

AKTIVE

VOLUNTEER MANAGEMENT TOOLKIT

FINDING AND LOOKING AFTER
THE PEOPLE WHO ARE KEY TO
THE SURVIVAL OF YOUR CLUB



OVERVIEW

Without volunteers, sport wouldn't happen. In fact, it's highly likely that if you're reading this document you are a volunteer yourself. It's people who influence the quality of our sport and recreation experiences so it's essential that the people are looked after. We want everyone to reap the value and benefits that can be enjoyed through sport including our volunteers.

Volunteers choose to contribute time, skills and experience, for no payment, to benefit their community. So how can you find and hold on to these amazing people who help your organisation thrive?

.....

He aha te mea nui o te ao

What is the most important thing in the world?

He tangata, he tangata, he tangata

It is the people, it is the people, it is the people

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THE PURPOSE



Auckland is a complex multi-cultural environment with many challenges and unparalleled opportunities to increase and sustain participation in sport and recreation. This has led to the establishment of *The Auckland Approach to Community Sport*, a strategic response aiming to create a world-class community sport system in Tāmaki Makaurau, community by community. This toolkit has been developed (and will be updated) by Aktive, with input from delivery partners CLM Community Sport, Harbour Sport, Sport Auckland and Sport Waitākere, based on insights and good practice examples from across Auckland.

The purpose of this volunteer management toolkit is to provide information, insights and ideas that will assist organisations to find and look after volunteers who can help to deliver their sport or activity. It can be tailored and implemented as each club/code sees relevant.



WE NEED

TO RE-FRAME

THE VOLUNTEER

EXPERIENCE

THINK:

How can we add value to the lives of volunteers and make sure that their experience is not only enjoyable and fulfilling, but also fits in with modern lives and needs. How can we make sure that volunteers don't end up feeling drained, unappreciated and de-motivated?



Volunteers need to inspire other people to be part of your club/code either as a member or a fellow volunteer. If they are having a terrible experience, you can be sure that this will be reflected in how they portray your club/code.

AS MAYA ANGELOU SAID ‘... PEOPLE WILL NEVER FORGET HOW YOU MADE THEM FEEL’.

There are increasing and widely held negative perceptions associated with volunteering, so we need to try to address why people are having bad experiences and why they are reluctant to put their hand up to volunteer. Because in fact – there are heaps of people who want to help! People generally want to help each other. It contributes to life satisfaction and well-being, but it does need to be in a way which is meaningful to them and fits with their lifestyle. As an organisation, you need to recognise this, accept it and offer those opportunities.

Research identifies fun and enjoyment as a huge motivation for volunteering. Therefore, if you don't intend to create a fun and enjoyable volunteer environment then you're probably going to struggle to inspire anyone to want to volunteer in your club/code.



FEELING: APPRECIATED

Behaviour:

- Say thank you!
- Tell your volunteers why their contribution is valuable
- Acknowledge and reward in a personalised way

FEELING: CONNECTED

Behaviour:

- Communicate: regularly and clearly
- Assign clear contact points: e.g. volunteer co-ordinator; mentor; buddy
- Provide support: clear guidelines and instructions

FEELING: ENERGISED

Behaviour:

- Make volunteering fun and sociable
- Demonstrate enthusiasm and passion
- Avoid burn-out - break roles down and allocate out to as many volunteers as possible

THE IMPORTANCE OF A VOLUNTEER MANAGER/COORDINATOR

If you don't already have one, it is highly recommended that you find a volunteer manager/coordinator. The ideal person buys into the concept of creating a great volunteer culture and environment. They are passionate about supporting other people and preferably would have been a volunteer to bring their personal experience to this role. Being able to motivate and influence are important skills, as are being enthusiastic and friendly. In fact, these are more important than someone who has experience of the sport or your club, so consider looking outside your organisation if there isn't a suitable internal candidate. The wrong person in this role could be detrimental so it may be better not to fill this role, if the right person can't be found.

You can find an example role description here >>

In a perfect world, it would be great if you could appoint more than one volunteer coordinator. At this point you might be wondering how on earth you're expected to find one volunteer coordinator, never mind a whole team!

Breaking the role down into manageable chunks known as micro-volunteer opportunities are often more attractive. You might find you get more interest in positions with less time commitment and responsibility.

Don't worry if there isn't someone specifically filling this role(s) – but if you really want to attract and keep volunteers, you'll need to have people in your organisation who undertake the tasks associated with managing volunteers and creating a great volunteer environment. A person/people with passion for supporting volunteers is key and should be involved in decision making - so ideally, they will sit on your committee/board.

