

Effective Succession Planning

Step 3 - Recruiting Volunteers

About this tool

Effectively recruiting new volunteers is key to supporting an organisation fulfil its purpose. This tool aims to help give organisations information and ideas to successfully recruit volunteers to their organisation.

Why is it important?

Effective volunteer recruitment techniques are important to ensure good governance and avoid committees simply asking their friends or people they know to help out. Ensuring diversity of thinking and clear purpose driven roles will help volunteers align their skills and motivation effectively and add most value to the organisation and get the most out of the opportunity they are involved in.

[The skills audit and succession plan](#) will tell you what skills you need and when you will need them so that you can begin recruitment in plenty of time ahead of an AGM.

Creating a great role description

Designing roles that align to volunteer motivation is key to both the engagement and enjoyment of a volunteer. A good role description is key to outlining the tasks and activities involved and how this aligns to your organisation purpose.

Follow these key steps when writing role descriptions.

- Be concise and use jargon free plain English, [Parkinsons](#) and [Age UK](#) use very concise format and template.
- It's a good idea to use headings and bullet points and a short sentence about the purpose of your organisation and how the role supports this.
- Look at different examples online and think about which ones make you feel like you want to apply and why.
- Make sure it doesn't seem like an unpaid job, avoid person specs and employment language. Not only is it off putting it may leave you open to legal issues if your role could be interpreted as an unpaid job. Read more about [Volunteers and the law](#).
- Use sections to chunk information e.g. "About Netball Anyshire", "About the Role", "The Skills and Experience We're Looking For" and "What You Can Get out of it".
- Use no more than 2 sides of A4.
- Good design really helps, using images, quotes, branding and anything to make the role description stand out against others online is incredibly helpful. [Carer's UK](#) have a great example of design and there are also templates you can use from the [Club Matters website](#).

Getting the marketing right

- Think about the person you are trying to recruit; how would you reach them? E.g. if you need a governance professional could you approach local law firms to ask about their employee volunteering scheme?
- Use the right social media platform to target the required audience. LinkedIn is a great place to attract professional skillsets.
- Recruiting volunteers from outside of netball can help bring new ideas, scrutiny and diversity to the board.
- Your local Volunteer Centre is a place where organisations can seek advice and advertise volunteer roles. There is at least one in every County and its worth going to meet them and setting up an account to advertise and get advice all year round.
- There are lots of other websites and organisations where you can advertise for committee volunteers online including [Do-It](#), [Reach Volunteering](#), [Women on Boards](#), [Getting on Board](#) etc.
- There are some great [sport platforms](#) which could be really helpful as they might be the first place potential volunteers go for information. Currently there are over 2,300 sport and recreation volunteering opportunities available on their finder.
- A great way to build a pool of potential new volunteers is to create opportunities for people to shadow or be mentored, you could invite individuals to social meetings so they can find out more about what you do and how they could be involved e.g. parents.
- A lot of volunteer recruitment is word of mouth, with the volunteer being asked to get involved or made aware of a role. Using websites and resources signposted to above, broadens the power of word of mouth. The more people who see your roles the more likely they are to mention it to a friend. This doesn't mean you shouldn't ask people within your own networks. Just be mindful of the skills, diversity and potential conflicts of interest.
- People most likely to volunteer are most probably volunteering elsewhere. Tap into experienced committee members in other sports clubs and organisations, charities and organisations local to you. People who volunteer at events or have children who play netball are both great options as both these groups are likely to get involved if asked.
- England Netball have produced some graphics you can use to promote the reasons your current [volunteers are involved](#) and/or [promote that you are recruiting volunteers](#).

Top Tips

- It's good idea to delegate responsibility to one member of the committee. You may even identify in your skills audit that you require a Volunteer Coordinator.
- Most role descriptions and volunteer adverts fail to work because they are written too much like a job as a list of tasks the committee need doing. Think about what you love about volunteering and the benefits it brings, describe the amazing experience you are offering, what's special about your team and the benefits of volunteering to individuals.
- Avoid jargon and use warm exciting language.
- Think about how to reach the target audience, don't simply ask your friends.

- Try a mixture of recruiting channels, such as Join In, Volunteer Centres and an open evening rather than just one.
 - You can watch the Sport England [recruiting volunteers](#) video
- Access even more great resources produced by [Hackney Volunteer Centre](#)
- Take the time to complete England Netball's Conscious Inclusion Training and pledging your support as an organisation. This will give you ideas about how you can make sure you are being inclusive. [Access these here](#)
- There are wider groups you can join or receive support to share ideas and learning like: [Voluntary Voice](#) and [Association of Volunteer Managers](#)

How does this link to the Governance Code?

Recruiting Volunteers is a key element of Mandatory Requirement 3 of Tier 1 of the [Code for Sports Governance](#).

"The organisation seeks to ensure diverse viewpoints are considered and that its decision-making groups have the skills and diversity needed to operate effectively."

Once this is in place you will be able to tick the corresponding box on your [Annual Governance Health Check](#).

"There are so many great reasons to become a volunteer. Meeting fantastic people, making lifelong friends, helping to improve standards and playing opportunities, supporting the next generation to love the sport and helping people to develop their talents. Just get involved it's so rewarding."

Surrey Committee Member