Recruiting Volunteers

Recruitment is the process of attracting new volunteers to an organisation.

# Tips

* **Understand what motivates people** to volunteer in your club or sport and what benefits they gain from it.
* **Don’t rely on advertising or publicity** – relatively few volunteers are recruited that way.
* **Ask people already involved in or connected to the club** to volunteer – many volunteers initially become involved in volunteering through friends, family or because they are already involved in the club or sport in another capacity.
* **Provide potential volunteers with a realistic preview of what the job entails** – volunteers need to understand the size and nature of the task ahead of them before deciding to commit their time and energy to a position.
* If possible, **provide a job description** including meeting times, major tasks, average weekly or monthly time commitments, benefits and conditions. This will help potential volunteers make an informed decision about whether a job might suit their skills, experience and availability.
* **Make sure new recruits feel valued** – they are giving up their leisure time so it is important they feel the role is important.

# Challenges

* It can be difficult to attract a pool of qualified applicants using an informal recruitment process.
* Some organisations do not have the constitutional power to recruit individuals for some voluntary positions.
* Sporting organisations are generally bound to elect board or committee members or to appoint some members on an ex-officio basis.
* The number of positions to be filled is usually greater than the number of people prepared to volunteer.

# Selecting and screening volunteers

The selection process involves choosing the individual who best meets the requirements of a position. Depending on the level of the position [policy/management or operational], the selection process can involve a number of steps, which may include screening, formal interviews, testing, reference checks and a physical examination. However, it is not often that community based sport organisations are in a position to work through a formal volunteer selection process.

An important consideration in the selection process is whether a position can be appointed or whether the constitution requires it be elected.

## Elected positions

Club or association members usually elect committee or board members to a position, which makes the selection process largely redundant.

## Appointed positions

When electing new volunteers, it is important to consider the following:

* Do they have the required accreditation?
* Are they prepared to undertake relevant training?
* Do they have experience working with others in a positive way?
* Are they of good character?

## Reference checks

Reference checks are advisable when appointing individuals to a position that involves close contact with children (i.e. any person under 18 years). There may also be statutory requirements under child protection legislation, to run a criminal history check or for the applicant to provide a written declaration that they are not a ‘prohibited’ person (i.e. someone who has a conviction for a sex offence). Criminal history checks may also be necessary if a reference cannot be verified or a reference raises any questions about the character or integrity of a potential volunteer.

Appointing a person to a volunteer position as a ‘last resort’ may be more harmful in the long term than temporarily leaving the position vacant and starting the recruitment process again.

Recruitment and selection checklist

* Appoint volunteer coordinator
* Prepare projections for human resource needs
* Conduct a job analysis
* Prepare a job description
* Develop a recruitment plan
* Implement recruitment plan
* Screen applications and select or shortlist volunteers to be interviewed
* Conduct interviews and select successful volunteers
* Where appropriate check volunteer references
* Notify successful volunteers and set up a time for orientation
* Notify unsuccessful volunteers

# Orientating volunteers

Orientation is the final step in the recruitment process. New members should be welcomed to the organisation and given details about their position, policies and procedures, the day-to-day operation of the organisation, and introduced to co-workers and other key people. Taking up a new position is a critical period for new volunteers and for the organisation. Volunteers are making a transition from being an outsider to an insider or moving from a peripheral to a core position within an organisation. New recruits cannot be expected to understand the requirements of their new position or how the organisation functions on a day-to-day basis. A well-designed orientation process reduces stress on new volunteers, makes them feel welcome, and may reduce the likelihood of turnover.

Some organisations run formal orientation programs as a prelude to more detailed training and development programs. In many sport and recreation organisations, the orientation process is less formal, but not less important if volunteers are going to perform their new roles successfully.

Orientation program checklist

* Provide an orientation guidebook or kit
* Provide copies of the current newsletter, annual report and recent marketing/promotional material
* Provide a copy of the constitution
* Enter the name, address and contact details of each volunteer into the database
* Gather and file copies of qualifications and accreditation certificates from each volunteer
* Introduce the organisation’s culture, history, aims, funding, clients/members and decision-making processes
* Introduce key volunteers and/or staff and provide the organisational chart
* Outline the roles and responsibilities of key volunteers and staff
* Detail the roles, responsibilities and accountabilities of the volunteer in their new position
* Familiarise volunteers with facilities, equipment and resources
* Explain and ‘walk through’ emergency and evacuation procedures
* Familiarise volunteers with the organisation’s day-to-day operations (safety and risk management, telephone, photocopier, keys, filing system, tea/coffee making, office processes and procedures, authorising expenditure)

# Summary

Primarily, the goal of recruitment is to acquire the human resources necessary for organisations to function effectively and deliver their services. Recruitment is more effective when those responsible for bringing new volunteers into the organisation understand what volunteering is, why people volunteer and what benefits are gained through volunteering. The volunteer coordinator was identified as the person who should be responsible for the volunteer recruitment process. Human resource planning and the preparation or updating of job descriptions should precede the recruitment process. Selection and screening help to ensure that the most appropriate volunteers are appointed to the positions available. Orientation symbolises the point at which new volunteers move from outside an organisation to inside or from the periphery to its core. The importance of personal contact should not be overlooked in planning.