Volunteering Auckland (VA) >> has previously referred to these people as Leaders of Volunteer Engagement (LoVE), although has more recently changed to Auckland Leaders of Volunteering (ALV). They offer networking, training and professional development opportunities and we would encourage your organisation to look into finding people with the appropriate skill sets or upskill your own people.

Volunteering NZ (VNZ) also has a handy resource called **Competencies for Managers of Volunteers >>** and we would recommend checking this out.



UNDERSTAND YOUR PEOPLE

THINK ABOUT:

- What motivates your current volunteers?
- What do they value and what benefit do they get from volunteering?
- What would improve their experience?
- Are there any current issues which are having a negative impact?
- Are there members of your organisation who would be interested in a volunteer role?
- What skills and experience do members of your organisation have which could be tapped into?
- What are the predominant demographics, diverse population groups and societal cultures represented within your organisation?
- What stops people from volunteering?
- Do people advocate for your club? If not, why not?

TAKE ACTION

Find out the answers to these questions.

CONSIDER:

- 1 Circulating a survey.** Use the **Insights Toolkit >>** and these **suggested questions to help >>**
- 2 Use the Participation and Membership Toolkit >>** to help understand your membership. Start thinking about how the volunteer experience and opportunities you offer align with the make-up of your membership.
- 3 Create opportunities to have face to face conversations via one to ones or through organised events.**

IDEA

Why not organise a pre-season event to bring volunteers together. Use it to show your Appreciation in advance, provide Connection points, and Energise your volunteers for the season ahead – make them feel ACE!

UNDERSTAND YOUR ORGANISATION

THINK ABOUT:

- What tasks and roles exist?
- Are there role descriptions for all positions? **Guidance on roles and role descriptions >>**
- Which roles require longer-term commitment?
- Which are/could be short term or project based?
- Could any of the roles be completed by virtual volunteers?
- Who currently undertakes these roles? Outline your volunteer workforce.
- Who is currently responsible for volunteers - would volunteers know who to contact if they have a concern or query?
- What budget for volunteers do you have available? Consider funding required for training; acknowledgment; volunteer celebration events; expenses; police vetting.

Volunteering NZ has created a self-assessment tool which asks thought provoking questions specifically relating to volunteer management and provides some guidance around actions and goal planning. **For more information >>**

TAKE ACTION

- 1** Begin compiling a complete set of organisational records, processes and procedures.
- 2** Create or review your succession plan. Find out more on the next page.
- 3** Use a planning tool to help gather the responses to these questions and identify additional actions. **Click here for a template >>**
- 4** Create an up to date spreadsheet or database with relevant volunteer details. Remember to follow the Privacy Act 1993 when storing data. **Find out more in our Policies and Procedures toolkit >>**
- 5** Prepare a rough budget overview outlining the expenses which may be required. **Use the Finance & Insurance Toolkit >>**



SUCCESSION PLANNING

This is arguably one of the most important steps in creating a sustainable approach to volunteering within your club/code.

WHAT IS IT?

A process which involves identifying and developing individuals with the potential to fill key leadership positions when existing post holders vacate the role.

WHY DO IT?

