

Healthy Volunteering?

Alison Randle

BGA Development Officer

alison@gliding.co.uk

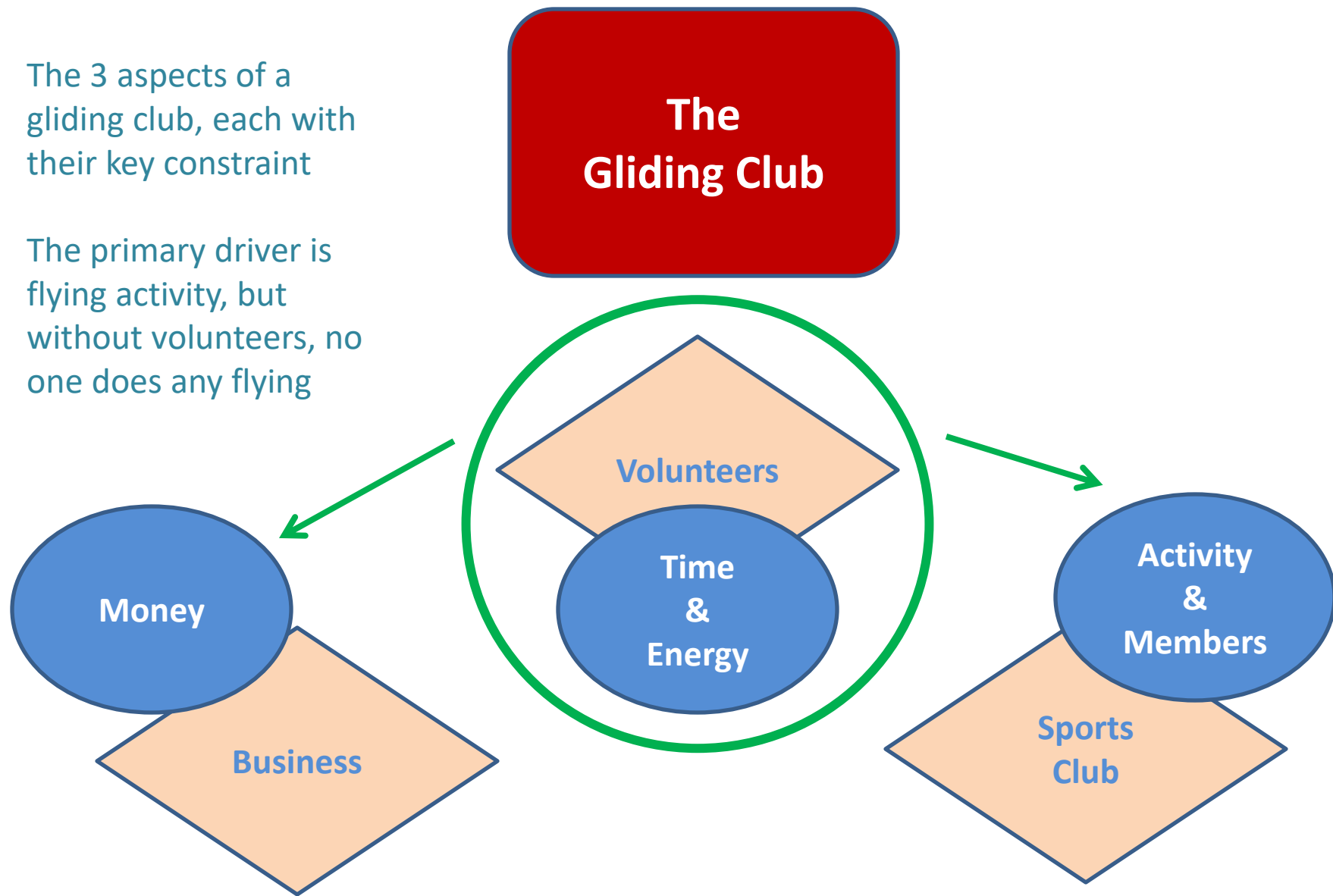
Volunteering

This presentation is drawn from:

- Gliding club survey – S&RA survey for context
- Sport Wales good practice
- A club example – Deeside GC

The 3 aspects of a
gliding club, each with
their key constraint

The primary driver is
flying activity, but
without volunteers, no
one does any flying



Healthy volunteer capacity in a club gives people the option to say 'No'

There are safety benefits, not least avoiding instructor and winch driver fatigue

gliding > (just) flying

Membership recruitment:

- Do we really market 'gliding' as a suite of activities, or do we focus too much on selling flying?
- Do we sell gliding short?

