
Attracting and retaining volunteers

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My goal for this session



**Simply, to make it easier for you to attract
and retain volunteers at your club!!**

Abstract

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**What is your definition
of leadership**



“Leadership is a process of social influence, which maximizes the efforts of others, towards the achievement of a goal.”

- Kevin Kruse

THE FACTS ABOUT VOLUNTEERING

Market Segmentation for Sport Participation – Volunteers 2012-13 Research

Research Report

Prepared for:
Australian Sports Commission

Prepared by: Victoria Pary, Tabitha Lucas and Marcell Abubakar

July 2013

THE FACTS ABOUT VOLUNTEERING

“Some 23% of the population aged 14 –75 years indicated they would be likely or extremely likely to volunteer in club sport in the next 12 months with three in four of those likely to volunteer coming from those not currently volunteering in club sport, there is clear potential for acquisition.”

Market Segmentation for Sport Participation – Volunteers 2012-13 Research

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THE FACTS ABOUT VOLUNTEERING

“The ..research also found that one in three Australians aged 14 – 75 who were not currently volunteering in club sport, reported they would volunteer in club sport simply if they were **ASKED** to do so.....Non volunteers are simply unaware the club needs volunteers...”



Market Segmentation for Sport Participation – Volunteers 2012-13 Research

Research Report

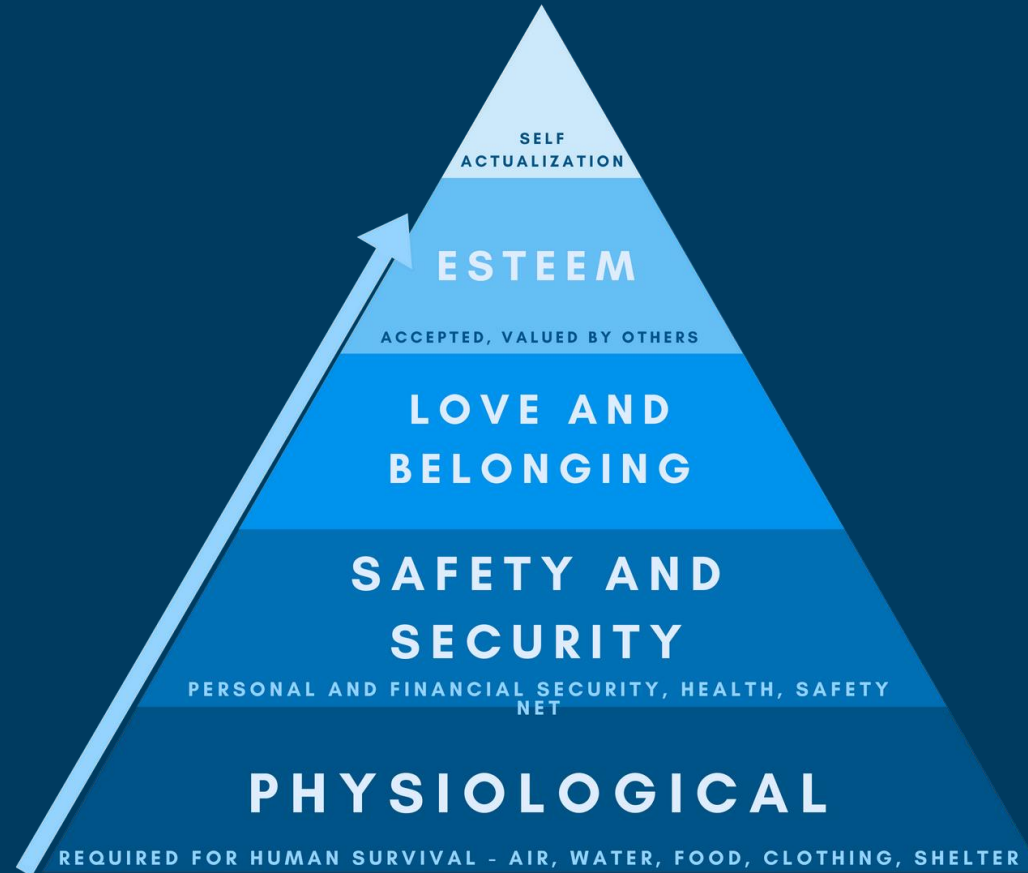
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Maslow's Hierarchy of Needs



Is having a cup of coffee
Volunteering?



“ Any unpaid contribution of a person or group of people which contributes to achieving club goals and objectives ”

- Sports Community

Repairing a divot is volunteering



Sending an email is volunteering

Steve,

As a valued 2018 member, we're enlisting you to help us in the hunt for 90,000 members.

