

# How to attract new volunteers

There are many ways to attract potential new volunteers. Try to use a mixture of ideas to attract different groups of people and use them at different times of the year to improve your chances of success. Some ideas you may want to think about include:



## Organise an open day / recruitment fair

- \* Hold an annual recruitment fair linked to a social event
- \* Make sure the right people are available to tell your potential recruits more about the roles
- \* Make sure that people know who to contact to follow up their initial interest
- \* Use one side of the paper only and keep to one page when possible



## Develop promotional material

- \* Develop posters/flyers/postcards to promote your club and advertise volunteers wanted
- \* These can be distributed in a place your potential volunteer may visit (leisure centres, gyms, doctor's surgery, libraries, local schools notice boards etc.)
- \* There may also be opportunities at local festivals and events



## Use the club's website

- \* Have a volunteering section on your website (if you have one) which identifies who your volunteers are and what they do
- \* Post updates on available roles
- \* Provide an e-mail address or contact number for people to express their interest



## Market and promote

- \* Use the local newspaper/magazines/shop windows - classified ads, letters to the editor, feature articles etc.
- \* Local newspapers often run 'Volunteers Wanted' columns
- \* You could advertise volunteer vacancies through your national governing body, county sports partnership or local council



## Use social media

- \* Use social networks like Facebook and Twitter to recruit new volunteers. Tell people you need volunteers and be specific about the skills and experience required and the benefits of being part of your club.

There are many ways to attract potential new volunteers. Try to use a mixture of ideas to attract different groups of people and use them at different times of the year to improve your chances of success. Some ideas you may want to think about include:



## Develop volunteer role adverts

For general recruiting, it's important to avoid simply saying 'volunteers needed'. Instead, focus on roles and what they have to offer. For example:

- \* Use social networks like Facebook and Twitter to recruit new volunteers. Tell people you need volunteers and be specific about the skills and experience required and the benefits of being part of your club.

### DISCLAIMER:

Information is for guidance only and does not constitute formal professional advice. As such, no reliance should be placed on the information contained in this toolkit. Where specific issues arise in your organisation advice should be sought from the relevant expert(s) as necessary.