Membership retention:

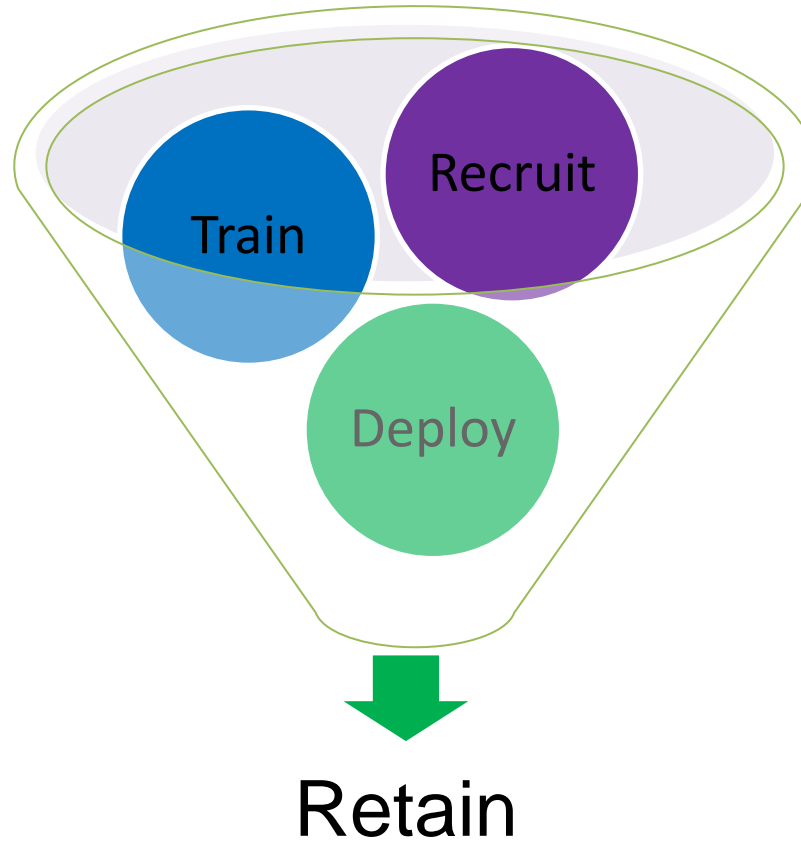
- Giving people the opportunity to volunteer is another way of retaining club members

Volunteering survey results

Gliding		Sport in general
55%	club members volunteer	17%
76%	clubs recruit volunteers from membership	60%
45%	clubs pay for training and qualifications for their volunteers	46%
82%	clubs encourage and verbally motivate their volunteers	54%
3%	clubs don't do anything in particular to recruit or retain their volunteers	8%

From Sport Wales...

The Volunteer Journey



- There are 4 recognised stages to a volunteers journey:
- Recruit / Train / Deploy / Retain
- There isn't always a natural flow however the stages are interdependent and they can effect each other
- Looking at each stage individually can make action planning more manageable however you should also look at them collectively to ensure there aren't any shortcomings
- For example what's the point of recruiting volunteers if you haven't got anything for them to do!!

**Why do people volunteer
in sport?**

**Why don't people
volunteer in sport?**

**How do you know what
the best people
for the roles you need
look like?**



Questions:

- Why do people volunteer?
- What motivates them?

How would you sell



the benefits of volunteering to
individuals at your club?

Examples:

- Qualifications
 - Personal Growth
 - Increased participation rates
 - Potential increase in membership
-
- Potential increase in income / revenue
 - Give something back to the community
 - Social interaction and cohesion

Making a positive first impression and making volunteers feel valued

Question:

1. What are the benefits of an introduction for the volunteers and for the club?
2. What should an introduction session include?

Retaining your volunteers starts from the moment you recruit them!

How they are introduced to volunteering could make the difference to them continuing

Recruiting Volunteers

Before you approach anyone ask yourself these questions:

1. What are you trying to do ?
2. What roles do you need to achieve it?

People involved in sports clubs may, on occasion, presume that everyone has the same level of knowledge or understanding as them.

A simple introduction to a role can ensure that a baseline of information is in place with every volunteer.

What we know works:

- Find out what interests people have or what they do for a living
- Be clear and honest in what you want them to do and how long it will take
- Nominate someone they can approach with any questions they may have
- Make sure they've got all the information they need to do the role

Recruiting Volunteers

Who makes a good Volunteer Coordinator?

Ideally, they need to be:

- Well **organised** with good administration skills
- **Approachable** and **welcoming**
- A strong communicator and **good listener**
- **Confident**
- Able to get the best out of others
- Technology literate

These characteristics came from an evaluation of 52 Volunteer Co-ordinators within Athletics, Gymnastics , Hockey and Rugby Clubs

The advice existing volunteer co-ordinators would give to new ones:

- Do one job well, not multi-roles
- Don't presume the level of knowledge people have about the organisation
- Look at what happens in other clubs
- Clearly articulate expectations to/from club
- Tell people they are valued
- Role descriptors are useful to address issues
- Talk to people - forget Facebook
- Contact NGB for advice

**Volunteers
being
valued,
developed
and
supported**

Question:
What is the difference
between developing and
supporting volunteers?

