

Volunteer Management Strategy

The role of volunteers in sport is well known. The contribution of volunteers in both social and economic terms is extensive and much of the activity would not happen without volunteer support. A large and active volunteer workforce is essential to the survival of sport.

Fact: In Canada, people offer more of their time to arts, culture and recreation than any other activity (26%). In Manitoba, 24% of volunteer hours are devoted to arts, culture and recreation, a lot of that is sport activities.

Key Principles for Effective Volunteer Management – adapted from Sport and Recreation Victoria, Australia – Volunteer Management Plan Workbook

4 Stages

1. Pre-recruitment
2. Recruitment
3. Retention
4. Review

Stage 1. Pre-recruitment

- Organization goals are clear and known by the membership.
- An inventory of tasks and project needs are identified and documented.
- Project and/or task briefs are prepared.
- Volunteer skills and attributes are clearly defined for the position.
- Position descriptions for volunteer roles are documented and clearly define the requirements of the position.
- The culture of the organization and people in key positions are to encourage volunteer involvement.
- Recruitment strategies have been identified.
- Organization has a policy on volunteers and their role in the organization.

Fact: Manitoba volunteers contributed more time, on average in 2000, giving 140 hours of their time, an increase of about 8% from the 1997 average of 130 hours.

Stage 2. Recruitment

- Clearly defined opportunities for different types of volunteer involvement in the organization.
- Purpose of the organization is readily available.
- Volunteer and task needs are matched where practical.
- The organization has a comprehensive membership database that identifies member interest and/or professional involvements.

Fact: More than one in three (36%) residents of Manitoba volunteered in 2000. This is a decrease from 40% in 1997. This is a frightening trend for amateur sport

Stage 3. Retention

- One-off events and short-term project opportunities for volunteer involvement identified and documented.
- A succession plan developed and is in place.
- Motivation for volunteering is understood.
- A reward and recognition system is in place.
- Burn-out managed effectively and in a timely manner.
- Training and/or orientation program in place and actioned.
- Volunteer coordinator identified.

Stage 4. Review

- Process for understanding why volunteers continue in their current roles.
- Process for understanding why volunteers have left their roles.
- Review of project and position descriptions is in place.
- Review of the culture of the organization and members in relation to volunteers has been developed.

Fact: Much comes from few: In Manitoba 25% of volunteers do 71% of all volunteer hours.

Surf the web for additional resources:

Volunteering South Australia:	www.volunteeringsa.com.au
Volunteer Management	www.cybervpm.com
Charity Village	www.charityvillage.com
Volunteer Centre of Winnipeg	www.volunteerwinnipeg.mb.ca
National Survey of Volunteering	www.givingandvolunteering.ca

Publication of the PSO Unit

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