

RECRUITING NEW VOLUNTEERS

How to recruit new volunteers, and where to find candidates, is one of the biggest challenges that clubs can face.

Making a recruitment plan can feel like a daunting task, especially when you already have lots to do as part of your own volunteering role. However, even dedicating a little bit of time to working through some of the steps below will be time well spent, helping you to ensure that it's not always the same faces putting their hand up to help.

Every club is different and your need for volunteers will also change over time. So don't feel you have to do everything at once. Start with changing something small and go from there. Over time, you should be able to build a great recruitment process that will help you bring new volunteers into your club for many years to come.



1. PUT VOLUNTEERING RESOURCE AND RECRUITMENT ON YOUR REGULAR AGENDA

Make sure this is something your committee talks about regularly by including it as a standing agenda item.

Also see [Succession planning guidance](#).

Cover the following questions to understand your current situation and what actions you might need to take:

Are there any tasks / events / key moments coming up that you will need more help with?

Is anyone thinking of stepping down from their role? If so, when?
See [succession planning guidance](#) for more information on this.

Do any existing volunteers have too much on their plate and if so, what tasks could someone else help with.



2. BE VERY SPECIFIC ABOUT WHAT YOU NEED

Spend a bit of time mapping out the specifics. This will help you target the right kind of person for the role and will ensure that potential volunteers know exactly what they are signing up for.

Consider the following questions:

What role(s) do you want to fill / what task needs doing?

What are the specific elements that make up this role / task?

When will you need the volunteer and how much time will the role / task take up?

What key skills would an ideal volunteer have for this role or task?

The [template role descriptions](#) on Clwb Cymru could be a good point of reference as you work through the above questions .



3. IDENTIFY PEOPLE/GROUPS WHO COULD HAVE THE SKILLS YOU NEED AND WHERE YOU MIGHT FIND THEM

For example, a young person might have the right skills to help you with social media. You could try and recruit young people from within your current membership or through local schools, colleges or universities.

Try to be as expansive as possible when thinking about possible recruits and think outside of your current volunteer pool so that you don't end up giving more jobs to existing volunteers.

Where you could find new volunteers:

Your immediate network:

- Club members who don't currently volunteer
- Parents of members
- Your friends (and friends of friends)
- Sponsors or local businesses that support the club already

Further afield:

- Local schools, colleges and universities
- Local community groups such as scouts / guides or youth clubs
- Community awards or learning programmes such as Duke of Edinburgh (<https://www.dofe.org/>) course or Welsh Bacallaureate (<https://gov.wales/welsh-bacallaureate>)
- Other community sports clubs
- Local volunteering service
- Online portals such as Do-It, LinkedIn, or your local authority





START WITH CHANGING SOMETHING
SMALL



4. IDENTIFY THE BENEFIT FOR THE POTENTIAL VOLUNTEER

The final step before approaching a potential volunteer is to think about why they might want to help. If you can appeal to their motivations and show the benefit they will get from volunteering, they will be more likely to want to help.

Thinking about motivations

Some suggestions of different aspects of volunteering that could appeal to different people:

Learning a new skill / adding experience to their CV (can be especially motivating for younger volunteers)

Spending time with their children

Making a contribution to the local community

Making new friends / new opportunities to socialise

Love of football!



Be aware of possible barriers & help make these easier to overcome

It is worth considering some of the possible barriers people may need to overcome before signing up to become a volunteer and what your club could do to lower these:

Time

This is a common barrier so think how you could break down roles to reduce the time commitment for potential volunteers. More information to support you in this area can be [found here](#).

Work commitments

Are there tasks that could be completed during lunch breaks or could be spread over a number of days or weeks