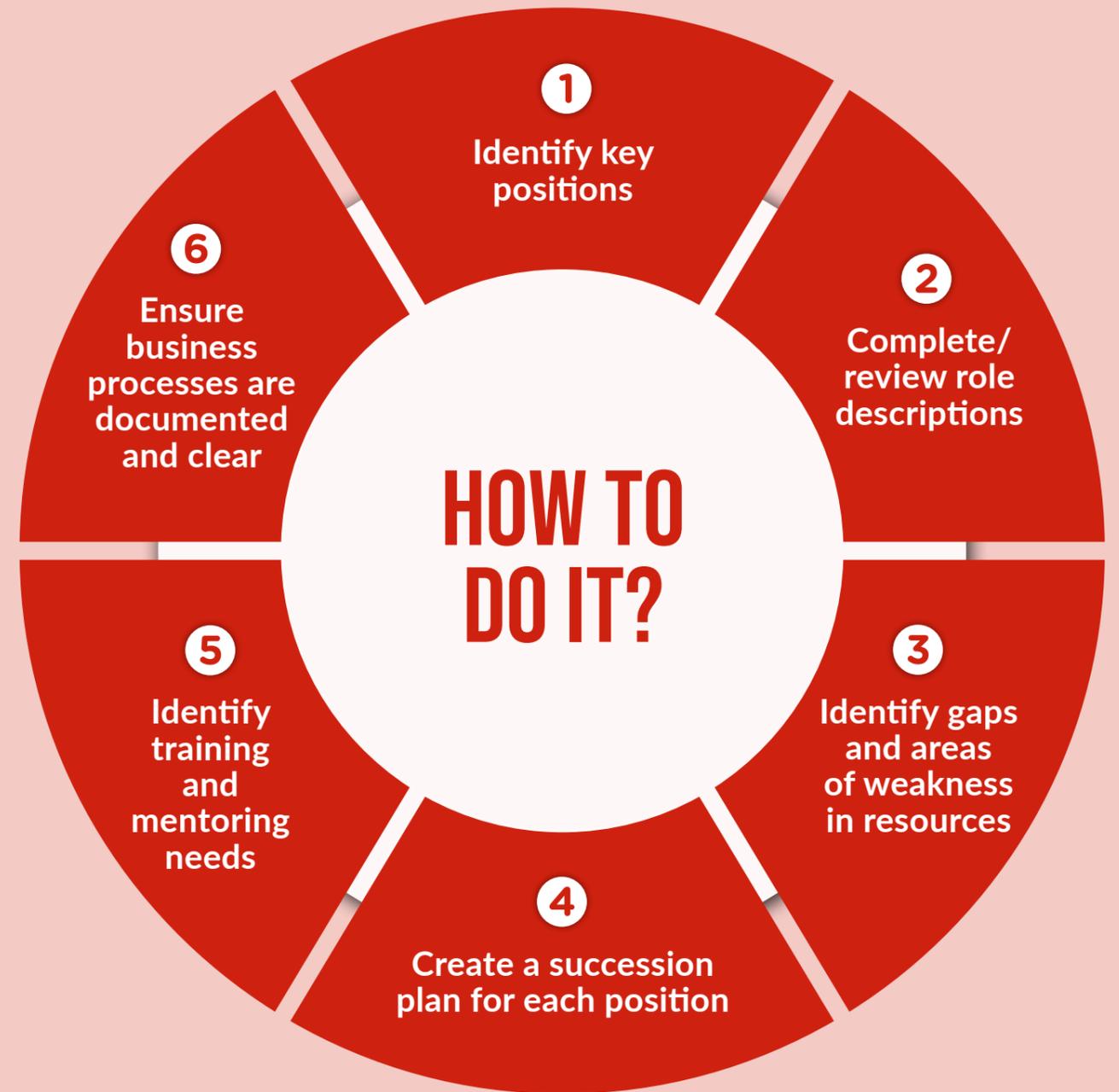
To ensure that an organisation will continue to operate efficiently without the presence of people who were previously holding key positions.

WHY IS IT CRUCIAL TO THINK ABOUT SUCCESSION PLANNING IN A VOLUNTEER CONTEXT?

- It allows you to be flexible and accommodating. You'll be prepared for people vacating their role. You'll feel ready if a volunteer decides to leave a role earlier than expected.
- Often people don't volunteer because they are worried that they will be 'trapped' due to a lack of individuals who are willing and able to take over the responsibility. A plan demonstrates that there is a clear pathway back out of volunteering commitments and that there is no expectation for the volunteer to hold their role long term.
- By developing prospective successors, the availability of experienced volunteers is increased.

REMEMBER:
SUCCESSION PLANNING IS NOT A ONE-TIME EVENT; SUCCESSION PLANS SHOULD BE RE-EVALUATED AND UPDATED ANNUALLY OR AS YOUR CLUB EVOLVES AND CHANGES.

- Knowledge which exists within a club is preserved and passed on.
- It encourages pro-active consideration of future volunteer requirements and training needs which will ultimately assist understanding and preparing for ongoing human resource requirements.
- Volunteers feel more confident, prepared and supported if they have received training and/or mentoring to fill roles.
- Volunteers will recognise the time, attention and skill development being invested in them, which makes volunteering at your organisation more appealing.
- Results in smooth transition from one volunteer to the next.
- Encourages the sharing of workload among volunteers which can help to avoid burn out.



TAKE ACTION

Does your club/code have a succession plan? If not, you should create one now. If you do have one, make sure it's up to date. **Find out how using the Succession Planning Toolkit >>**

DEVELOP A VOLUNTEER FRIENDLY CULTURE AND ENVIRONMENT

Based on research and insights, we would suggest that if you truly want to make a lasting difference to volunteerism within your club/code, you need to focus on creating a volunteer friendly culture and environment. This should also create a pleasant, social and welcoming environment which will benefit everyone. Win-win!

This may be a longer-term plan and might not solve your immediate needs, but without making some serious changes, it's likely that finding and keeping volunteers will be a continual struggle.



Your volunteering opportunities should match the volunteers' needs with the organisations' needs. We know some of the typical reasons people volunteer include:

- Making a difference to someone else by supporting them to achieve their potential and succeed in sport
- Giving back- show appreciation for previous support they have received
- Personal development of existing or new skills
- Making new social connections and having fun
- Provide a sense of purpose and belonging - this is especially evident in transient and migrant communities.

