



2. CREATING A VOLUNTEER CULTURE

STEPS TO CREATING A VOLUNTEERING CULTURE

1. Create vision

A great vision is bold enough to inspire and challenge, but not so 'out there' that it's not believable.

2. Create a healthy relationship

Try and connect with your volunteers and avoid cliques. Engage on a personal level, not just about their volunteer role.

3. Training

Create training which empowers. Try to encourage personal growth with training opportunities and emphasise what life skills they will achieve through volunteering and training.

4. Make sure your expectations are clear

Give volunteers flexibility but also accountability for their role or task. Job descriptions should clearly outline the role and task.

5. Be organised

Send your volunteers updates and communicate with them on a regular basis.



Recruit a Volunteer Coordinator

Always look to recruit new volunteers – talk to everyone and find out how they can help the club.

[Download our Integral Club Roles document](#)



BRINGING YOUR VOLUNTEERS TOGETHER

MAKE IT FUN – AFTER ALL IT'S SUPPOSED TO BE A HOBBY!

Volunteers want the time they give to be enjoyable! Think about how you can make being part of your volunteering team fun and exciting. This might be through social opportunities so volunteers can stay more connected and work better as a team, or through a WhatsApp group to help volunteers feel supported.

Evidence shows that those who enjoy their volunteering made friends through doing so, and keep giving their time for longer. You could offer regular get-togethers where volunteers can socialise and feel able to discuss concerns and find possible solutions together in a relaxed environment.

UNITE YOUR VOLUNTEERS

- ▶ To unite your volunteers, you could identify a collective name for your club volunteers. You could also provide them with a recognisable uniform or identity, such as a team shirt or pin.
- ▶ Ensure volunteers have an opportunity to progress or diversify into different roles



As a coach, committee member and Tournament Organiser, I engage with new faces and regular visitors to understand their presence and see if there is an opportunity to redevelop their involvement.

These discussions have generated new committee members and helpers for tournaments at my club, including a junior section aided by parents.

Austen Jones



CLUB ETHOS – WORKING TOGETHER

- ▶ Develop a club ethos around everyone working together to support each other and the development of the club. As part of your club's volunteer application or expression of interest form ask applicants to identify the key characteristics that they feel they have and how much time they can give to volunteering. You can then direct them towards a role they may be most suited to or would enjoy the most. This way you are more likely to keep volunteers engaged in their roles.
- ▶ Thank everyone who has given their time to support the club
- ▶ Highlight the benefits of a growing club and that they aren't possible without a team effort!

Here are four ideas that can help you strengthen your support network:

1. Be bold about reaching out and recruiting volunteers, especially when you're just starting out
2. Host social events
3. Organise informal opportunities to 'talk shop'; you don't need a formal setting to discuss ideas
4. Make time for people and be patient with them. Something that might seem simple to you might not be simple to others



VOLUNTEER



How I got into volunteering

I wanted to bring new ideas to the club so I applied to the committee. I want to make a difference to other people.

Why I volunteer

I have a passion for archery and I want to get new members involved to ensure archery continues for generations. I also think it's important for people from all backgrounds and locations to get involved.

Sarah Kissack
- Phoenix Bowmen

TEAM PLANNING SESSIONS - THE STICKY NOTE IDEA GENERATION (CLUB DEVELOPMENT PLAN)

Bring your volunteers together for regular brainstorming sessions around a specific topic:

- ▶ Decide on the subject
- ▶ Have everyone write ideas down on a sticky note and stick it on a blank wall or surface
- ▶ When a dozen or more have been posted, look to see if there any similar ideas
- ▶ Read what has been posted, and if it inspires an idea, then write that down as well
- ▶ After people start running out of ideas, stop and sort the sticky notes into themes
- ▶ Note down the most popular ideas and pass these on to the committee



Think about the barriers which might stop a person volunteering at the club. What can you do to remove these barriers?

- ▶ Are they aware you need volunteers?
- ▶ Do they understand how reliant the club is on volunteers?
- ▶ Is the committee approachable?
- ▶ Does the club promote volunteering?



Understanding why people volunteer might help you recruit more volunteers. The chart below highlights some of the top reasons archery members volunteer.