Simply forward this email onto a friend or family member and if they Join the Hunt before Wednesday, February 28, you'll both go into the draw to win a behind the scenes experience at Richmond in the lead up to the Season Opener Blockbuster.*



THE HUNT IS ON

JOIN THE HUNT / 90K MEMBERS IN 2018



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TOGETHER, LET'S JOIN THE HUNT TODAY!

REQUEST A CALL

JOIN NOW

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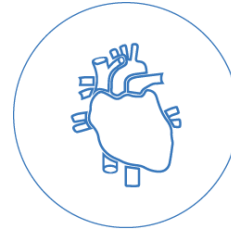
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BARRIERS TO VOLUNTEERING

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Practical
Barriers

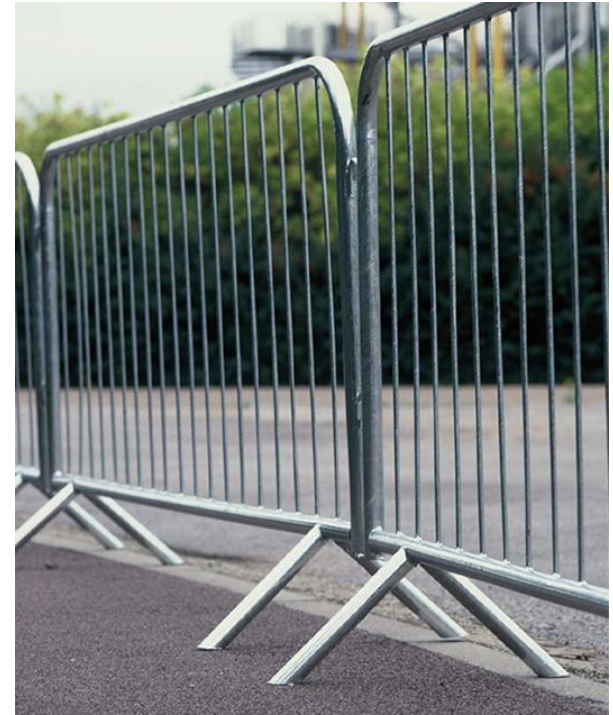


Emotional Barriers

BARRIERS TO VOLUNTEERING

Practical Barriers

- “Associate volunteering with high frequency, regular activities”
- “The level of commitment required, real or perceived, was a major inhibitor to many potential volunteers”
- Assumed level of knowledge compared to actual knowledge
- Lack of organisational structure “volunteers need to feel their time is being used productively”
- Poor communication – “didn’t understand what their involvement would entail”

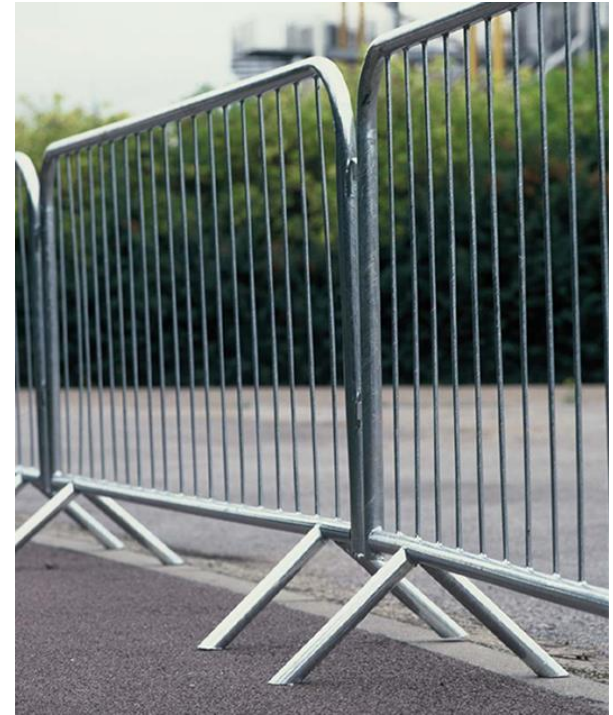


BARRIERS TO VOLUNTEERING

Emotional Barriers

- Fear, shy, uncertainty of the role
- “the perception of an exclusive, impenetrable “inner circle”
- Feeling the “inner circle” will reject change brought by new comers”
- Fear of by criticised

“Fear, uncertainty and lack of confidence can mean many people do not volunteer, even if they want to do so!”



SPORTS COMMUNITY'S CLUB SPOT

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Now ask them!!

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