'SPORT IS AN ADVENTURE AND LEADS TO GREAT MEMORIES WHICH I WANT TO HELP OTHER PEOPLE CREATE'

TAKE ACTION

- Use the insights you have gathered from the Understanding section of this guide to think about what would make the opportunity to volunteer at your organisation an attractive one.
- List what opportunities you can offer and match volunteers needs with your club/code needs.

A VOLUNTEER FRIENDLY CLUB CULTURE

The culture of your club is reflected in the values, beliefs, behaviours and expectations that members share. A strong and positive culture helps ensure people have an enjoyable and pleasant experience.

Most clubs have written codes of conduct and policies which set standards of acceptable behaviour. Your committee will be accountable for ensuring that the code of conduct is adhered to, however ultimately, it's everyone's responsibility to uphold the values of your club/code.

For more information on codes of conduct check out our Policies and Procedures Toolkit >>

However, it's everyday words that shape the culture. What we say and how we act can influence attitudes, behaviours and continued involvement in our organisations. Language carries enormous weight and can impact on people for a long time.

Make it part of your clubs' culture to thank and show appreciation of volunteers. Not at the end of the year. Not at the end of a season. Regularly. Anytime a volunteer does something you appreciate just say thank you.



I ENJOY VOLUNTEERING BECAUSE IT BRINGS PEOPLE TOGETHER'

Be welcoming and positive about every volunteer and their contribution. Attitudes like the following should be discouraged:

- Someone hasn't played the sport so they can't volunteer in it
- Long term volunteers insinuating that they know better, that others are unable to do the role or even obstructing others from helping.

Everyone within your club/code should embrace and demonstrate a positive volunteer attitude, whether that be paid staff, committee or the wider membership. Help them to understand the value of volunteers.



Try to find one or two positive, enthusiastic champions of the idea of creating this culture, and work together to begin introducing small changes in the mindset of the wider membership. It might not happen overnight, but persevere

Tell a volunteer what their contribution has meant to you. Make it personal. If someone has organised an activity you participated in and enjoyed, say thanks and let them know why you appreciated it – e.g. it was fun; it helped improve my game; I loved that it was so sociable; I met new people. That means a lot to a volunteer. They want to make a difference and hearing how they have made a difference to someone else is rewarding

Check out some tips from Volunteering Auckland around making volunteering a better experience >>

DEVELOP A CLEAR ENTRY AND EXIT PATHWAY

If you have been following this guide, the work you have done so far will have established the foundations to attract volunteers.

MAKE IT EASY TO BEGIN VOLUNTEERING. MAKE IT EASY TO STOP VOLUNTEERING.

ENTRY PATHWAY

- Make it clear on your noticeboard, website, social media, advertisements who to contact if someone is interested in volunteering
- Exchange contact details with people who show an interest and follow up. One of the biggest complaints from prospective volunteers is not being contacted after a referral
- Be flexible, be accommodating, be positive
- Acknowledge that any help is welcomed. It could be on a committee; on an ad-hoc basis; one-off tasks; organising or during an event.
- If you are following a recruitment process don't make it too onerous or formal. Remember these are volunteers. More guidance is provided in the 'Selecting Volunteers' section.
- Offer training and support that might make it more attractive to take on a role that otherwise someone might feel too inexperienced for.



**ENTRY
PATHWAY**

EXIT PATHWAY

- Identify the appropriate person for volunteers to contact if they would like to vacate their position
- Develop a succession plan for developing people into key positions and make it clear to volunteers that you have a plan in place
- Create handover procedures as part of the succession plan. Ensure these procedures are shared with your volunteers so that they are aware of the processes to follow when they leave the role. This might even encourage them to pro-actively try to help find a replacement.

Use the Succession Planning Toolkit >>

Of course we recognise that it's not ideal if you need to keep training people to take on roles, and it doesn't make continuity easy. However, don't put potential volunteers off by being inflexible and suggesting that you might anticipate them staying in the role for years...but if you make the right environment, maybe your volunteers will happily commit longer term - 'capture their heart.'



SEEKING VOLUNTEERS

You've gathered insights, created attractive volunteer opportunities and started to embrace a volunteer friendly environment tailored to your club.

To help find volunteers you want to be able to promote the benefits of volunteering at your club/code. These should be personal to your club/code and reflect the insights you've gathered from your own people.

Marketing and promotion of your club/code is not only useful for increasing your membership, but also shows your organisation would be attractive to someone willing to give up their time to help.

