

## Volunteer Recruitment

Recruiting and maintaining an effective volunteer force is essential for the survival of any organization. Volunteers are the backbone of the organization and without their time and energy organizations fail to function effectively. You will need to address:

1. Recruitment Strategies
  - Organize a strategy for reaching potential volunteers
  - Develop a volunteer application form
2. Retention
  - Assess the organization's needs
  - Identify the skills required to meet the needs
  - Establish volunteer time commitments
  - Develop job descriptions
  - Establish a system of background checks. As the para community is a vulnerable population, Vulnerable Sector Checks should be completed prior to start dates to manage risk. However, a policy should be in place if a check comes back negative.
  - Develop an orientation/training manual
  - Design a system of evaluation
3. Recognition
  - Develop a volunteer appreciation program

Planning a coordinated recruitment strategy:

### Reaching Potential Volunteers

The best way to find that new volunteer is to go out and look for them. This means area residents, university students, family and friends of those participating in the programs. Personal contact is still the best way to recruit volunteers. A successful recruitment program will include:

- Advertising
- Public service announcements
- Flyers/brochures
- Telephone campaign
- Word of mouth
- Special events
- Volunteer recruitment websites (i.e. GoVolunteer, local volunteer centres, etc.)

The key to interesting a possible new recruit is to point out the advantages of the experience ( i.e. developing skills, job experience and meeting new people). Let them know what is in it for them!

### Establishing Local & Provincial Partnerships

Once a decision has been made to form a new sport club, it is also important to determine whether the organization should affiliate with a larger parent body. There are many advantages to affiliating with a Local/Provincial/National body. Depending on the nature of the proposed clubs' future plans; affiliation should be investigated and subsequently discussed at a meeting. Some advantages of affiliation include:

- Giving members the opportunity to participate at provincial and national levels.
- Providing pathways for advancement in coaching, administration and officiating
- Cost savings for the organization in the area of insurance
- Potential for funding opportunities
- Access to knowledge, skills and experience passed on by the more senior body.