



Club Guide to Planning a Volunteer Recruitment Event

Pre-Event Planning:

When and Where?

- Where do you plan to hold your event e.g.: in the clubhouse or in a gazebo pitch-side?
- Is it available on the date you require it?
- Is it easily accessible?
- Will this event be held during the day or in the evening?
- How long will the event last?
- Is it on a weekday/weekend/term time/school holiday?
- Make sure you let people know when and where this event is happening well in advance by advertising on social media, posters, newsletters etc.
- Will you be offering /serving refreshments?

Tip: *It may be a good idea to run your event alongside another event at your club for example a big match day, as you may have more people around the club who may be interested in getting involved in volunteering with the club.*

Who are you looking for?

- Who is your target audience for these volunteering roles?
- What are you recruiting volunteers to do?
 - List all the available volunteering roles within the club.
 - Prepare clearly defined role descriptions for each of these roles.
 - Prepare an expression of interest sheet to collect contact details of potential volunteers and the role/s they may be interested in.

Tip: *Think about how you are going to present this information to potential volunteers, will it be through a presentation, video, informal information session or a Q&A forum with current volunteers?*

Tip: *Have multiple copies of all role description available just in case anyone wants to take one away with them. Give potential volunteers enough information about the role for them to make an informed decision about whether this role would suit them or not.*

Event Day

Who is going to help you?

- Do you have volunteers that will help-out at the event?
 - to set up and clear away
 - signpost potential new volunteers to your event if they are in the carpark /pitch-side etc.
 - chat to potential new volunteers about volunteering in the club
 - prepare/serve refreshments

Tip: *Make sure the volunteers helping you are clear in their roles for this event.*

Post-Event Action

- Follow up with those potential volunteers who expressed interest in volunteering as soon as possible after the recruitment event. Don't leave them waiting too long to hear back from you.
- Have a chat with potential new volunteers to make sure they are the right person for that role, someone who has the right skills, experience, and temperament to succeed in the role.
- Make sure you have a training and induction plan in place so that new volunteers can take up their role as soon as possible.

Tip: *If you don't have a volunteer coordinator to follow up with volunteer recruitment, make sure you appoint someone within the club who will follow up with those people who expressed interest, as you don't want the recruitment process to stall after doing all the work for the event and lose those 'hot-leads'.*