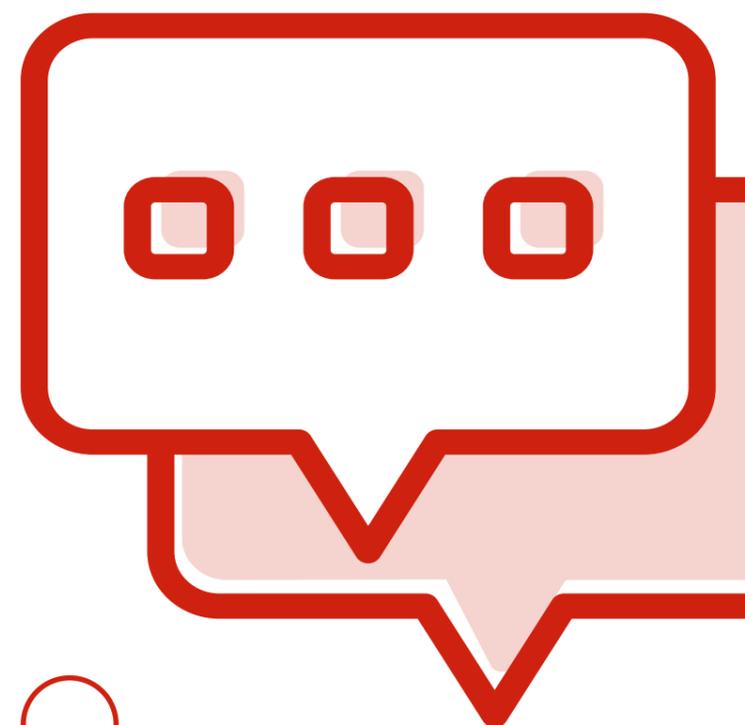
You can get some ideas and tips on this using our Marketing and Communications toolkits >>

Understanding your current membership, future users, local demographics and any target groups will help you to ensure you utilise the best methods to engage a wide and appropriate audience.

Use our Community and Engagement Toolkit to help >>

Sport NZ also have Intelligence Tools which you can check out to help gather data >>

You can also get support with this from <https://volunteeringauckland.org.nz/nonprofits> >>



IDEAS

Produce some media articles or short case studies telling the stories of people who either volunteer currently or have in the past. For ideas and examples check out Volunteering Auckland - they've published a variety of case studies on YouTube!



WHERE CAN I FIND VOLUNTEERS?

There are a range of ways to promote volunteer opportunities and to pro-actively go out and find volunteers. The approach will vary depending on factors such as:

- **Type of Position** – Consider the skills and experience needed, time commitment expectations
- **Particular Target Audience** – The changing landscape of Auckland means that there is a great appetite for volunteering:
 - Diverse and new migrants - looking for opportunities to meet people, get involved within their local community and learn new skills
 - Older people – often retired and looking to offer their time to help others and socialise
 - Younger population – often keen to gain experience, learn new skills and have fun.
- **Urgency to fill the position** – Try to advertise positions as early as possible. As part of your succession planning, work out when you need to fill each role and try to have individuals in them as soon as possible. There would ideally be an overlap with the outgoing post holder if the role allows. However...we know that often positions become available unexpectedly so sometimes there may be an urgent requirement
- **Whether you have any budget** – If budget allows you might want to make the most of sites such as www.volunteeringauckland.org.nz >> and <https://seekvolunteer.co.nz> >> These organisations report having tens of thousands of volunteers searching for roles on a monthly basis!

Free advertising methods include social media, your website, newsletters, community notice boards etc. Consideration of the skills and experience required for the role will help to determine the value of advertising options. When listing volunteer roles, **use this resource from Volunteering Auckland with some handy tips >>**

There are many organisations and initiatives focused on engaging with specific and targeted population groups. They have developed knowledge and experience which they are happy to share and are a potential recruitment source. Examples include He Oranga Poutama ki Tāmaki Makaurau (HOP), ActivAsian, Sports Pasifik, the Auckland Indian Sports Club and Migrant Services. **Find out more in the Community Engagement Toolkit >>**



ASK PEOPLE. ENCOURAGE MEMBERS TO ASK AROUND. THIS COULD BE FAMILY, FRIENDS, ANYONE CONNECTED TO THE ORGANISATION OR EVEN SOMEONE YOU MEET AND FEEL MIGHT HAVE THE SKILLS YOU ARE LOOKING FOR

There's lots of methods you can use to help find volunteers.

However, one of the methods consistently identified as successful, is to simply ask people. It can feel uncomfortable, but generally people will feel honored to be approached. As long as it's done in a way where they feel valued and that they have skills to offer, not just that you are looking for help with mundane tasks, or simply just numbers.

In some cultures such as the Pacific Island and Māori communities, research indicates they like to be approached and invited to contribute. They are unlikely to put their hand up in a meeting environment or respond to advertisements. A personal introduction to the appropriate recruiting person, by another is also encouraged.

People are modest and don't necessarily want to put themselves out there, but it instills a sense of confidence that you believe they are suitable to help if you personally ask.

