

LEVEL 1

Involving More Volunteers

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Why Do People Volunteer

- 3 R's In Volunteering, Recruit, Retain and Reward Volunteers
- Because they were asked!
- Grew up with GAA in the family.
- Moved into a new area and wanted to get to know the community.
- They enjoy it

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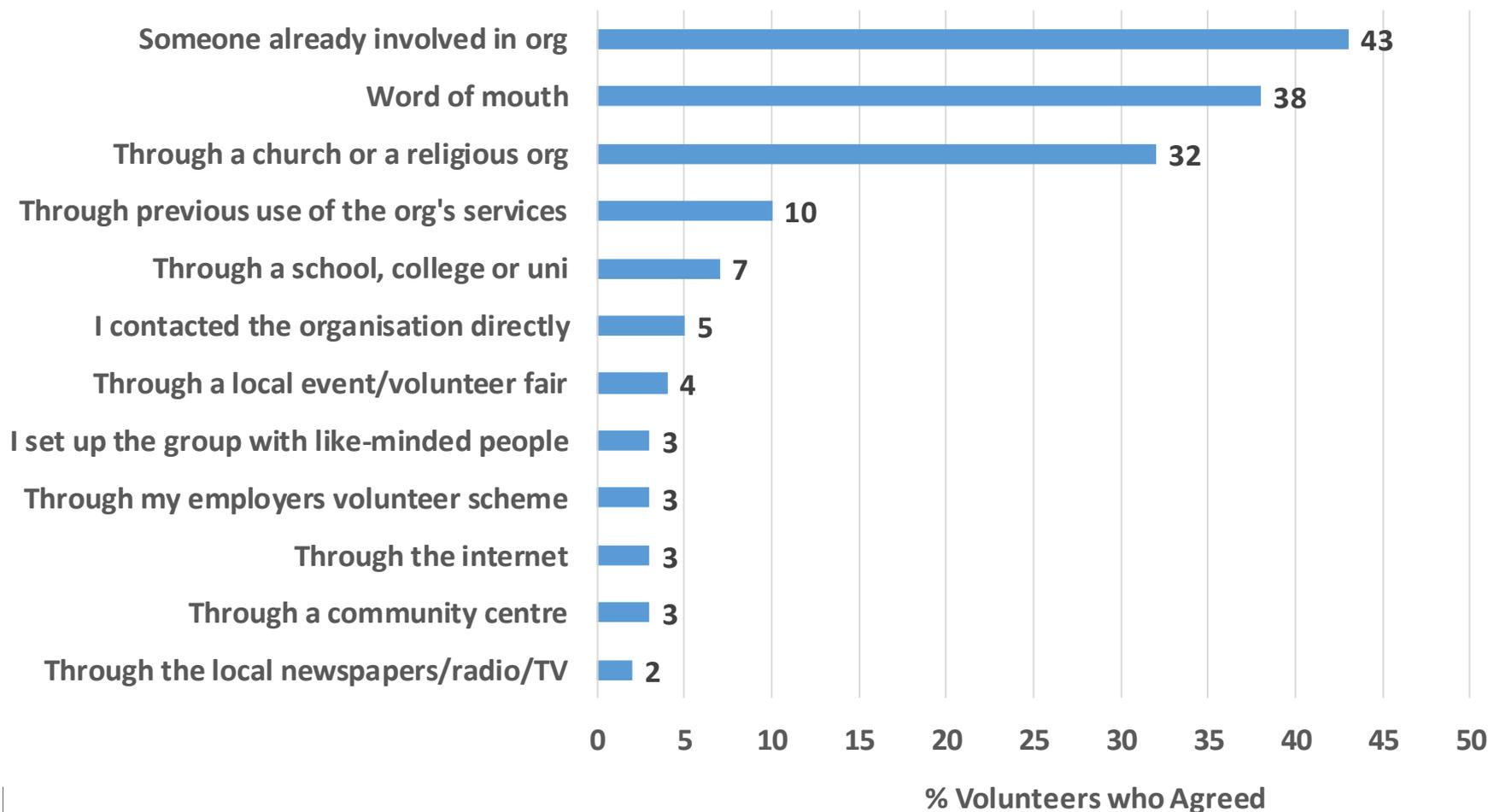


Why Do People Volunteer

- It keeps them busy/occupied.
- To make and keep friendships.
- It Will help their career.
- Got involved via the children.
- To “give something back” after my playing career ended.
- Want to be associated with something positive and successful.