Don't want the long-term commitment

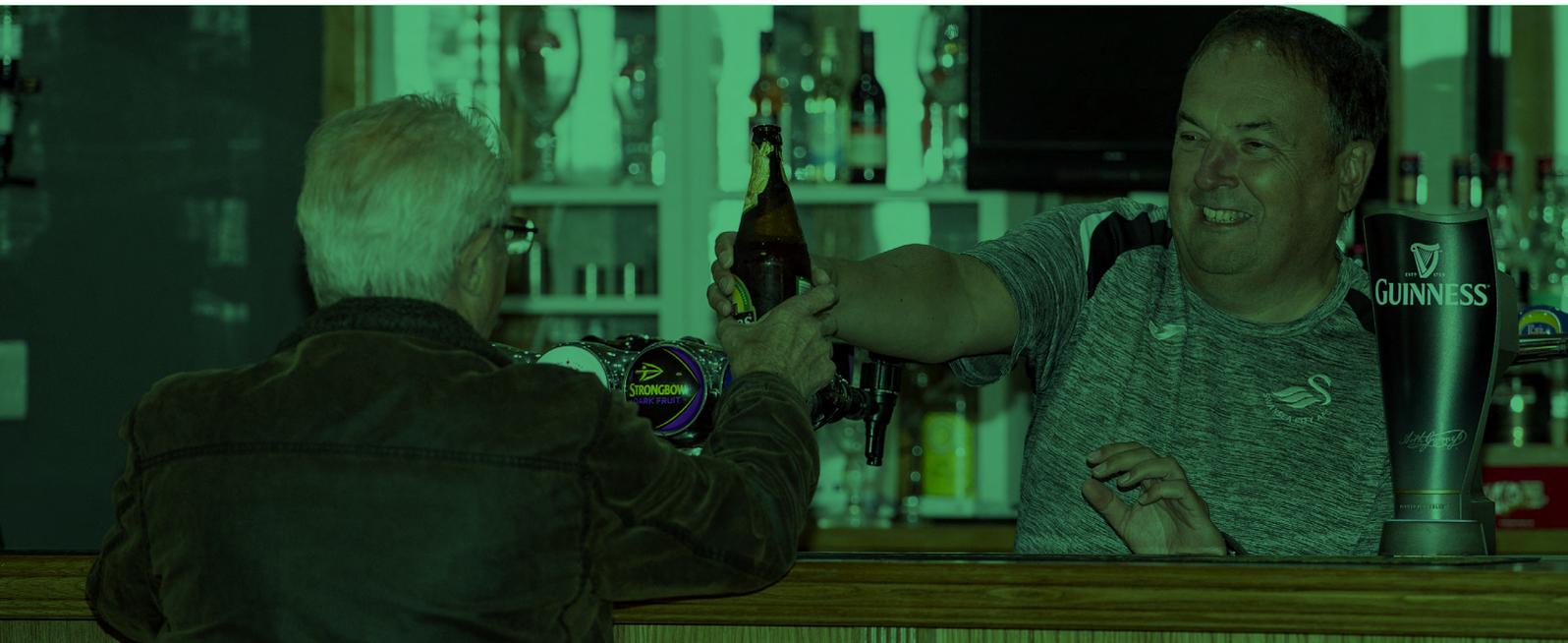
Consider using helpers who may assist other roles to give new volunteers a taster and allowing them to not feel over committed

Lack confidence

How can you make the environment friendly, particularly if they feel they have little knowledge of football – perhaps they could bring a friend for moral support

Lacking knowledge or skills

Think how you can support them through training or mentoring



5. MAKE THE APPROACH

Now you know exactly what is needed, who you are targeting and why they might be interested in volunteering, you can start to actively recruit the right person.

There are lots of ways to do this, and what's right for one role or target audience might not be right for another. You may want to use a combination of the tactics below to get the word out amongst as many people as possible.

- Post on social media (both on your own club pages and any relevant local community pages); make volunteering recognition and recruitment a regular feature in your social channels

- Update your club website and email newsletters with live volunteering opportunities

- Put leaflets / posters up in local businesses / supermarkets / on community noticeboards

- Approach people or groups directly. Many people don't volunteer simply because they haven't been asked – especially existing club members!

- Put together an event or social night where you can call out for volunteers

- Ask all your existing volunteers and club members to spread the word

Make sure you use the information you gathered in steps 1 - 4 to be as specific as possible about what is required, and to bring to life the positive aspects that volunteering can bring. Someone is more likely to say yes if it sounds fun, and if they know exactly what they are signing up for!



6. FOLLOW UP

Don't give up if no one puts their hand up after your first approach. It can be tempting to throw in the towel at this point and do the job yourself, but following up on your initial outreach is crucial. Remember, recruitment is an 'always on' activity.

It might take someone a bit of time to think through whether they want to be a volunteer, and a conversation or reminder of the opportunity could be just what they need to go for it. Equally, don't assume everyone will have read your email or seen your social media post – you might need to mention the opportunity multiple times before the message gets through.

7. BE FLEXIBLE

Above all, try to learn from the recruitment process as you go. Have conversations with the groups or individuals you are targeting to understand their perspective and get some feedback. You might find that someone would be willing to take on a little bit of a role, would like to share it with someone else, or wants to give it a try first before fully committing. And if you have this information, you know exactly what to do to ensure you can recruit that volunteer!