Offer contact details for the appropriate person so that they can get in touch easily should they have any questions and likewise take their number and follow up.



IDEAS

Think about the people from your organisation. Is there someone who is enthusiastic, loves to informally chat to people and learn about them? They might be able to join some dots, create relationships and encourage people to feel inclined to help out.

CORPORATE SECTOR ENGAGEMENT

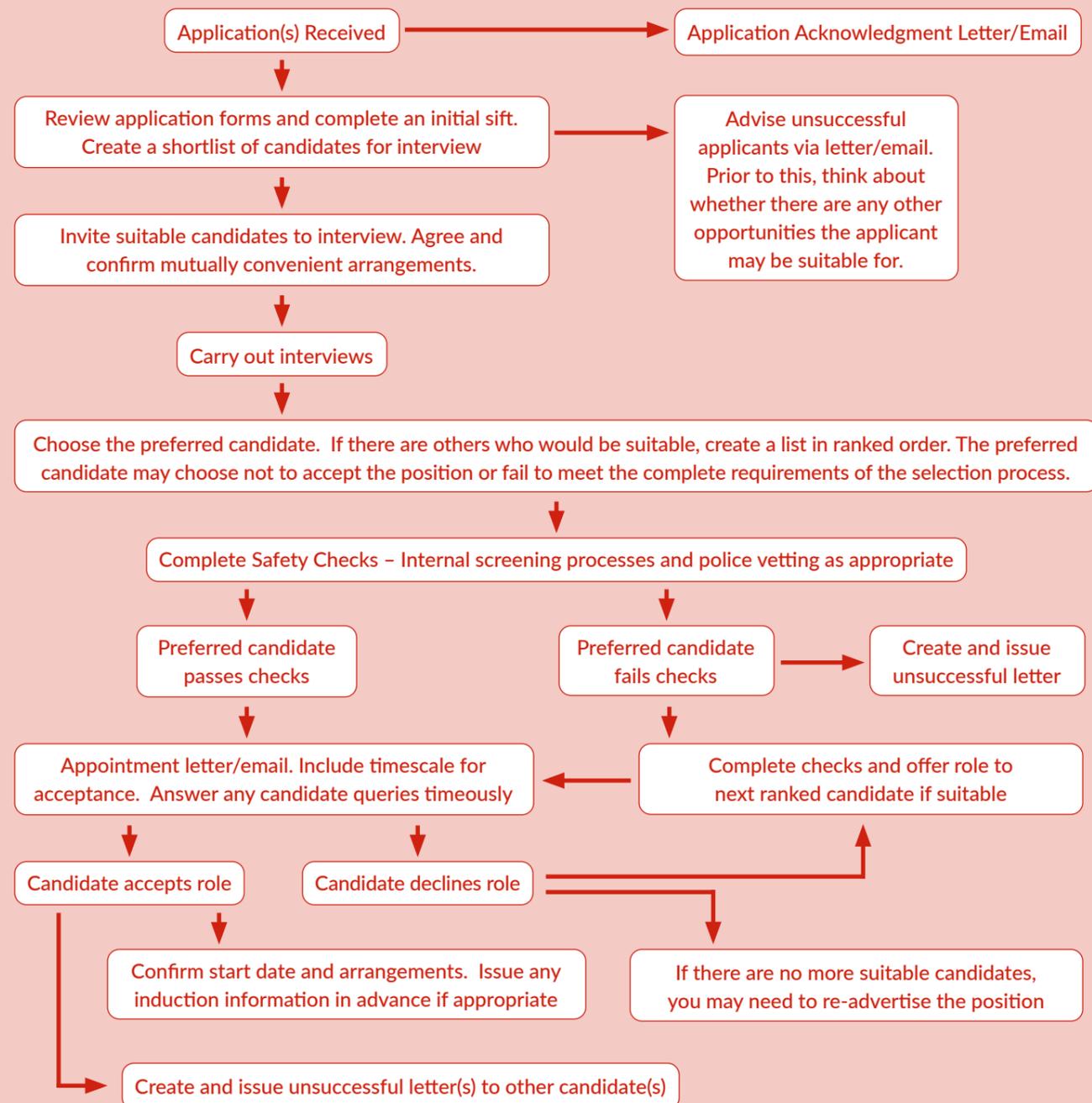
- Consider approaching corporate organisations with specific professional expertise such as accounting, legal, media, project management, marketing. They may have interns, apprentices or staff who would be interested in volunteering opportunities to utilise or develop their skills and knowledge
- Corporate Employee Volunteering programmes are becoming more common, especially within commercial private sector companies.

Generally, they either participate in group, working bee type activities or offer skilled professional expertise. There may be opportunities to match a task your organisation needs assistance with, to the support being offered by corporate organisations.

