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Recruit, Manage & Keep Your Volunteers!

Emily Wyffels, Volunteer Coordinator

September 16, 2010

Today's Webinar Format

- Time: 45 minutes with time for Questions & Answers
- Questions: send them via the “Question/Answer” section on the right-hand side of your screen, we'll take them at the end of the presentation

Today's speakers:

Emily Wyffels, Volunteer Coordinator

Recruit, Manage & Keep Your Volunteers!

How creating a **volunteer team** will help
you recruit, manage & keep good
volunteers

Recruit, Manage & Keep Your Volunteers!

The Overarching Philosophy:

Your volunteer organization = a TEAM

You = the CAPTAIN

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Let's reflect:

What's YOUR motivation?

(Take some time to record your answers.)

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THE FRAMEWORK:

Recruiting:

- Identify volunteer roles – think ahead and create a detailed plan
- Reach out

Managing:

- Motivate! Motivate! Motivate!
- Get and stay organized & communicate

Keeping:

- How to recognize volunteers and say “thank you”

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Recruiting

Be ready to overcome objections & answer these questions:

- What is the time commitment? (Over the course of months? Just once? How many hours per shift?)
- What type of work would I have to do? (Is it outdoors? Is it manual labor?)
- What's in it for me? (Okay, maybe s/he doesn't explicitly ask this, but every person asks this question indirectly. "Will the result be worth my time investment?")

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Recruiting

Now you know the challenges, so how do you proceed?

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Recruiting

What needs to be done?

Create a detailed plan of attack.

How big is the organization? How many people are needed for each task? How much time will it take?

In other words, list out all possible scenarios for the season ahead of you.

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Recruiting

The schedule:

- Create a detailed, long-term schedule for the season.
- Set volunteer roles and expectations ahead of time.
- Think about your succession plan (and why it's important).

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Recruiting

Job Descriptions: create one for every volunteer position to set-up your team for success

Sample Job Description: Concessions Stand Operator

Duties:

- Unlock concessions stand
- Unpack food that will be delivered to stand by Treasurer
- Open cash register and stock with petty cash
- Maintain inventory of purchases and cash flow

Frequency: Every Saturday, 10am-Noon

Duration: June-July

Qualifications: Good customer service, detail-oriented, math skills, can make correct change

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Recruiting

Reaching out:

“Where/how do I find these people?”

- Who do you know? Ask your friends and family.
- Ask your friends to ask their friends (networking)
- Ask the veterans – Who has volunteered in the past?
- Find the “connectors,” or the outgoing, influential people involved in your organization
- Reach out to parents

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Recruiting

Take advantage of processes already in place within your league or club:

- Meetings – always show up with a sign-up sheet!
- League/Club info packets: Does your board send out information packets to parents, players, coaches? Ask to include a volunteer recruitment flyer you create.
- e-mails, newsletters, e-newsletters, websites, Facebook & Twitter – if your league/club uses these, ask to place your information and contact info on them.
 - + Recognize the early recruits to show success
 - + Offer rewards for referrals or “the 1st 10 volunteers”

Be creative and give it a personal touch!

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Recruiting

Make volunteering part of your existing player registration process:

- Create a section on your registration form that addresses your volunteer program and needs – that way you can compile a list of recruits.
- Spell out your specific volunteer opportunities and offer choices.

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Recruiting

Examples of leagues/clubs using customized online registration forms:

This basketball league includes a statement about why volunteers are needed and how it helps the league, and also specifies what is being asked and offers choices

DYBO Parent Participation

Dallastown Youth Basketball is a part of the Dallastown Basketball Booster Organization. Our costs will stay low and the program will work only if you as parents support our players by volunteering your time. We ask that you sign up for at least ONE (1) OR MORE of the following areas of need within the organization. You will then be contacted by the coordinator in charge of the specific area with further information.

Volunteer Options: *
(Must have prior Basketball Experience to serve as a player evaluator, coach, or assistant coach.)

- Snack Bar Worker (Travel)
- Tournament Committee
- Clock Operator (Grades 4-10)
- Admission Box Worker (Travel)
- Scorekeeper (Grades 4-8)
- Clock Operator (Grades 4-8)
- Skill Builder Assistant (help run drills, etc)
- Gym Supervision during practices (monitor people in and out of gym, make sure no one is in hallways)
- Team Parent (Coordinate team activities, phone calls, etc.)
- I would be interested in serving as a player evaluator during preseason evaluations.
- I would be interested in serving as a coach/assistant coach for a team.

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Examples of leagues/clubs using customized online registration forms:

This league makes sure to reach out to both parents, as well as offering choices

Volunteer Opportunities

Parent # 1: Which role or committee would you like to volunteer for? *

- Team Coach
- Team Assistant Coach
- Team Parent
- Referee
- Concession Stand
- Facilities/Maintenance
- Website/Internet Help
- Board Member
- I am unable to volunteer

Parent #2: Which role or committee would you like to volunteer for?

