LEVEL 1

Involving More Volunteers

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Volunteer Development & Policy Officer
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
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

- Someone already involved in the org: 43%
- Word of mouth: 38%
- Through a church or a religious org: 32%
- Through previous use of the org's services: 10%
- Through a school, college or uni: 7%
- I contacted the organisation directly: 5%
- Through a local event/volunteer fair: 4%
- I set up the group with like-minded people: 3%
- Through my employers volunteer scheme: 3%
- Through the internet: 3%
- Through a community centre: 3%
- Through the local newspapers/radio/TV: 2%

% Volunteers who agreed

Source: DfC Volunteering Research
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.
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.
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.
<table>
<thead>
<tr>
<th><strong>Formal</strong></th>
<th><strong>Informal</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognising continued service (certificate)</td>
<td>Saying thank you on a regular basis</td>
</tr>
<tr>
<td>Buying volunteers new equipment</td>
<td>Telling volunteers they have done a good job</td>
</tr>
<tr>
<td>Educating and/or training volunteers</td>
<td>Asking volunteers for opinions and input</td>
</tr>
<tr>
<td>Holding a social recognition dinner or event</td>
<td>Making volunteers aware of key issues and plans for the organisation</td>
</tr>
<tr>
<td>Official letter of thanks/commendation from club</td>
<td>Inviting volunteers for a coffee or informal social get together</td>
</tr>
<tr>
<td>Giving the volunteer more responsibility due to previous achievements</td>
<td>Showing interest in personal interests of volunteers</td>
</tr>
<tr>
<td>Putting volunteer recognition into social media or press</td>
<td>Delivering small thank you notes to volunteers</td>
</tr>
</tbody>
</table>
Attitudes Towards Volunteering

- My efforts are recognised / appreciated by the org: 80%
- I can cope with the things I am asked to do: 66%
- I am given the opportunity to do the things I like: 49%
- The org has reasonable expectations in terms of workload: 36%
- My volunteering leaves me out of pocket: 12%
- It is difficult to balance volunteering with work/home life: 12%
- I feel that volunteers could be better managed: 9%
- I feel that the org is too concerned about risk: 6%
- I feel unable to leave my role as there is no one to take over: 6%
- My involvement takes up too much of my time: 4%
- I’m thinking of stopping my volunteering: 3%

Source: DfC Volunteering Research
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

- From someone already involved in the organisation: 43% of volunteers
- Word of mouth: 39% of volunteers
- Through a church or a religious organisation: 35% of volunteers

Through previous use of the organisation's services:

- Through a school, college or university: 33% of volunteers
- I contacted the organisation directly: 25% of volunteers
- Through a local event/volunteer fair: 22% of volunteers
- Through a community centre: 18% of volunteers
- Through the internet: 15% of volunteers
- Through my employer's volunteer scheme: 14% of volunteers
- I set up the group with like-minded people: 11% of volunteers
- Through the local newspapers/radio/TV: 7% of volunteers

Chart data: NICVA Datastore

Volunteer Development Pathway
Ulster GAA
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 (yous 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

- I had a police / Access NI check: 41%
- None of these: 29%
- I attended an interview/ had a chat with org: 29%
- I received an induction into my role: 24%
- I have named a person to go to for support: 21%
- The org has a volunteering policy in place: 21%
- I was asked to declare any criminal record: 17%
- I completed an application form: 17%
- I had to provide references: 13%
- I receive regular feedback on how I am getting on: 12%
- I have a written role description: 9%
- The organisation refunds my out of pocket expenses: 8%
- I underwent a trial/ probationary period: 4%

Source: DfC Volunteering Research

% Volunteers Who Agreed
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
<table>
<thead>
<tr>
<th>Barriers to Volunteering</th>
<th>% of Volunteers Who Agreed</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have work commitments</td>
<td>35</td>
</tr>
<tr>
<td>I don’t have the time</td>
<td>34</td>
</tr>
<tr>
<td>I have to look after children/ the home</td>
<td>20</td>
</tr>
<tr>
<td>I have an illness or disability that prevents me</td>
<td>16</td>
</tr>
<tr>
<td>I feel I’m too old to get involved</td>
<td>10</td>
</tr>
<tr>
<td>I don’t want to do voluntary work</td>
<td>10</td>
</tr>
<tr>
<td>No reason</td>
<td>8</td>
</tr>
<tr>
<td>I haven’t heard about any opportunities to do voluntary work</td>
<td>7</td>
</tr>
<tr>
<td>I wouldn’t know how to get involved</td>
<td>5</td>
</tr>
<tr>
<td>I don’t have the right skills or experience to be able to help</td>
<td>4</td>
</tr>
<tr>
<td>Other</td>
<td>2</td>
</tr>
<tr>
<td>I’m worried about risks and liability if something goes wrong</td>
<td>2</td>
</tr>
<tr>
<td>I’d be worried that it might affect my social security benefits</td>
<td>1</td>
</tr>
<tr>
<td>I’d be worried that I’d end up out of pocket</td>
<td>1</td>
</tr>
</tbody>
</table>
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**
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
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 don’t get paid, not because they are worthless, but because they are priceless.
Is it getting harder?

Barriers to Recruiting Governance Volunteers
Source: Governance in the Voluntary and Community Sector in Northern Ireland Research Report 2015

- Finding people to make the commitment
- Finding younger people
- Finding people who have the skills and experience
- People do not want the responsibility
- Shortage of applicants
- Finding people who are interested

Percent of Organisations
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
Ulster GAA Rewarding Volunteers
A new volunteer recognition scheme for Young Volunteers in the GAA
Your volunteers are club ambassadors!
I underwent a trial/ probationary period
The organisation refunds my out of pocket expenses
I have a written role description
I receive regular feedback on how I am getting on
I had to provide references
I completed an application form
I was asked to declare any criminal record
The org has a volunteering policy in place
I have named a person to go to for support
I received an induction into my role
I attended an interview/ had a chat with org
None of these
I had a police / Access NI check

% Volunteers Who Agreed

Source: DfC Volunteering Research