SELECTING VOLUNTEERS

Now that you've created a great place to volunteer and you've advertised far and wide, you're probably going to have to undertake a selection process to choose the lucky candidate from all the applications you received!

The diagram below outlines a basic process which you could follow to select volunteers. If possible, try to complete the selection process within 2 weeks.



CHECKLIST OF CONSIDERATIONS:

SKILLS AND KNOWLEDGE

Does the volunteer demonstrate evidence of the skills and knowledge as outlined in the role description?

Use the information provided in the application form and the interview to help determine whether the applicant has the skills and experience you are looking for. If not, and there is a lack of interest in the role, consider whether the opportunity to offer training exists.

Interviews:

The process you undertake will depend on the type of position being filled.

You can choose to meet the prospective volunteer on a one-to-one basis or have a selection panel. If you decide to use a selection panel, ensure that everyone is clear about their role in the process. Assign specific questions to each member of the panel. This will ensure that the interview is run smoothly and competently.

Perhaps a selection panel feels too formal, but you would like someone else to help choose the right person for the role. Maybe you could have a one-to-one in the first instance, then have a follow up meeting with one or two other key individuals from your club/code for an informal chat.

The purpose of the interview is to have a 'chat with a purpose':

- Discuss the volunteer's background and skills
- Find out their reasons for volunteering
- Hear what expectations they have of volunteering
- Share information about your organisation and the role
- Determine whether the role will be a good fit for both the volunteer and your organisation.

TOP TIPS FOR INTERVIEWS:

Organise a private space and ensure there are no interruptions

Ensure you have plenty of time

Be punctual

Be prepared with relevant documents and information

Ask open-ended questions

Provide an opportunity for the volunteer to ask questions

Ensure both parties know what the next step in the process is and when it will take place

REMEMBER: THAT THIS IS A VOLUNTEER POSITION SO THERE IS NO NEED TO MAKE IT AN OVERLY FORMAL PROCESS.



SAFETY CHECKING

SCREENING

Has the volunteer been through a screening process?

Screening is an internal process and consists of carrying out some checks to help provide comfort relating to a person's character.

Tasks include:

- Verifying identity
- Gathering information through application forms, CVs and interview
- Confirming qualifications
- Reference checks - it's a good idea to check a volunteer's references. Asking volunteers to provide the name and contact details for two referees in your volunteer application form is good practice.

VETTING

Has the volunteer been screened through a Police vetting procedure?

Vetting is an external and formal process of obtaining checks from another agency.

The main purpose of police vetting is to protect society's most vulnerable members. It allows organisations to make informed decisions about potential employees, current employees or volunteers working directly with these vulnerable groups of people.

Find out more about police vetting >>

REMEMBER: MAKE SURE THAT BUDGET IS ALLOCATED TO COVER COSTS ASSOCIATED WITH THIS PROCESS.

You should also be aware of the Children's Act 2014 which was part of a series of comprehensive measures brought in to protect and improve the wellbeing of children. These measures include safety checks and the development of Child Protection Policies and Procedures. You can find out more about looking after the wellbeing of children through organisations such as **Safeguarding Children >>**, **Oranga Tamariki >>** and **Child Matters >>**

You can also find further information about creating child protection policies and safe spaces for sport in our Policies and Procedures Toolkit >>



SUPPORTING VOLUNTEERS

HOPEFULLY THE IDEAS PROVIDED HAVE HELPED YOU SUCCESSFULLY FIND SOME VOLUNTEERS. NOW YOU NEED TO SUPPORT THEM.

Over the years, volunteers have highlighted various issues that cause them frustration, leading to a negative and unenjoyable experience.

Many of these could be avoided if pro-active thought is given to simple processes within your organisation. If you have been following this guide, many will have been attended to at the very first stages of improving your approach to volunteer management!



SOME COMMON ISSUES:

'NO COMPREHENSIVE INSTRUCTIONS'

Clear written guidelines, processes and procedures

Mentor/buddy system

'A LACK OF WRITTEN GUIDELINES ON THE JOB'

Clear job descriptions >>

'A LACK OF ORGANISED INTRODUCTION'

Create an induction pack and process >>

As a minimum, identify an approachable person as the volunteer contact person who will be responsible for introductions (volunteer coordinator perhaps).

'NO CLEAR COMMUNICATIONS'

Provide regular, clear and transparent communications.

The committee should be open, approachable and supportive. Why not put names, roles, contact details and photos of committee members on your notice board? Don't assume everyone knows who your committee are.

WhatsApp and Facebook Messenger are great tools for quick contact and ensuring everyone is kept in the loop. However, know your audience and ensure communication methods are appropriate.

