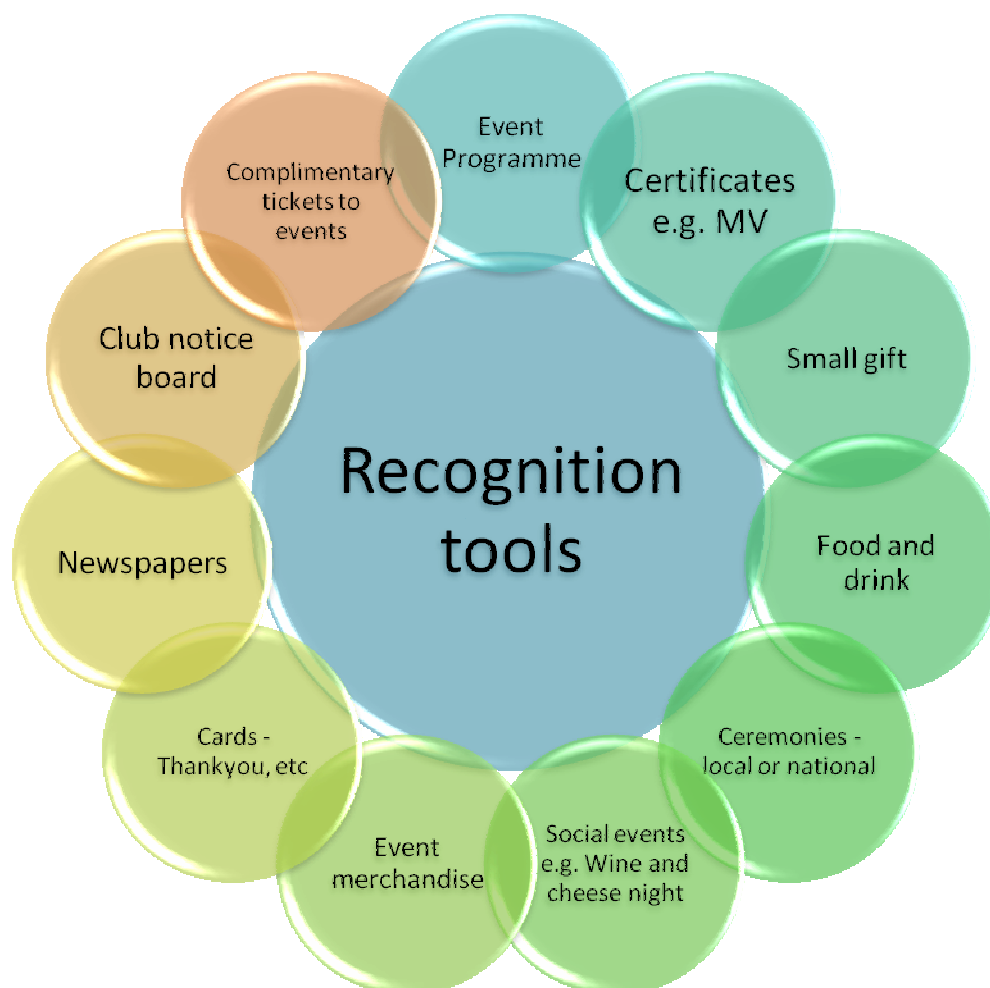
## Training

Your volunteers will need to be appropriately trained to enable them to carry out their role, to be confident in what they have been asked to do and provide a quality service. All volunteers should go through basic training and/or a briefing which outlines the aims, objectives and ethos of the event. You may also need to provide some specialist training in particular areas.



## Recognition

It is important to recognise and reward the contribution of your volunteers before, during and after the event. Even if volunteers are only with you for one day, their contribution is no less important than longer term volunteers.



Central to your event volunteer programme should be respect for your volunteers and clear communication with them throughout. Volunteers who have had a good volunteering experience are more likely to assist in future events and become regular club volunteers.

## Post Event

In addition to the thanks and recognition that you give your volunteers following your event, it is important to see events as a way of making initial contact with volunteers of the future. It may be that event volunteers have only a little time to spare at the moment, but in the future they may be looking for more commitment. By continuing your relationship with the volunteers - through including them in newsletters, sending an annual update, etc – you will have a greater chance of being able to attract them for future events or indeed more regular volunteering opportunities. Be moderate with your communication though – don't harass the volunteers!



## 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)

sport Scotland  
[www.sportscotland.org.uk](http://www.sportscotland.org.uk)

Child Protection in Sport  
[www.childprotectioninsport.org.uk](http://www.childprotectioninsport.org.uk)

[cpinsport@children1st.org.uk](mailto:cpinsport@children1st.org.uk)

TimeBank  
[www.timebank.co.uk](http://www.timebank.co.uk)

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Help for Clubs resources

Regional Development Officers for Volunteering in Sport – Volunteer Management Training.

Volunteer Development Scotland