How People Were Made Aware of Volunteering Role



Why people do not Volunteer?

It is important to be aware of these reasons.

1. They were not asked
2. They don't have time due to work and family pressure
3. They feel that they don't have the necessary skills
4. Fear of a heavy workload
5. Fear that once they get involved, they will be involved forever
6. They don't know anything about the club/organisation
7. They don't have any confidence in the club/organisation



How can we improve our volunteer base?

- * First, we need to let people know that our Club (and the GAA) is:
 - * Open and welcoming to them and to everyone else: it should be a ‘place of doors, not a place of walls’
 - * An energetic place, full of enthusiastic people.
 - * Making a major contribution (in all sorts of ways).
 - * A place where we don’t waste people’s time (i.e. we’re punctual and well-organised).
 - * Safe (especially for children) and well run
 - * Part of a huge, vibrant and successful organisation.



Bringing the New Volunteers on Board

Identifying our volunteers is only part of the task. Once they're willing to help, best practice tells us to:

- Bring them along and formally introduce them to the Club
- Let them know “who’s-who-and what’s- what”
- Explain what it is you want them to do and make sure it’s a specific, clear-cut piece of work



...bringing the New Volunteers on Board

- Avoid, at all costs, over-loading them: don't throw anyone in at the deep end ... and be clear about the time commitment involved
- Provide them with support ... maybe get an existing volunteer to mentor them
- Child Protection and other issues mean we shouldn't just let people "turn up un-announced" and walk into a role in our Club. We need to be sure we have the right people in the right places.
- A GAA Club should not just be an "open house" for people.



Keeping Our Volunteers On Board

It's all-too-easy to take volunteers for granted. To keep everyone enthusiastic and refreshed we should:

- Check that we haven't overloaded anyone and keep feeding back to them.
- Give them variety: don't leave anyone in the same place/role for too long.
- Provide training: that's what the Ulster Council's CPD & VDP programme is for!
- Constantly acknowledge our volunteers, formally and informally.



Formal

Informal

Recognising continued service (certificate)

Saying thank you on a regular basis

Buying volunteers new equipment

Telling volunteers they have done a good job

Educating and/or training volunteers

Asking volunteers for opinions and input

Holding a social recognition dinner or event

Making volunteers aware of key issues and plans for the organisation

Official letter of thanks/commendation from club

Inviting volunteers for a coffee or informal social get together

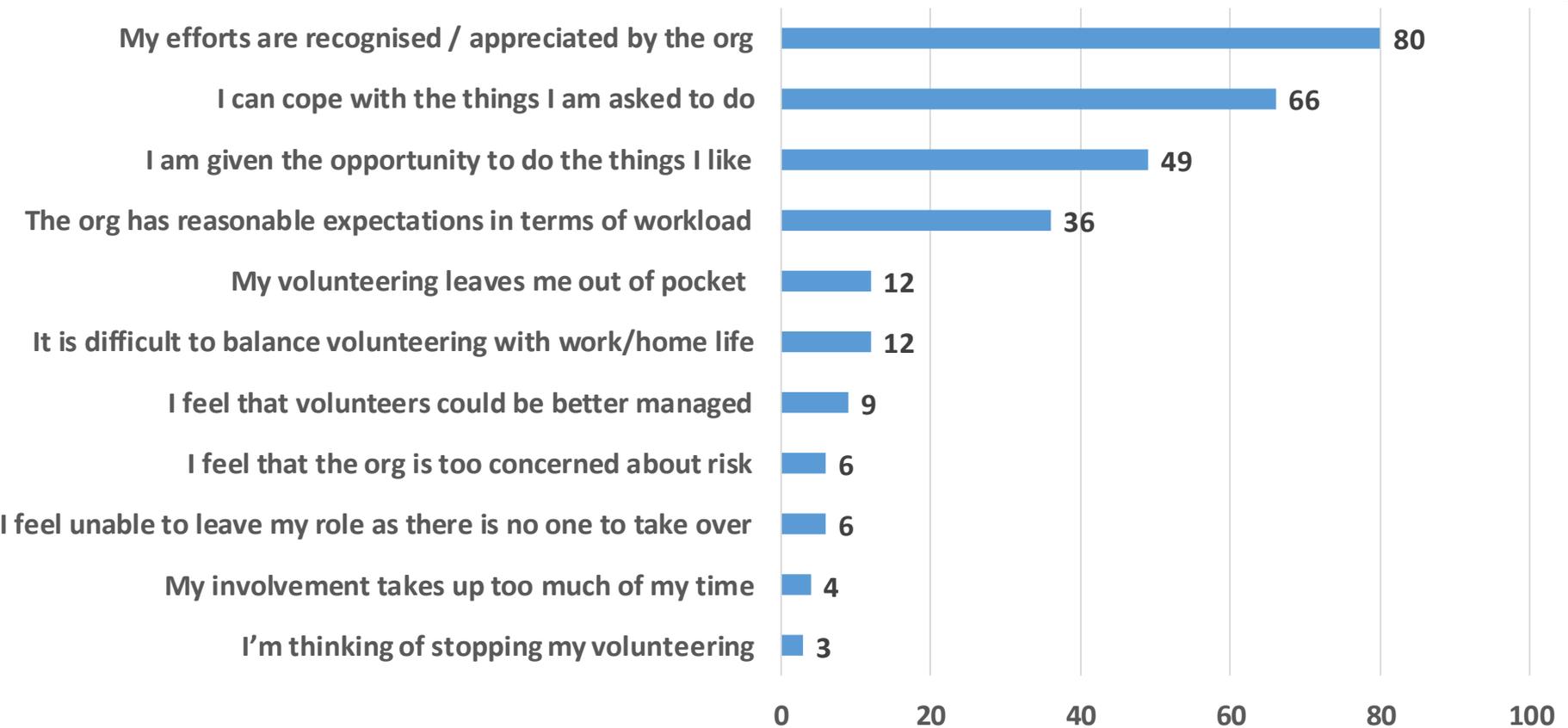
Giving the volunteer more responsibility due to previous achievements