- Team Coach
- Team Assistant Coach
- Team Parent
- Referee
- Concession Stand
- Facilities/Maintenance
- Website/Internet Help
- Board Member

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Examples of leagues/clubs using customized online registration forms:

This hockey league clearly states a policy for # of hours requested to volunteer, but also gives an “out” – for 1st year members and those who make a donation (“buyouts”).

Parent/Guardian 1 Information

*Relationship

*First Name

*Last Name

*Email

*Phone Number

*Volunteer Preferences
(all parents are required to participate in 10 hours of volunteer work)

- Volunteer Exempt (1st yr new members or buyouts)
- Tryouts
- Tournament
- Districts
- Committees

If you're an Active customer and you're not doing this... contact your Account Manager today for help setting this up!

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Recruiting

While recruiting, the most important thing you can do is...

Listen!

Do these folks have a preference? What are their skills?
What is their time commitment? Can you find or create
roles for these people depending on each of these
qualifiers?

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Managing

Now you're ready to manage your volunteer team.

The key: Motivate!

- Lead by example and be genuine – be the champion of your volunteer group and believe in what you're doing. An excited leader is someone everyone wants to be around.
- Keep your cool – things never go as planned with volunteer groups; surround yourself with a committed & loyal team to keep you sane.
- Provide training: Volunteers stay motivated when they:
 1. Know what they are doing
 2. Feel as though they have something to offer

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Managing

Stay Organized:

iPhone, Blackberry, Facebook, Twitter, e-mail, website, phone tree, voice mailbox, newsletter, handouts...

There are too many ways to stay connected these days. What's the best way to go to keep your volunteer group organized?

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Managing

Stay Organized:

- Whatever you choose, make sure you're comfortable with the technology.
- Be consistent in how you communicate with others.
- Arm yourself with a few back-up volunteers!

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Managing

Refer back to your long-term schedule. A lot of things may have changed.

What's working? What isn't? Don't be afraid to revise as you go!

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Managing

Additional Challenges:

So, I did everything you told me to do, but I still ran into some issues. How do I solve them?

Example: How to handle disinterest or bad attitudes

In the initial stages of planning, always provide an “out” or an avenue that allows someone to gracefully exit their duties.

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Keeping

Keeping your Volunteers

The key: Recognition & saying “thank you”:

Remember: Awards and recognition aren't just for the recipients, they provide an example of model behavior that others can aspire to.

Offer exclusive perks:

- Throw an appreciation party
- Give away t-shirts or exclusive “volunteer”-gear

Awards & Recognition - treat these people as if they're just as important as team players, because they are!

- Example, choose a “volunteer-of-the-season” for a variety of volunteer jobs

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Keeping

More recognition & saying “thank you”:

- Write personal “thank you” notes
- Feature volunteers on your website.



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Rick Pardon Is September Tennis Volunteer of the Month

May 25, 2008 12:04 PM

Volunteer
recognition on your
Website

September Tennis Volunteer of the Month
Rick Pardon of Miami, Florida

Tennis umpire, volunteer coordinator, tournament director, league team captain, marathon runner—Rick Pardon is all these things, but what are people asking him about these days? His role in a sports drink commercial two years ago with 2003 U.S. Open champion Andy Roddick.

These days, Rick Pardon fills several tennis roles:

- Board of Directors of USA Tennis Florida
- Regional Director of five Florida districts
- Section representative to the USTA Multicultural Participation Committee
- USTA Certified Umpire
- Captain, USA League Tennis team
- Member of several other USA Tennis Florida committees

"This may seem like a lot, but when you spend your volunteer time with friends, it's great," Rick said.

At the NASDAQ 100-Open in Key Biscayne, FL, Rick has been responsible for recruiting and heading up the volunteers for the USTA Membership Booth and the USTA Membership Appreciation Day for the last five years. That also includes donating hours of his own time to work at the tournaments.



Rick Pardon is involved at the grass level of community tennis.

Courtesy of www.usta.com

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New Hampshire Volunteer of the Month for August Susan Higgins

Concord ~ August 11, 2010



New Hampshire Volunteer
the Month for August
August 11, 2010

New Hampshire Volunteer
the Month for June
June 9, 2010

New Hampshire Volunteer
the Month for April
April 28th, 2010

New Hampshire Volunteer
the Month for December
January 13, 2010

Great idea:
create an
archive of all
your volunteer
recognition
efforts

Volunteer
recognition on your
Website



Tina Marino is the July Volunteer of the Month for her invaluable contribution for the Tradestaff **Randwick Rugby League Club**. She has managed almost every team from juniors to seniors and has been the club secretary for numerous years. Tina is professional, open, honest, organised, reliable, approachable to all club members and supports them in all situations. Tina is a proud member of the club and provides the family atmosphere that the club is renown for. She is an ambassador for all club members. Photo courtesy Hutt News.

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Questions?



After today's presentation, if you have any questions, please contact:

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Thank you for attending!

For more information about Online Registration & League Management software please contact us at ActiveSports@ActiveNetwork.com



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