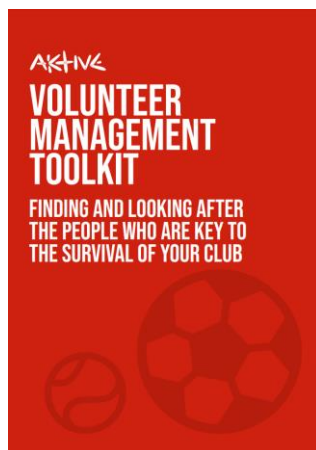


Aktive Sector Development Toolkits

Aktive have created 12 toolkits to support organisations working to develop the sporting sector. There is a lot of great information, tips and templates in each and they are well worth a look.

For more information about the below, visit <https://aktive.org.nz/resource-hub/>. You will need to create a login initially but this is free and gives you access to download all of the templates.

1. Volunteer Management Toolkit + Succession Planning Toolkit



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?



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?

RE-FRAMING THE VOLUNTEER EXPERIENCE CONT.

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

There are other toolkits available and these are wonderful starting documents for your volunteer planning.

We highly recommend that you start here: <https://aktive.org.nz/resource-hub/>.

Other resources include:

Community Engagement Toolkit

Planning Toolkit

Participation & Membership Toolkit + Insights Toolkit

Marketing & Communications Toolkit + Social Media Toolkit

Governance & Leadership Toolkit

Sport & Recreation Advocacy Toolkit

Coaching Toolkit

Finance & Insurance Toolkit

Policies & Procedures Toolkit

Risk & Compliance Toolkit

Facilities Toolkit