



Club Tip:  
Resource 3

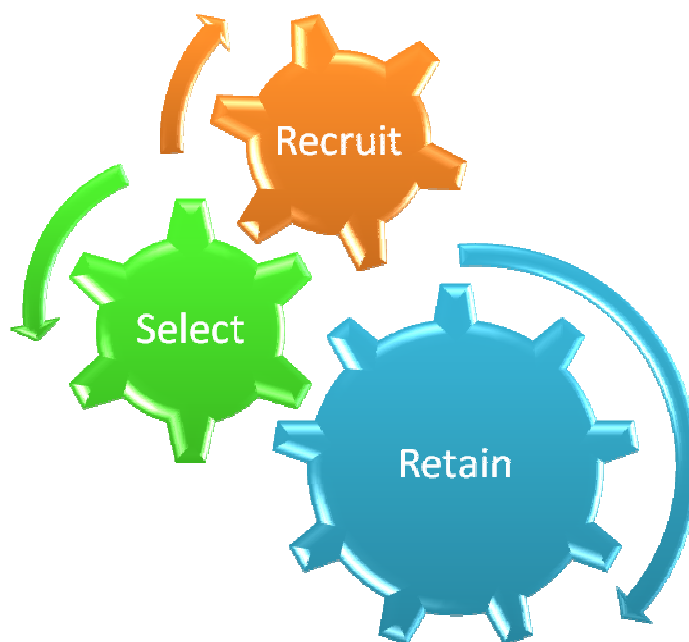
## Retaining Your Volunteers : Staying Top of the League

Supported by:

**sport**scotland

## Volunteer Retention - Staying Top of the League

Retaining your volunteers is an essential part of your club's volunteer plan. Without investing time and effort to retention, valuable experienced volunteers may drift from your club. As you will be aware recruitment of volunteers is only the first step in sustaining your volunteer workforce, new and enthusiastic volunteers with the right support can grow to provide vital support and lead roles within your club.



When considering how to retain our volunteers it is important to recognise what motivates them – remembering that no one size fits all.

Social aspects	Experience and training	Making a contribution
<ul style="list-style-type: none"><li>• social events</li><li>• feel part of club</li><li>• encouragement</li><li>• friendly atmosphere</li></ul>	<ul style="list-style-type: none"><li>• development opportunities</li><li>• technical qualification</li><li>• further training</li><li>• Additional responsibilities</li><li>• Mentoring</li></ul>	<ul style="list-style-type: none"><li>• Community involvement</li><li>• external club/community links</li><li>• schools - youth development</li><li>• Recognition of contribution</li></ul>

There are a number of ways of recognising your volunteers – here are some examples:



**A number of these recognition tools can also be used as fund raising events!!**

As well as recognition tools it is essential that your volunteers receive ongoing support in their roles. This is particularly important for newer volunteers – but don't forget those that have been involved for a while.

**Never take your volunteers for granted!!**

**Communication**

Often poor communication results in volunteers feeling “out of the loop”. This can then lead to volunteer drop out or discontentment. This problem can be easily remedied. A useful tactic to combat this is to appoint a Club Volunteer Coordinator to manage and drive support for your volunteers. All volunteers should have contact details for the Coordinator.



Other useful advice for volunteer support can include the following:

## Policy Support

- Volunteer Code of Conduct
- Club Volunteer Policy/Guidelines
- Role Descriptions
- Club Tip Resources


## Support Tools

- Volunteer Induction Pack
- Expense Forms
- Coaching Tools e.g. example sessions
- Encourage all club members to support volunteers
- Ongoing Communication


For further information on policy support and support tools visit [www.vds.org.uk](http://www.vds.org.uk) or [www.helpforclubs.org.uk](http://www.helpforclubs.org.uk)




It is also important to recognise that volunteers will not continue in the same role forever. Their circumstances or motivations may change, therefore flexibility and options for development or changing roles are important.




**1. Current Voluntary Role**  
After Taster Period volunteers assume their role. They may continue in this role for some time.




**2. Change of situation/ motivations**  
Volunteers personal situation and/or their motivations may change with time making their current role unsuitable.



**3. Re--evaluate**  
At this point it is important for the club and volunteer to re-evaluate their involvement. This takes into consideration new motivations and change of situation. This can also be done at regular intervals.



**4. New Voluntary Role**  
After the re-evaluation progression to a new voluntary role within the club may be appropriate.



**5. Progress**  
The volunteer may choose to continue with the club, progressing onto other roles. Alternatively, they might decide to pursue their interests elsewhere. The club should support volunteers in this process., perhaps offering references if required.

*Next Steps: Now that you have a better understanding of Volunteer Recruitment, Selection and Retention cycle, the next step is to ensure that your club develops and maintains the good work that has been put in place. Consider meeting with your committee to plan your volunteer programme.*

## **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

Volunteer Development Scotland  
[www.vds.org.uk](http://www.vds.org.uk)

Sports Coach UK  
[www.sportcoachuk.org](http://www.sportcoachuk.org)

## **Acknowledgments**

There were a number of resources consulted in the creation of these club tips. The authors would like to acknowledge:

**sportscotland**

Sport England / Running Sports

Help for Clubs resources

Regional Development Officers for Volunteering in Sport – Volunteer Management Training

Volunteer Development Scotland