

Volunteer Resources

Region and County Governance Toolkit

Effective Succession Planning Step 3 - Recruiting Volunteers



About this tool

In 2018 Netball County and Regional committees asked England Netball for support and guidance on how to recruit new volunteers. Effectively recruiting new volunteers is a professional skillset in itself and there are many organisations who can support you in the process.

Why is it important?

Without using effective volunteer recruitment techniques, it can be tempting for committees to simply ask their friends or people they know to help out, which effects the diversity and dynamics of the group as they are likely to be similar to you and may not want to challenge you in debates.

Your skills audit and succession plan will tell you what skills you need and when you will need them so that you can begin recruitment in plenty of time ahead of an AGM.

Creating a great role description

A good role description is key to success. Follow these key steps when writing role descriptions.

- Be concise and use jargon free plain English the [RSPCA](#) local branch committees use a very concise format and it works well.
- It's a good idea to use headings and bullet points.
- Have a look at different examples online and think about which ones make you feel like you want to apply and why.
- Make sure it doesn't seem like an unpaid job, avoid person specs and employment language. Not only is it off putting it may leave you open to legal issues if your role could be interpreted as an unpaid job.
- Use sections e.g. "About Netball Anyshire", "About the Role", "The Skills and Experience We're Looking For" and "What You Can Get out of it".
- Use no more than 2 sides of A4.
- Good design really helps, using images, quotes, branding and anything to make the role description stand out against others online is incredibly helpful. [Carer's UK](#) have a great example of design.



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Getting the marketing right

- Think about the person you are trying to recruit; how would you reach them? E.g. if you need a governance professional could you approach local law firms to ask about their employee volunteering scheme?
- Use the right social media platform to target the required audience. LinkedIn is a great place to attract professional skillsets.
- Recruiting volunteers from outside of netball can help bring new ideas, scrutiny and diversity to the board.
- Your local Volunteer Centre is a place where organisations can seek advice and advertise volunteer roles. There is at least one in every County and its worth going to meet them and setting up an account to advertise and get advise all year round.
- There are lots of other websites and organisations where you can advertise for committee volunteers online including [Do-It](#), [Reach Volunteering](#), [Women on Boards](#), [Getting on Board](#) etc.
- There are some great [sport platforms](#) too which in 2018 had no active netball organisations advertising. These could be really helpful as they might be the first place potential volunteers go for information.
- A great way to build a pool of potential new volunteers is to create roles for shadows and mentees try holding an open evening where people are invited to find out more.
- Most volunteer recruitment is word of mouth, with the volunteer being asked to get involved or made aware of a role. Using all the websites and resources described above actually broadens the power of word of mouth. The more people who see your roles the more likely they are to mention it to a friend. This doesn't mean you shouldn't as a committee directly ask people within your own networks. Just be mindful of the skills, diversity and potential conflicts of interest.
- Finally, the people most likely to volunteer are already volunteering elsewhere. Tap into experienced committee members in other sports clubs and organisations, charities and organisations local to you. People who volunteer at events or have children who play netball are both great options as both these groups are likely to get involved if asked.

Top Tips

- Like all important activities, it's a good idea to delegate responsibility for this to one member of the committee. You may even identify in your skills audit that you require a Volunteer Coordinator.
- Most role descriptions and volunteer adverts fail to work because they are written too much like a job as a list of tasks the committee need doing. Think about what you love about volunteering and the benefits it brings, describe the amazing experience you are offering and what's special about your team.
- Avoid jargon and use warm exciting language.
- Think about how to reach the target audience, don't simply ask your friends.
- Try a mixture of recruiting channels, such as Join In, Volunteer Centres and an open evening rather than just one.

For more ideas visit the [Club Matters](#) website.



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How does this link to the Governance Code?

Recruiting Volunteers is a key element of Mandatory Requirement 4 of Tier 1 of the [Code for Sports Governance](#).

"In deciding who sits on its governing committee the organisation considers the skills and diversity required of its committee members."

Once this is in place you will be able to tick the corresponding box on your Annual Governance Health Check.

"There are so many great reasons to become a volunteer. Meeting fantastic people, making lifelong friends, helping to improve standards and playing opportunities, supporting the next generation to love the sport and helping people to develop their talents, Just get involved it's so rewarding"

Surrey Committee Member