



Volunteerism

Interesting Canadian Facts:

- 27% of Canadians (6.5 million people) volunteer an average of 162 hours per year
 - Volunteers undertake a wide range of activities. The most common was organizing or supervising events, which accounted for 57% of all volunteer activities. The second most common volunteer activity was acting as a board or committee member
 - More volunteers get involved because they were asked by an organization (30%) than in any other way
- Source: www.givingandvolunteering.ca

Sport Fact: 2.2 million of Canada's 6 million (35%) volunteers are involved in sport volunteerism. Source: Stats Canada

Volunteer Recruitment

Basic Steps in Volunteer Recruitment

1. Know your "Product"
 - Be sure your "product" - volunteer opportunities - are truly integral to achieving your association's purpose
 - Prepare job descriptions, which clearly delineate volunteer tasks
 - Acquaint yourself with each volunteer opportunity
2. Create a Clear Path to your Door
 - Put together a procedure including recruitment, screening process, training and placement
3. Make your Recruitment Message "User Friendly"
 - Compose a message, which answers the volunteer's unspoken question: "Why should I volunteer for you?"
 - In your message, answer other typical questions new recruits ask: "What will I be doing? How often and when? Where?"
 - Reassure volunteers that they will be trained and that you will stand behind them, support them
 - Avoid "red flag" words like "need" and "desperate" that scare volunteers away
4. Get to know your Market
 - Acquaint yourself with all the ways you can get the word out
5. Advanced Volunteer Recruitment
 - Although you should still recruit to the general public, use what you know of your ideal volunteer to target your marketing

Source: CyberVPM.com Resources
<http://www.cybervpm.com>

Sport Fact: The number of sport volunteers in Canada increased by 27% between 1995 and 1996
Source: Stats Canada

Sport Manitoba Resource Library:

Feature resource: Canadian Code for Volunteer Involvement, created by the Volunteer Centre of Canada

Come visit Susan Stastook at Sport Manitoba to borrow this book.

Volunteer Retention

Keep Them Coming Back

Finding volunteers qualified to meet the needs of your association requires work. Once you've successfully secured a volunteer's support, it's important to ensure that the benefits of volunteering continue to outweigh the costs.

When volunteer initiatives are well managed and individuals are matched to service opportunities that are mutually beneficial to the organization and the volunteer, your recruitment job becomes much easier. Satisfied volunteers can be strong advocates for your association's mission and persuasive partners on your volunteer recruitment team.

Retention Strategies:

Career Enhancement:

- Helping volunteers acquire new skills and relating these skills to the marketplace

Recognition:

- Showing your appreciation often in many ways, and in ways that are individual-specific

Meaningful Work:

- Periodic orientations that link volunteer assignments to the broader mission of the organization
- Making the work meaningful and never wasting their time

Personal Growth:

- Giving them opportunities that they wouldn't get outside of a volunteer position

Respect:

- Accepting their recommendations/taking their advice

Source: Texas Commission of Volunteerism and Community Services
www.txserve.org

<p><u>Sport Fact</u>: Almost one quarter (24%) of Manitobans are involved in amateur sport organization, through coaching, officiating or volunteering. Source: Probe Research Inc.</p>

Volunteer Canada's Safe Steps Screening Program

Volunteer Canada's Safe Steps Screening Program provides an easy to use method for organizations to ensure that the people they serve are safe.

The 10 Safe Steps are:

1. Determine the risk
2. Write a clear position description
3. Establish a formal recruitment process
4. Use an application form
5. Conduct interviews
6. Follow up on references
7. Request a Police Records Check
8. Conduct orientation and training sessions
9. Supervise and evaluate
10. Follow up with program participants

For a further description of the 10 steps, visit the Volunteer Canada website at www.volunteer.ca

Did you know that the Manitoba Gymnastics Association, the Manitoba Ringette Association and Winnipeg Minor Basketball require that all coaches within their Association must successfully complete a child abuse registry application and review?

Volunteer Recognition

Personalizing your volunteer recognition component of your program is the best form of showing appreciation for the contribution of volunteers. A generic message does not recognize an individual's contribution, which is the only external cue that tells a volunteer that they are doing a good and worthy job.

Here are some helpful hints on recognizing your volunteers

- When your volunteer does something that has really helped the association, remember to write down the impact, so that when you write a card or give a speech to recognize that volunteer, you will have different messages for each volunteer, instead of using the same language for each one.
- Be aware of volunteers' interests through conversations and observation. That way, when it comes time to give them recognition gifts you can get them something that they will really appreciate, and they will also know that you are interested in them.
- Ask other volunteers, or staff about the volunteers efforts and personality. This will help you to get an idea of how others see this person, and will make the volunteer feel more included in the group, know how others perceive them.
- Find out what types of foods your volunteers like- then randomly present them with treats, just to let them know that they are appreciated.
- Celebrate volunteer's birthdays. For many people, just knowing that everyone in an organization is aware of you and show interest can help you to realize that the organization appreciates your contribution.

Visit www.volunteer.ca for more creative recognition ideas

Sport Fact: In 2002, 10 Provincial Sport Organizations nominated volunteers for Sport Manitoba's Volunteer of the Year.

Did you know: That you could nominate a volunteer from your association for this award? Applications will be available from Sport Manitoba in February 2003. Take advantage of this opportunity to recognize one of your volunteers.

Surf the web for additional resources

Volunteer Centre of Winnipeg	www.volunteerwinnipeg.mb.ca
Volunteer Canada	www.volunteer.ca
Charity Village	www.charityvillage.com
Volunteer Management	www.cybervp.com
Volunteer Opportunity Exchange	www.voe-reb.org

Source: Volunteer Centre of Winnipeg

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