



HOCKEY SOUTH WEST VOLUNTEER RECRUITMENT KIT



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The following documents and templates provide tools that can support the committee of Hockey South West recruit, retain, and recognise volunteers.

Vice President (Volunteer Coordinator) will act as the lead on identifying volunteer potential amongst members, identifying volunteer gaps, and recruiting emerging volunteers.

Note: While the Vice President is the lead on volunteer coordination it is the responsibility of all committee members to actively seek out and recruit potential volunteers.

Instructional documents and templates include:

- Developing a Register of Potential Club Volunteers
- Mentorship and Succession Planning Guide
- Attracting and Recruiting Volunteers
- Volunteer Recognition – Celebrating a Culture of Volunteering



MENTORSHIP AND SUCCESSION PLANNING

Succession planning is a key strategy to ensure the stability of Hockey South West. Succession planning should be a standing agenda item addressed at committee meetings. This example template provides guidance on how the Association can review, monitor, and manage the committee and volunteer role handover and succession planning process.

| SUCCESSION PLANNING FRAMEWORK | | | | | | | | |
|--|---------------|-------------------|-------------|-------------------|------------|-------------------|--------------------------------|---|
| Role | Role Category | Person | Time Served | Vacancy | Urgency | Successor | Internal/ External Recruitment | Training/ Development Plan |
| President | Committee | EXAMPLE: Person 1 | 3 years | End of the season | Short term | EXAMPLE: Person 2 | Internal | On job shadowing |
| Vice President (volunteer coordinator) | Committee | | | | | | | On job shadowing |
| Treasurer | Committee | | | | | | | <ul style="list-style-type: none"> On job shadowing Training with financial systems |
| Secretary | Committee | | | | | | | |
| Junior Coordinator | Committee | | | | | | | |
| Senior Coordinator | Committee | | | | | | | |
| Development Coordinator | Committee | | | | | | | |
| Canteen Manager | Volunteer | | | | | | | |
| Child Safety Officer | Volunteer | | | | | | | |



ATTRACTING AND RECRUITING VOLUNTEERS

WHAT STOPS PEOPLE FROM VOLUNTEERING?

To attract and recruit new volunteers it is important to understand the barriers to volunteering.

Barriers include:

- People are time-poor
- Not being asked by club officials
- Not aware of opportunities to volunteer
- Not aware of the role requirements
- Fear that roles will be time consuming
- No culture of volunteer recognition in the club

WHERE CAN WE FIND VOLUNTEERS?

Potential volunteers can be found in many places both inside and outside of a club.

Inside the Association

- Relatives of participants
- Supporters of the hockey teams
- Past participants
- Current participants

Outside the Association

- Community businesses
- Other community groups
- Other local sports clubs that are out of season (eg. Winter sport vs summer sport)
- Sponsors

HOW DO WE RECRUIT VOLUNTEERS?

Hockey South West should use a range of platforms both inside and outside the Association to engage with potential volunteers and advertise what roles the club needs to be filled

Inside the association:

- One on one conversations with people that would be suitable for specific roles.
- Emails to members
- Club newsletters
- Announcements at club functions
- Noticeboard at the club
- Membership/registration forms

Outside the association:

- Local newspapers
- Club social media channels
- School newsletters
- Public noticeboards

TOP TIP:

The most effective approach to recruiting volunteers is to speak with potential volunteers one-on-one, and clearly outline what the role involves (i.e. show them the volunteer role description).

Where possible, any form of incentive that can be offered may also support volunteer recruitment efforts.



VOLUNTEER RECOGNITION – CELEBRATING A CULTURE OF VOLUNTEERING

Recognising the contributions made by Hockey South West volunteers plays an important role in creating a culture of volunteerism.

Recognition involves regularly acknowledging small volunteer contributions as well as annually acknowledging large contributions.

Recognition needs to be embedded in club culture so that all volunteer efforts are regularly acknowledged.

When a club regularly recognises small volunteer contributions as well as major contributions, the idea of volunteering is presented as more achievable, normal, and less daunting.

Regularly recognising small contributions promotes a culture of volunteerism which in effect makes annual recognition of major volunteer contributions more significant.

WHAT DOES REGULAR RECOGNITION OF SMALL VOLUNTEER CONTRIBUTIONS LOOK LIKE?

- Weekly volunteer acknowledgment posts on the Association's social media
- Volunteer of the week awards
- Volunteer profiles in newsletters and on social media
- Players and coaches thanking the umpires or officials after a game, event, or competition
- Coaches thanking team managers and support volunteers after matches

WHAT DOES ANNUAL RECOGNITION OF MAJOR VOLUNTEER CONTRIBUTIONS LOOK LIKE?

- Awarding life membership to a long serving volunteer
- Volunteer of the year





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Recognising the contributions made by Hockey South West volunteers plays an important role in creating a culture of volunteerism.



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