Provide regular opportunities for feedback - to both provide and receive volunteer feedback.

WHAT ELSE CAN MAKE THE LIFE OF A VOLUNTEER EASIER?

What	Idea
Spread the workload	More than one person can carry out a role. Either shared equally or using a mentoring/successor structure.
Create micro-volunteering opportunities	Break down roles as much as possible into manageable, bite size chunks.
Personal development and training opportunities	Keep close to your relevant code National or Regional Sport Organisation, Regional Sports Trust, Volunteering Auckland and Volunteering NZ for training opportunities. Sport NZ in conjunction with Sport Wellington has developed a leadership framework called Puna which may be suitable for some of your volunteers. Click here to see this >>
Make it as sociable as possible	Many volunteers report that social links they have made through volunteering has added richness to their lives. Use this! Make volunteering fun! Carry out activities in teams rather than individually where possible. Consider whether a task be completed through an organised working bee.
Ensure that policies relating to reimbursement of expenses are clear	This can be an awkward issue for a volunteer to bring up. Ensure that you have a general policy but that consideration is given to each role on an individual basis. Click here for more info on expenses >>

Check out our complete range of club capability toolkits for more advice and guidance on specific topics >>



CONFLICT RESOLUTION

Conflict occurs in a club/code because people have different values, needs and motivation. Unfortunately, you may find yourself in a position where you need to have difficult conversations with volunteers or a conflict situation arises.

If you are dealing with individuals who fail to follow instructions/policies/processes, try to be polite but firm. Help them to understand why they are being asked to behave in a certain way and the resulting negative impact of their behaviour. Often when they understand implications and

consequences of their actions, they will make a change.

Situations may arise which are more difficult to handle. You may need support from an independent party to help resolve a conflict depending on the circumstances. Remember you can get support from your Regional Sports Trusts/Organisations in these instances.

You can find some comprehensive advice and guidance around dealing with such matters in our Policies and Procedures Toolkit >>

SAY THANKS!

We've already talked about the importance of creating a volunteer friendly culture. Simply saying thank you and saying it often should be second nature in your club or organisation. It's not hard, it's not time consuming, it costs nothing, but it goes a long way.

Why not create a volunteer area of the noticeboard where anyone can put up a message thanking someone for their contribution, or where you can put up any volunteer of the month awards etc?

You could also acknowledge your volunteers through your social media channels, newsletters, website, and any other form of online club communications.

KNOW YOUR AUDIENCE AND IF YOUR VOLUNTEER ISN'T ON SOCIAL MEDIA ASK YOURSELF WOULD THIS BE TRULY MEANINGFUL TO THEM?

Bearing this in mind, give some thought to how best to acknowledge your volunteers.

It's unlikely that the main motivation of a volunteer is to receive a reward, but small tokens of appreciation may help.



If you do intend to publicly acknowledge and reward, think about your approach. We talked about tailoring volunteer opportunities to suit modern lifestyles. These tend to be shorter term and potentially smaller project-based roles.

Therefore, acknowledge all efforts- not just your life-long volunteers who have been there for a long time.



IDEAS

If you are going to acknowledge volunteers at a prize giving, think about some unique and different categories which reflect and are aligned with the volunteer opportunities you offer.

IF VOLUNTEERS FEEL LIKE THEIR EFFORTS ARE WORTHWHILE, THAT THEY ARE APPRECIATED AND THAT THEIR EXPERIENCE FULFILLS WHICHEVER MOTIVATOR THEY HAVE FOR OFFERING THEIR TIME, THEY ARE MORE LIKELY TO BE ATTRACTED TO YOUR ORGANISATION AND PERHAPS REMAIN COMMITTED TO VOLUNTEERING FOR A LONGER PERIOD OF TIME.

**REMEMBER:
MAKE YOUR VOLUNTEERS FEEL
ACE BY MAKING SURE THEY ARE:**



APPRECIATED

CONNECTED

ENERGISED

LOOKING FOR FURTHER INFORMATION?

There is a range of resources available to assist with the running of your club/code.

HERE TO HELP

Your Regional Sports Trust/Organisations are also here to help – please don't hesitate to contact us if you would like to talk through any of this material and/or assistance for your club and/or code.

MORE INFORMATION CAN BE FOUND AT THE FOLLOWING:

aktive.org.nz >>

clmnz.co.nz/clm-community-sport >>

harboursport.co.nz >>

sportauckland.co.nz >>

sportwaitakere.co.nz>>

[Volunteering Auckland](#) >>

[Volunteer New Zealand](#) >> 

Information in this toolkit is for guidance only and does not constitute formal professional advice. Where specific issues arise in your club/code, advice should be sought from the relevant expert(s) as necessary.

NGĀ MIHI.

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