Showing interest in personal interests of volunteers

Putting volunteer recognition into social media or press

Delivering small thank you notes to volunteers

Attitudes Towards Volunteering



Source: DfC Volunteering Research

% Volunteers Who Agreed

TASK

IN YOUR GROUPS DISCUSS WAYS OF RECRUITING VOLUNTEERS FOR YOUR CLUB, THIS COULD BE WAYS YOU MAYBE HAVE ALREADY USED!!!!

Or a initiative maybe that is place to retain high quality volunteers in your Club?

Recruiting Volunteers

- Social media
- Print (Leaflet drop)
- Radio
- Networking
- Speak in schools, at mass or other community events
- ‘Bring a buddy event’
- Face to Face

Use a combination of methods!



Reaching volunteers

Volunteer Introductions

Source: Volunteering in Northern Ireland Research Report 2016

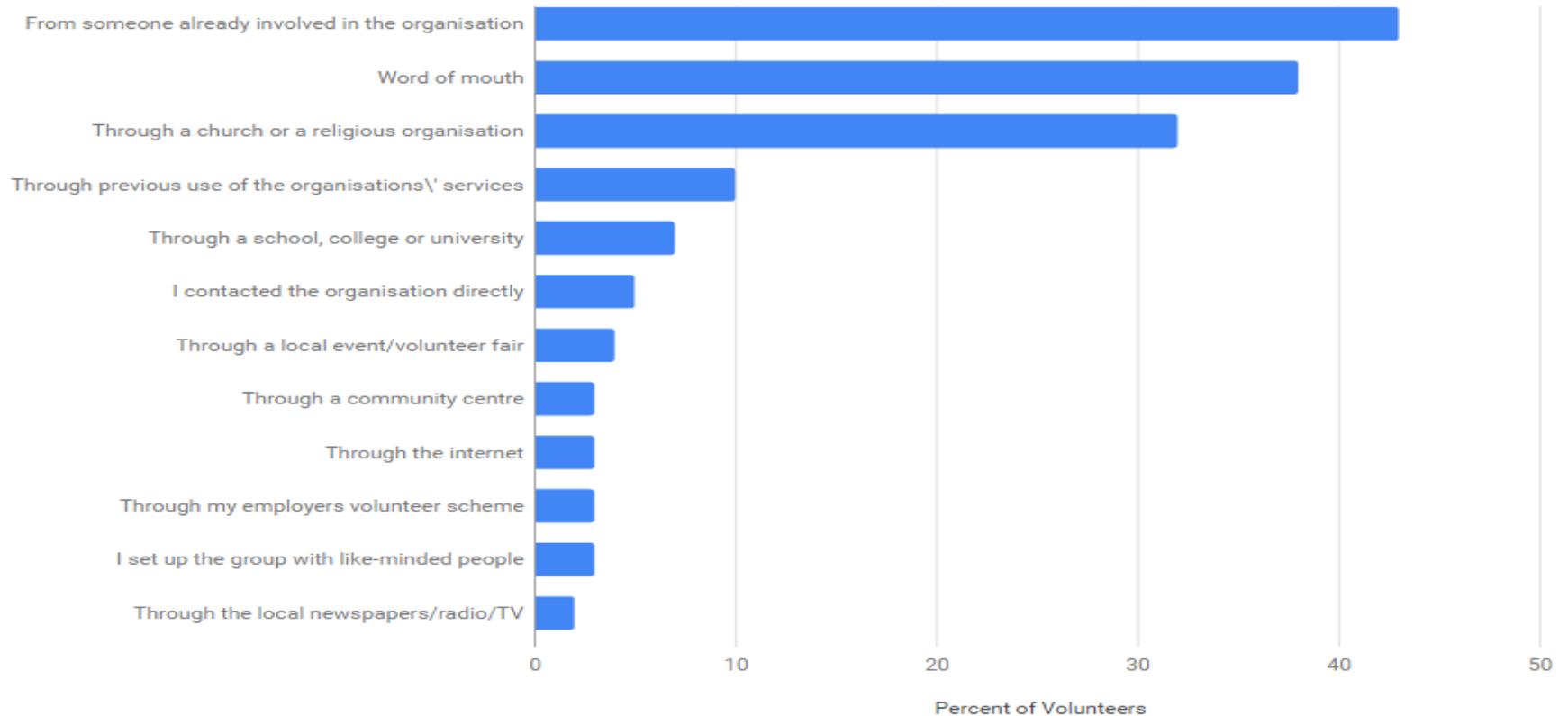


Chart data: [NICVA Datastore](#)

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A personal testimony



Clíodhna McAteer added 3 new photos — 😊 feeling proud with Joan Cameron and 5 others at 📍 Killeavy Gac.

26 August at 15:30 · Newry · 🌐

So have been helping out at the Killeavy Summer Scheme all this week. And what a week it has been! So much fun that I could sleep for a week 😊 lol massive thanks to all visiting coaches - county ladies footballers and county hurlers - all the volunteer coaches/players from our own club, the goldmark volunteers and most importantly, the lovely ladies who kept us all fed (you were my favourite) - we took care of 160-180 kids each day this week ☑️👋 cuppa tae and nap now lol



Fiona Owens Thank you so much to Lisa McDonnell & her team who ran a fab summer camp for the kids. Katie & Oisin had a ball !!

Like · Reply · Message · 27 August at 22:08



Aoife Trainor Thank you to all the organisers & Volunteers. Eadaoin had a great week. Love the pictures.

Like · Reply · Message · 28 August at 03:12



Scenario

Pól has recently moved to your parish. His two children Peter 8 and Méabh 10 have started to attend training sessions with your Club.

Pól is not a volunteer with your club as he feels it is “too clicky” and that he would not be welcome.

How would you, and your club make Pól feel welcome and encourage him to volunteer?



