



Practical Tips on Attracting, Recruiting and Retaining New Volunteers

This document aims to be a starter guide to clubs that would like some practical tips on getting new volunteers involved and helping to develop their club further.

The first point to consider is why most people within Gaelic games are willing to volunteer and conversely why some people may be reluctant to get involved.

Reasons people volunteer:

- To give back to their own club/county.
- Their children are involved.
- Social aspect – to meet like-minded people or if they are new to the area.
- Learn and use new skills – communication, leadership, teamwork etc.
- Like to be involved with something positive.



Reasons people do not volunteer:

- They are not asked – people will rarely put themselves forward for a task,
- Do not know how to get involved,
- They do not have much free time – once they are in, they can't get out,
- Feel that they do not have the skills or confidence.

A club that promotes volunteerism will be:



Methods of Recruitment

1. Face to Face

Meet people, get to know them, find out their skills and ask them to volunteer in a position that would suit them.



2. Social Media / Email

Use social media platforms to let members and public know of jobs/tasks/positions that need to be completed/filled. These are also a useful ways to stay in touch with new initiatives and programmes that should be promoted to all members.

3. Get parents involved

Send notes home from training or use online parent engagement surveys to help get them involved in the club. Ask parents to attend coaching/officer training/child protection courses to get them started.



4. Players

Ask current players to help make links with younger underage players at matches/training or 'star of the week' awards for FUNdamentals. Ask former players to be involved in coaching or as officers or other tasks within the club.

5. Target recently retired people

More time on their hands and willing to give back to the community and be involved, helps maintain their social life.

Key Tips when asking for volunteers:

- Be Specific – tell volunteers of role required and time expected from them.
- Do not ask – ‘Can anyone volunteer’ – instead ask for ‘one hour a week commitment’ (make sure to stick to this one hour!)
- Give a list of possible tasks that volunteers could do – include this on your website and registration forms:
- Another idea could be to include ‘occupation’ as part of your registration form so you can match skills with roles required within the club.





Registration Form

Name:

Occupation:

CAN YOU GIVE 1 HOUR A WEEK?

- CLUB LOTTO
- UNDERAGE COACHING
- REFRESHMENTS
- CAR PARKING STEWARD
- CLUB SHOP
- WASH JERSEYS
- PUT OUT AND COLLECT FLAGS
- CLEAN CHANGING ROOMS
- UPDATE CLUB WEBSITE

Development

It is important to constantly develop volunteers and ensure they attend as many training sessions as possible:

- Coaching courses
- Child protection
- Club Leadership Development Programme (CLDP – Joint GAA/LGFA/Camogie Officer training)
- Camogie Specific training
- Camogie website
- Camogie initiatives – MNA, PR-Óg etc.

Retention

Once volunteers have been recruited into your club, it is important to ensure they are developed and retained.



- **Respect** - Respect for the work, effort and time people put into tasks. Respect people's time, if a meeting is arranged, turn up on time and keep it as short as possible.
- **Recognition and Reward** - Thank everyone for their involvement no matter how small. This can be formal (eg secretary report) or informal (eg. Social media, newspapers etc). It can also be a good idea to hold volunteer social events eg. BBQ, club days etc and even better if each volunteer can bring a friend.
- **Role** – each volunteer should be provided with a clear role descriptor and be aware of what is expected from them. Be careful not to overload volunteers leading to burnout.
- **Development/Progress** – the volunteer and club itself (eg development of new pitch or have clear development plan) should be developing leading to positive image of the club.

Have a clear Succession Plan

Succession planning is simply a way of ensuring the club recruits new volunteers, develops and retains them. It helps the club plan for gaps that may be appearing in committees or coaching groups and gives you practical ways to find the right people for each role.

This document is now available from the camogie website in the learning and development section.

SUCCESSION PLANNING
Volunteer
Recruitment & Retention



THE CAMOGIE ASSOCIATION
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