Answer = TRAINING

Development of volunteers is needed for two overarching reasons:

1. Ensuring quality of delivery – as the provider of coaching services, delegates should understand they need to have a mechanism in place to ensure the coaches they take on are ‘fit for purpose’ and can provide the quality of delivery required.
2. Personal development of coach (motivation and recognition) – personal development planning for volunteers can make them feel supported and valued in their role, serving as a motivational tool and potentially as a way to support their further development, and support retention.

Why is the development of volunteers important?

Ensuring Quality

- Appropriately trained/developed
- Able to deliver high quality sessions
- Improve administrative processes
- Highlights the importance of CPD
- Supports team working

Developing volunteers

- Reward and recognition
- Motivation
- Retention
- Further development within organisation

Retaining Volunteers

What works:

- Making the club an important part of that persons social life
- Make volunteering flexible, set up rotas or share roles if possible
- Recognise everyone's contribution not just the few
- Accept that people will drop in and out of volunteering so make it easy for them to return

Is any of that news?



Membership Survey December 2016

Deeside Gliding Club Membership Engagement & Community Volunteer Initiative

Mark Recht – Chairman

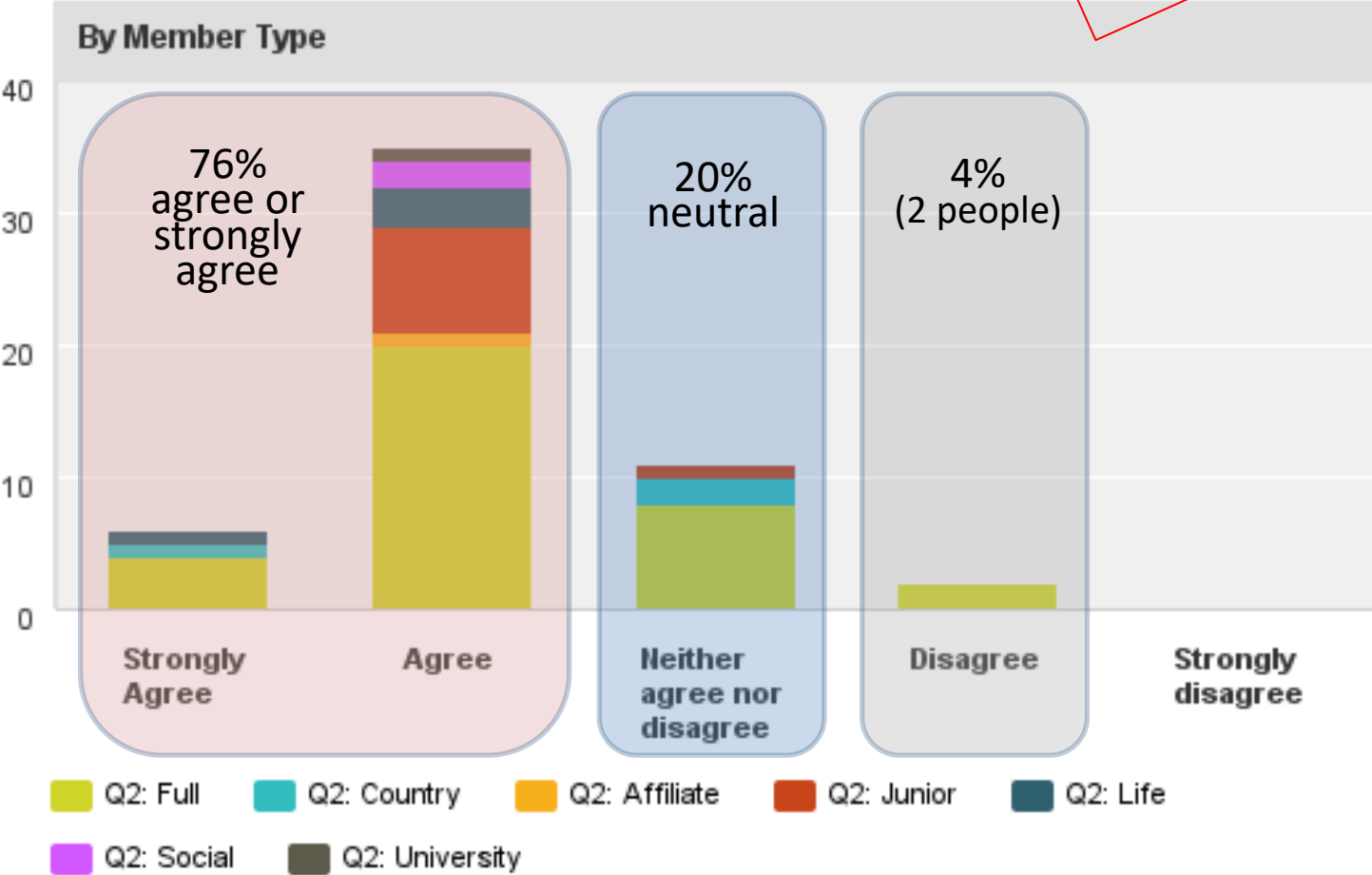
Mark was unable to join us, but we are very grateful that he shared Deeside GC materials with us. What follows is based on a detailed survey of club members. Some of the results are shown here.