Induction and Training

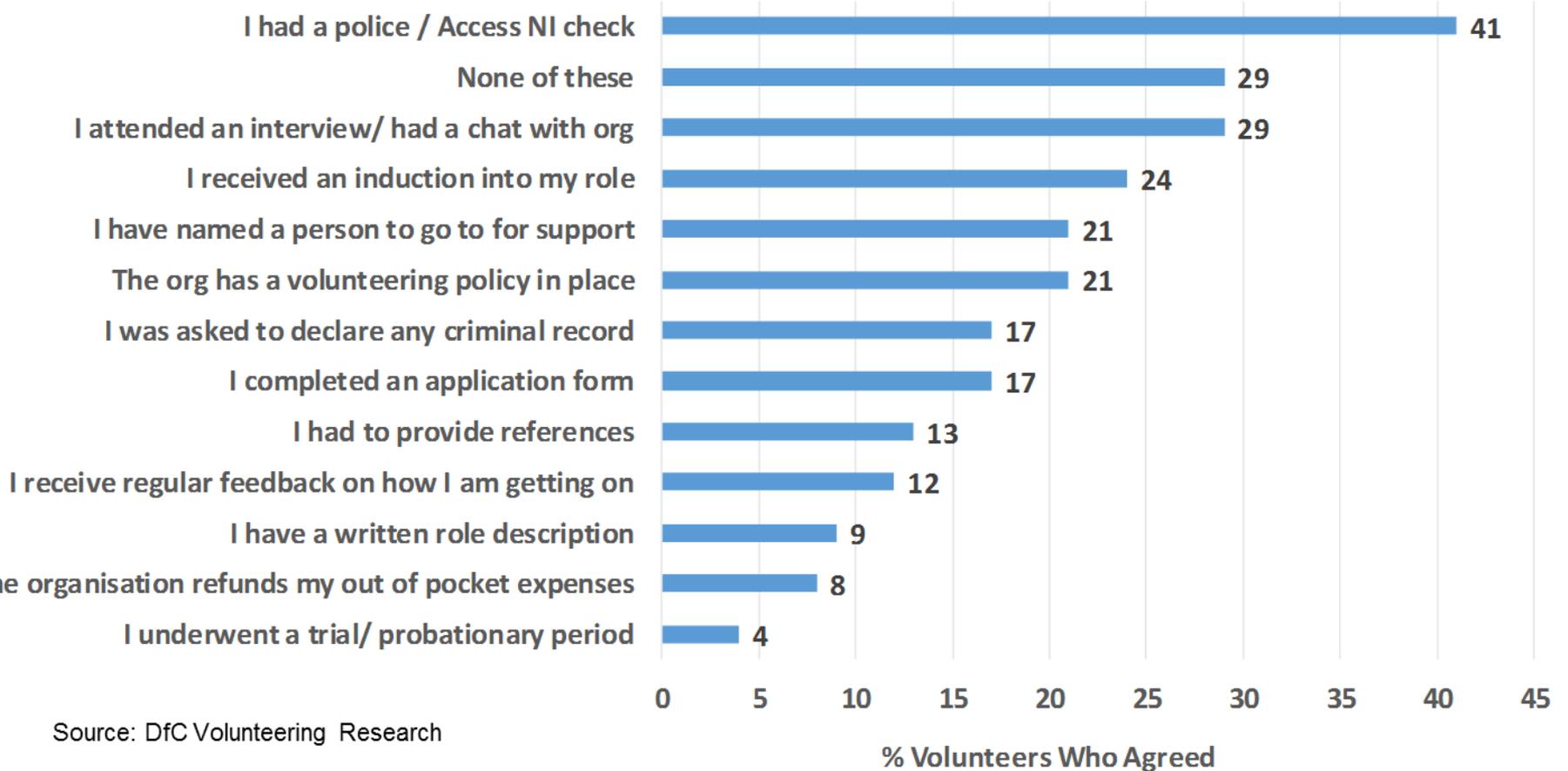
- Code of conduct
- Induction of volunteers – 6 weeks
- Buddy system /Mentor System
- Child Protection Awareness
- Policies and procedures, Communication on club structures
- Forum

Role specific training:

- Child protection training /Officer Training
- Coaching Awards, * First Aid



Volunteer Management Practices



Volunteer Satisfaction

- Take an interest in the work your volunteers do

Show your appreciation:

- Tell them.....often
- Awards/Presentations
- Appreciation Days
- Messages
- Social Media posts

- Acknowledging their efforts During Committee Meetings
- Listening to Volunteer Ideas
- Making Volunteers Feel Valued and a vital part of the club



Recruiting and Developing Volunteers

Group Activity 1

Assigning volunteer roles

Read the volunteer profiles.

