

Hints and Tips for Recruiting and Retaining Volunteers

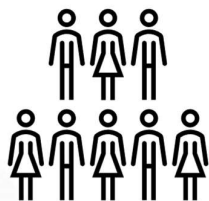
Planning for Volunteers

People, policies, and procedures should be put in place to ensure volunteering is well-managed.

Nominate a Volunteer coordinator – Having an individual, or possibly more than one person, take responsibility for the recruitment and retention of volunteers can enhance the volunteer experience. An individual who is personable, approachable, and patient, with experience of the club or group, who can explain what volunteering means to them, can help win new recruits over and keep existing people coming back.

Know what skills you need and how people can help – The amount of time people can give, and the roles or tasks they're interested in, will vary. Before you engage new volunteers, be clear what you need help with. However, it is good to make sure people know they can get involved no matter their skills, experience, or background. Try to break roles down into interesting, engaging, and flexible tasks to offer bite sized volunteering opportunities that don't take up too much time and can be completed when it is convenient for the volunteer.

Policies and Procedures are in place – Ensure the management of risk, safeguarding, health and wellbeing and protection of volunteers, the organisation, and competitors.



Recruiting Volunteers



It should be easy for people to find out about opportunities, explore whether they are right for them, and get involved.

Look within your Club – Asking people within your club if they are willing to offer some time is a quick and easy way to boost your potential volunteer pool. Some people don't volunteer simply because they've never been asked to!

Top Tip – A direct request is more personal, and is more likely to get a response, than a general email to all members.

Young People – Young people can be a fantastic addition to your team of volunteers, offering new ideas and thoughts on how the club can provide the right experiences for the younger audience. With opportunities to develop skills in leadership, communication, and many others, young people are often keen to step up and support their club but can sometimes be overlooked. Engaging young people is also a great way for you to begin to develop the club volunteers of the future.

Look outside your club – Broadening your search to include the wider community can bring in fresh perspectives, skills, experience and make your volunteer pool more diverse.

- Contact your Local Volunteer Centre or Community Volunteer Services (CVS) they often advertise volunteering opportunities on their website and will help match potential volunteers with local organisations and clubs.
- Colleges/Universities are a great way of reaching younger people, reach out to your local colleges and let them know about the

amazing developmental opportunities you can provide to their students.

- Scout and Girlguiding groups near you also present a significant opportunity to recruit young volunteers (especially marshals!).

Welcoming Volunteers



Volunteers should be provided with any necessary information, introductions, and training for their role.

Speak to people in advance to understand their needs – Each volunteer is unique and has their own needs and motivations. Some will be confident and keen to get started. Others may have concerns that could hold them back. Speaking to them in advance helps build their confidence and enables you to find out more about them, their motivations, and skills, how much time they can give, what they want to be involved in, any training they might need, and if they would prefer interactive, people-facing tasks/roles or something behind the scenes. Find a way to capture this information for new and existing volunteers and members, so you can look back on this when you need extra help.

Give people a good induction – Avoid throwing new people in at the deep end. Providing information ahead of time about what they'll be doing, how, where and with who, can help. When they arrive, introducing them to key people, showing them around and explaining who to go to for support is really helpful. Taking time to explain what they'll be doing, any rules, regulations, and procedures they need to follow, and why you do things a certain way can help people settle in well and quickly.

Communication – If someone shows that they are interested, make sure that enquiry is followed up in a timely manner, otherwise you might lose them. Similarly, if they have just attended their first event or club night, follow up with them to see how they found it and to assist with any questions they might have.

Top Tip – At the start of the year, send out a list of all the events dates. Club members can note the dates in their diaries well in advance, and let you know early on in the year when they can volunteer. This also means that volunteers may be less likely to schedule something else in over an event weekend they have already signed up for later down the line!

Valuing and Developing Volunteers

Keep communicating – Keep in contact with your volunteers as much as possible. Find out how their first few sessions went and check back in regularly to see how they are getting on. Don't forget to give and ask for feedback. Make sure they don't have too much or too little to do and work together to ensure they have the best possible volunteer experience. Developing things like WhatsApp groups, newsletters and social events can create a sense of community and loyalty, and help people stay connected.

Involve volunteers in decision making – Getting people involved in decision making at your club or group gives them a voice, helps develop their sense of ownership and enables them to show leadership and take initiative.

Treat people well – Acknowledging what volunteers do, saying thank you and rewarding them for their efforts go a long way to showing that you recognise and value their contribution. Be approachable and patient with people, and don't expect too much of them. Be understanding if plans change and they can't attend and show appreciation whenever you can. Consider rewarding people and providing incentives. Things like certificates, events, awards, training, and development opportunities and enabling people to volunteer in friendship or family groups can really help to keep them motivated.

For more guidance or to suggest a topic for a new club guide, contact the Motorsport UK Club Development Team on club.development@motorsportuk.org