

PLANNING FOR SUCCESS

ASSOCIATION
VOLUNTEER
RECRUITMENT
THE BASIC STEPS



A **Future** FOR
THE **Sport**

ASSOCIATION VOLUNTEER RECRUITMENT

THE BASIC STEPS

Why?

- To give your association the ability to do more things throughout the season
- To reduce the burden on the Association Manager and the few who consistently participate
- To increase the volunteer base and have back up support during special events
- To increase the awareness and understanding of the purpose of the local association throughout the bowling community and beyond (Associations are the best kept secret in USBC)
- To get as much done as possible within the parameters of the budget
- To work together to achieve a shared purpose and vision of the local association and its members

When?

Recruitment of volunteers can happen at any time throughout the bowling season. There may be times though throughout the year when your association may need to step up its efforts, such as when:

- You have upcoming tournaments and you need additional tournament support
- You have created new projects and/or programs and need additional help to make them happen
- Your local leaders need help with promotions, communications and/or speaking to leagues about the benefits of local membership

How to Recruit Volunteers - Here are some Basic Steps

First, determine your needs through the Association Self-Assessment Survey. Once that is complete and the association has a better understanding of where they are short in certain areas, you can focus your efforts to begin contacting individuals with specific skill sets.

Additionally, decide what your association offers that is special, unique and might draw in potential volunteers. This will then take you back to answer the question of "Why" someone would want to volunteer for your association.

Finding Potential Volunteers

When looking for potential volunteers, your association

should brainstorm different ways to reach the greatest number of people. Here are some ways to find potential candidates:

- Hold an open house or gathering at the beginning of the bowling season at a local center to all members asking them to come find out what is new.
- Set up booths at local community fairs, carnivals, etc.
- Partner with the Chamber of Commerce and ask to speak at one of their monthly meetings.
- Write a letter to editor of a newspaper or ask if you can write short article about your recruitment efforts
- Use radio or local TV station to conduct a 15-30 second public service announcement regarding your recruitment of volunteers
- Use personal contacts and face to face communication
- Ask current volunteers to participate in a presentation to another group they are involved with (Rotary Club, Knights of Columbus, church groups, Reading club, PTA, local sports organizations, YMCA, etc.)
- Ask for volunteers from existing volunteer agencies, such as the YMCA or the Red Cross and other non-profits reaching out to the larger community

You can also reach out by posting notices at:

- High Schools
- Bowling Centers
- Places of Employment (if allowed)
- Association website, Facebook page
- University dorm rooms, student unions, cafeterias and other academic buildings
- Places of worship
- Recreation Centers & Sports Clubs and Fitness centers
- Post offices and Police Stations
- Libraries

As you know, the best way to recruit potential volunteers is to make personal contact, whether it be face-to-face or with someone the volunteer knows, likes and respects. We need younger people to be involved to help bring new, innovative ideas and they need to be heard by those that have been a part of the local association for some time.

Keep in mind

It is helpful to the individuals you will be recruiting to make a very specific request for their time and commitment with the understanding that a smaller request could be available for back-up when the first option is not palatable. For instance, if you cannot volunteer on a regular basis, can we contact you to be a lane monitor for our local youth championship tournament?



Reminder: a follow-up call. E-mail or letter can be very helpful for those who are uncertain or indecisive.

Getting the Final Commitment

Now, as an association, you have made contact with your potential volunteers and you need to confirm their commitment. They have shown interest, see the potential of opportunity for them, and now you convince them that volunteering for the local association will be a good decision for them. Here are some things you can do to work towards that goal:

- Invite potential volunteers to meet the Association Manager, Association Board and other volunteers to get a real “feel” for the organization
- Invite them to observe and/or try out the volunteer job they are interested in with help from the AM, BOD or an other experienced volunteer
- Allow flexibility in scheduling so that the volunteers can work the hours most suitable and convenient form them, can work when their friends are working, and/or work with specific individuals depending on their skill set
- Show them that you take volunteers seriously and ask them to sign a contract to work for a specific amount of time and find replacements for themselves if they can’t make the scheduled volunteer commitment.
- Make a point to show how important their contribution is to the organization. This volunteer base is what makes your association tick, grow and be noticed.

As an association that is constantly looking for new people to participate, it is critical to provide the necessary reasons someone needs to volunteer. Some way you can give them those reasons may include:

- Showing that volunteering with your local association provides both tangible and intangible rewards. i.e.: (Your association may offer RVP registration at no cost to them, and they will have the ability to work with youth during all youth leagues)
- Pick specific volunteers for specific jobs that meet the skill sets they bring to the association.
- Offer initial and on-going support and communication to maintain an open door policy and understanding of where the association is headed.
- Offer volunteers their choice of jobs currently available
- Provide opportunities for volunteers to assume leadership roles within particular projects or events, and encourage them to expand their skills.
- Include volunteers in any social activities the association conducts to maintain a strong relationship
- Provide short term goals for them to achieve and see almost immediate success.
- Recognize volunteers for their efforts verbally, small tokens, within a local board meeting that they are invited to attend, small tokens of appreciation, etc.

Retention

Volunteers choose to give their time when they experience the following:

- Recognition in public or to the local association for their time and efforts
- Understanding their job duties and seeing the success of their efforts
- Making their contributions to the organization fun
- Feeling welcome to a group of individuals they may be unfamiliar with
- Understanding their motives for volunteering and look for ways to help satisfy those needs

In Summary

Volunteers may be the backbone to the local association’s success. Whatever the situation may be, volunteers help off-set the work, bring new ideas, energy and skillsets to the table and maintain and/or increase the awareness of the association to the local bowling community. If you think carefully about what you want your volunteers to do, explain accurately and with commitment, what their job will entail, and some reasons to “want” to volunteer, your search for volunteers will be successful, and they will help spread the word of your association and stay on for a longer period of time if they are shown that their added value counts.