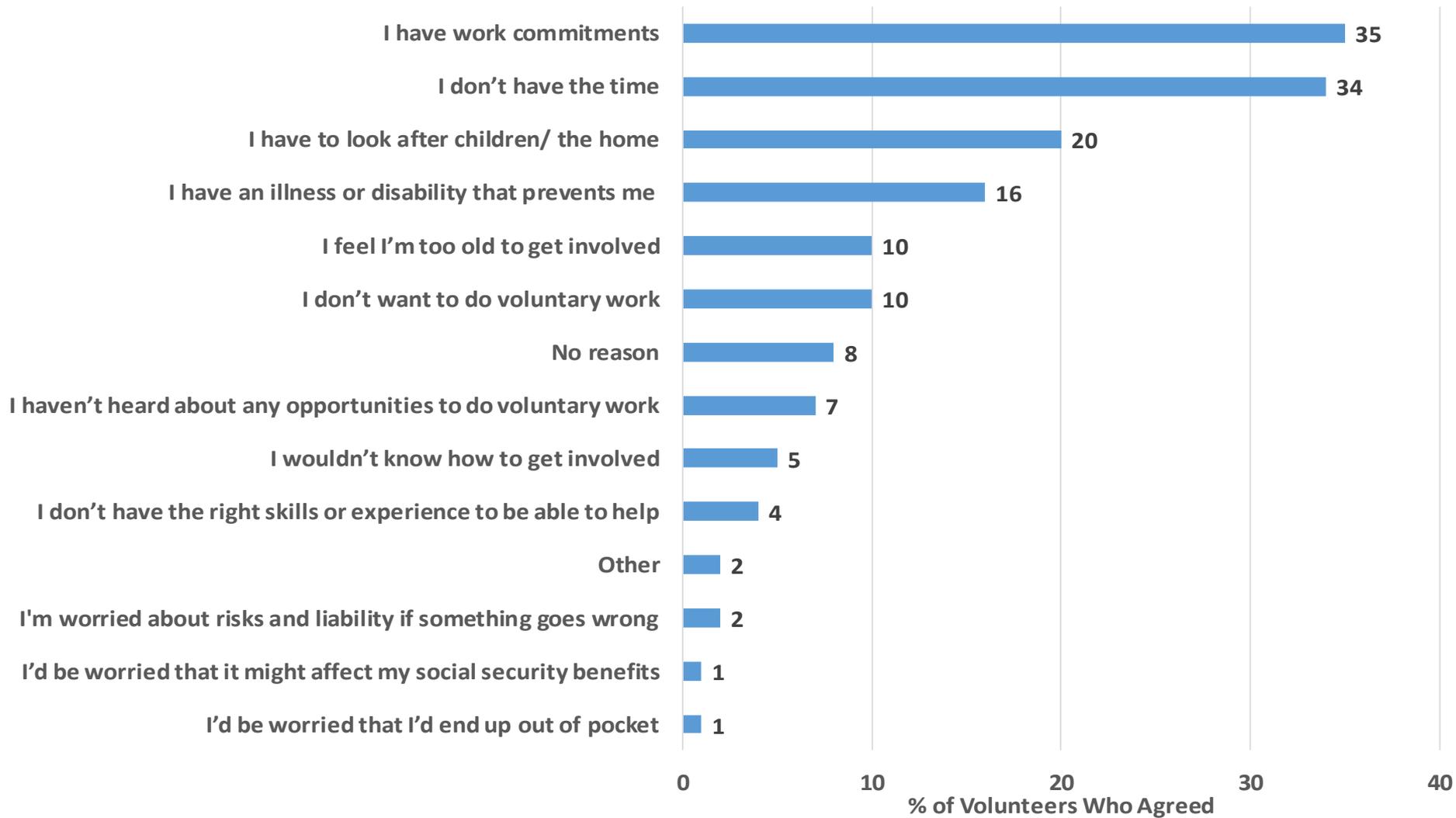
Assign volunteering roles to each candidate.

Potential Volunteers

- Players/former players
- Sports lovers
- Parents
- Young people
- Event volunteers
- Specifically skilled external



Barriers to Volunteering



TEN TOP TIPS FOR RECRUITING AND RETRAINING VOLUNTEERS

- 1: People are waiting to be asked so ASK THEM**
- 2: Women and older people are most willing volunteers so INVOLVE THEM**
- 3: Think beyond the inner circle END THE CLIQUE!**
- 4: Link tasks with available skills – USE WISELY**
- 5: Begin with an agreed Volunteer commitment ONE HOUR!**
- 6: Give Affirmation – PRAISE AND REWARD**
- 7: Use your club database to recruit and inform. COMMUNICATE**

.....TIPS FOR RECRUITING AND RETRAINING VOLUNTEERS

8: Use the 'Task Identification' idea, give people a focused and time bound commitment. **TEAMWORK COUNTS!**

9. Have plans for recently retired players and coaches. **PLAY AND STAY WITH THE GAA!**

10. Avail of Ulster GAA's own Presidents Award scheme or Irish News Club Awards, to recommend people who have given dedicated service to your Club over long period of times ... **RECOGNITION!**

Maintaining an ethos



James Duffy

14 August at 12:50 · Newry

Changing rooms cleaned by u10s this morning. There was no cleaning agents under stairs. Took whatever was under sink in kitchen. Used most of these.

