

Volunteer recruitment; welcome; and support

All three areas are vital for healthy volunteering (as set out in the 'Healthy Volunteering' presentation).

Volunteer Recruitment

Your club has a policy, a strategy and has devised a suitable role description. It is time to invite people to volunteer.

Use the role description as a basis for a friendly notice such as:

Role title, Name of Club

We are looking for a/x people [headline personal attributes] to volunteer as our [name of role] to [outline aims for what needs doing]. You'll be working closely with [name & role of whoever will be supporting them] to [headline tasks and responsibilities] which we think will need around [hours per week/month etc].

If you're interested, please contact [whoever they need to contact] by [date] and they'll be happy to answer any questions you might have. [Insert any selection processes, with dates, or qualification criteria etc, you might need to include if there is competition!]

Full details and a role description are available from [link/contact details]

Include pictures too. Make sure this invitation is inviting.

If you have lots of interest, set up a selection event. This could be a relaxed interview (chat) over a coffee, or perhaps some activities to see who has the right aptitudes to suit the club's needs.

Remember that saying 'No' can be in everyone's best interests. Don't recruit the wrong person – it isn't fair on anyone.

Discuss alternative roles with people who aren't selected (or suitable).

Where to advertise the invitation for people to come and join in?

Inside the club:

- noticeboard
- newsletter
- social media
- direct email to members who have the skills (as per the skills audit)

Outside the club:

- local press (in editorial / news article – it'll get more reads and won't cost you anything)
- social media
- local sport organisations
- local volunteering organisations
- other gliding clubs (e.g. for additional instructors)

Welcoming new volunteers

It is vitally important to spend time ensuring that a new volunteer gets all the information they require and the opportunity to ask questions. Ideally your club will have a succession plan and there are likely to be notes from predecessors and depending on the role, there may be relevant correspondence. The volunteer induction is your club's chance to keep handing club history and context information down through the generations of volunteers.

Ensure that they understand what expenses reimbursement is available. Many club volunteers wouldn't dream of claiming, but there are reasons why the club should offer them anyway:

- cost can be an issue for some. Don't let that be a barrier to volunteering.
- Make it clear that volunteers can donate their expenses back to the club. If your club is a CASC, it can claim Gift Aid on donations from UK tax payers.

Keep expense claims a confidential matter – other club members don't need to know about what people choose to do

The WCVA has an information sheet ['Recruiting, selecting and inducting volunteers'](#) which has been written from the perspective of a charity in a building. However, there are many relevant elements which you should find useful as you put together briefings and inductions for your volunteers.

They should also understand what is expected of them. The Club's Code of Conduct statements may be relevant here. Now is the time to discuss expectations (on both sides), which leads us onto support.

Supporting and valuing your volunteers

This is all about volunteer retention. Most people need to feel appreciated and valued and that their contribution is making a difference. A smile and a thank you are very often all a happy volunteer needs. Think carefully about grandiose public shows of thanks (including plastering pictures all over social media) because not everyone likes that sort of thing.

There is more mundane, ongoing support to be done. Do they have someone to go to, to ask questions, or to get help with problems? Is anyone taking an interest in what they are doing? This is about developing a working relationship with volunteers and ensuring that people feel like they are a part of a team, even if they are doing admin tasks at home, alone.

A gliding club is many things, including a small business and a sports club. However, most people base their decision to join a club on the social feel of the club. Volunteers can be a great theme/excuse for a summer barbecue or winter evening gathering.

The WCVA information sheet ['How to ensure volunteer satisfaction'](#) contains useful points to consider.