Used rest of toilet roll

No bleach etc left

Only few bin bags left

Need to fix hose. Keeps coming off tap. Currently tied with cable tie so can't be moved to other changing room.

Like Comment

Raymond O'hanlon and 3 others

Seen by 49



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Scenario

Over the last few weeks some parents have complained that there has been no match reports on social media or in the parish notes for the U16 Footballers.

Discuss Who is at Fault here and How can you as club rectify this situation?



Volunteers The Value

**Volunteers don't get paid,
not because they are
worthless,
but because they are
priceless.**



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Is it getting harder?

Barriers to Recruiting Governance Volunteers

Source: Governance in the Voluntary and Community Sector in Northern Ireland Research Report 2015

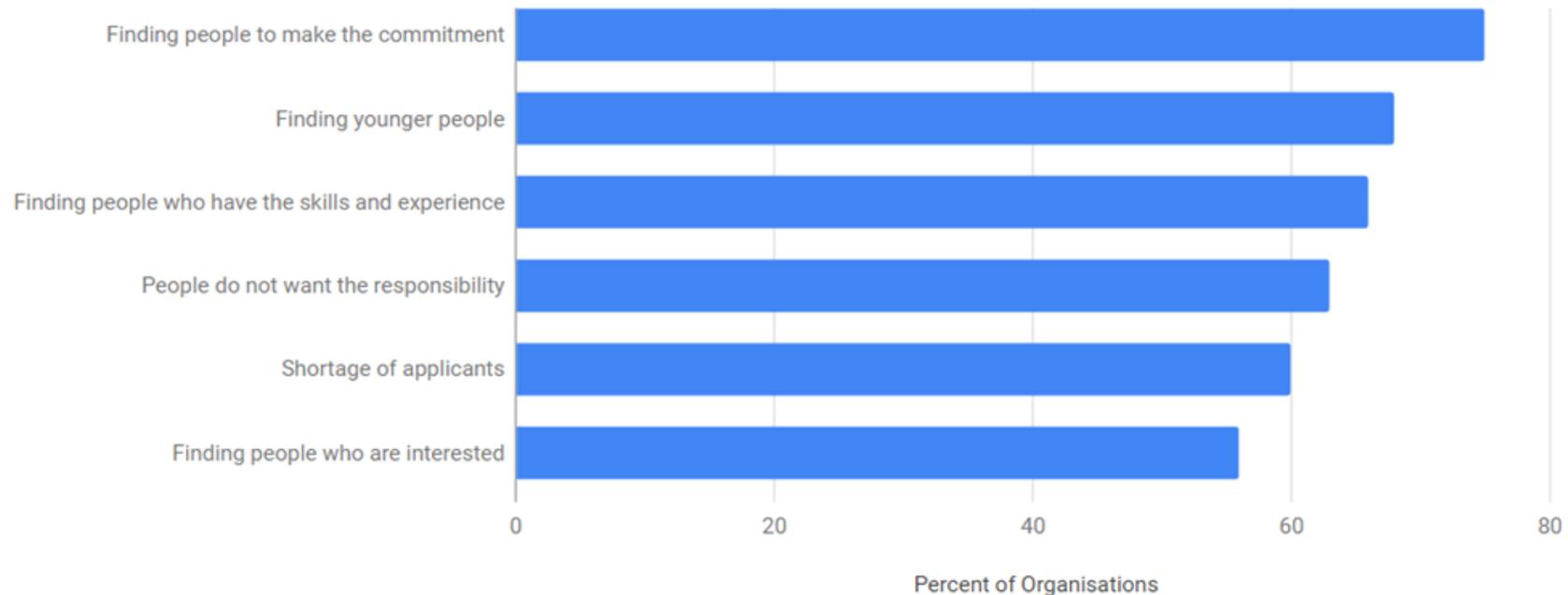


Chart data: [NICVA Datastore](#)

How Does Your Club Compete

Create a culture of attractive volunteering which includes a variety of roles, training & recognition.

Everyone needs to 'buy in' to the culture.

So How can your Club Help Your Volunteers???



Raising awareness through workshops, resources and templates.

Providing assistance to develop good practice, policies and role templates

How do you compete?



Winning isn't everything.
Clubs need to look at
volunteers as a resource
and actively manage and
develop them.



SCENARIO!

Not every club has a Volunteer Officer.

But if your club had one what do you feel would be their Role & Responsibilities?



Club Recruitment of Volunteers Policy

Below is the process agreed by [INSERT CLUB NAME] in relation to recruiting any Officer / Coach in to a role within the Club. This Policy is overseen by [INSERT VOLUNTEER RECRUITMENT OFFICER'S NAME].

1. Clear and defined roles of all positions to be agreed and scripted prior to advertisement of the roles
2. Club roles will be ratified by the Executive Committee prior to notification and call for nominations ahead of the AGM
3. The Club will widely promote all available positions, and their role descriptions prior to the AGM or start date of the position
4. Where appropriate Vice or Assistant positions will be allocated
5. The date of election shall be the start date of the person in the role
6. A six-week probationary period (from the start date) will be allocated in which time the person can leave the role, or can be removed from the role with feedback given as to the reason why. The end date of the probationary period will be recorded at the next Executive Committee meeting; or should someone leave the role prior to completion of the probationary period, this will be recorded at the next Executive Committee meeting.
7. All volunteers in the role will be offered adequate support to fulfil their role
8. Training will be offered to volunteers in their role, and a record of this shall be kept by the Club
9. All volunteers working with children or vulnerable adults will be vetted using Access NI / Garda Vetting (delete as appropriate). The date of vetting will be recorded and held by the Club; overseen by the Club Chairperson.
10. The Club will record an **End Date** for all positions within the club.

Club Chairperson:

Signed: _____ Date: _____

Club Volunteer Recruitment Officer:

Signed: _____ Date: _____

Role of Volunteer Recruitment Officer

The Volunteer Recruitment Officer of [INSERT CLUB NAME] shall have the remit to:

- Assess the personnel needs of the club on an annual basis; taking into account regular duties as well as special events
- Develop a recruitment plan that identifies all possible recruiting sources
- Understand the nature of volunteering and what motivates people to volunteer
- Recruit volunteers and, where possible, place them in roles that suit their background, skills or wishes
- Organise initial induction and, where possible, ongoing training
- Keep club volunteers informed of all club activities and events
- Ensure individual volunteers are given appropriate support and guidance to maintain their enthusiasm
- Ensure appropriate recognition of volunteers, including nomination for recognition awards
- Ensure a policy of open recruitment is implemented when advertising for, and appointing, volunteers.

[INSERT VOLUNTEER RECRUITMENT OFFICER NAME] was elected as the Club VOLUNTEER RECRUITMENT OFFICER on [INSERT DATE]. A six-week probationary period will be completed [INSERT TO AND FROM DATE].

[INSERT VOLUNTEER RECRUITMENT OFFICER NAME] received training for this role through [INSERT TRAINING TITLE] on [INSERT DATE] in [INSERT VENUE].

Person in role (Volunteer Recruitment Officer):

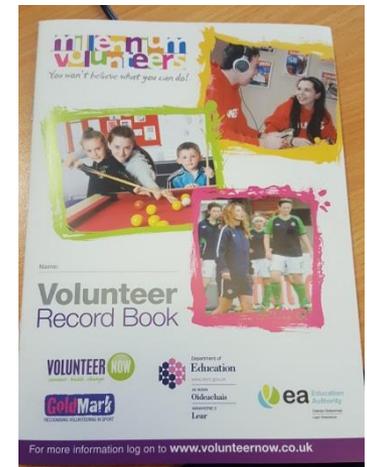
Signed: _____ Date: _____

Club Secretary:

Signed: _____ Date: _____

So How Can Ulster GAA Help With Your Volunteers

Delivering initiatives to support clubs to recruit volunteers & Reward Volunteers



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Ulster GAA Rewarding Volunteers



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Ulster GAA Rewarding Volunteers



A new volunteer recognition scheme for Young Volunteers in the GAA





..Your volunteers are club ambassadors!

**LEVEL
3**

**CLUB PLANNERS
TRAINING**

**CLUB MAITH
FACILITATOR TRAINING**

**LEVEL
2**

**ELEVATE
AWARD**

**LEVEL
1**

**CLUB OFFICER DEVELOPMENT
PROGRAMME**

**ENTRY
LEVEL**

**CLUB OFFICER
INDUCTION AWARD**

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