Q7 Taken as a whole, the club is on an improving trend

Answered: 54 Skipped: 1

Great news !
3.83 / 5

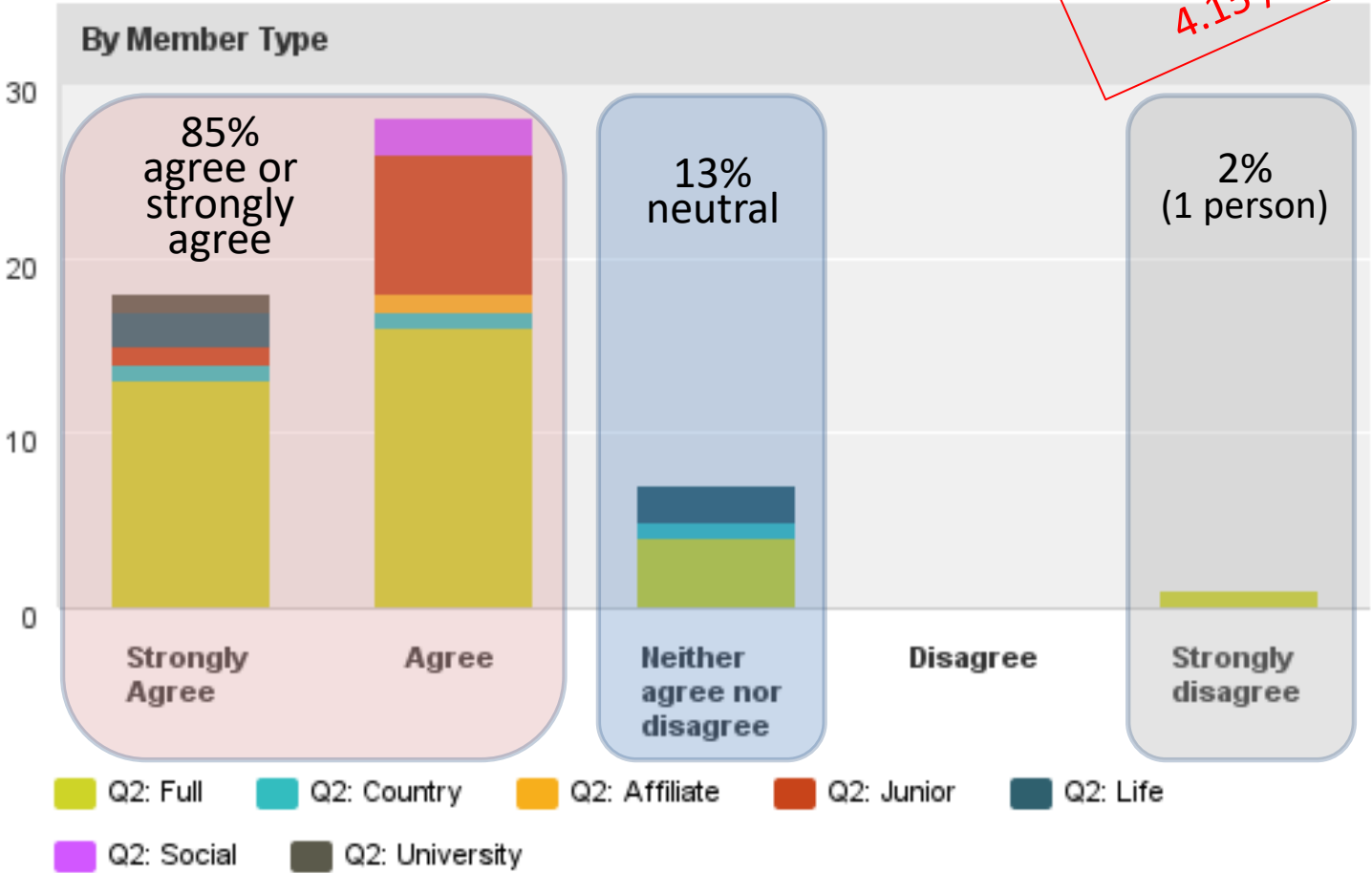




Q9 Overall the committee does a good job of managing the club

Answered: 54 Skipped: 1

The committee pats itself on the back !
4.15 / 5

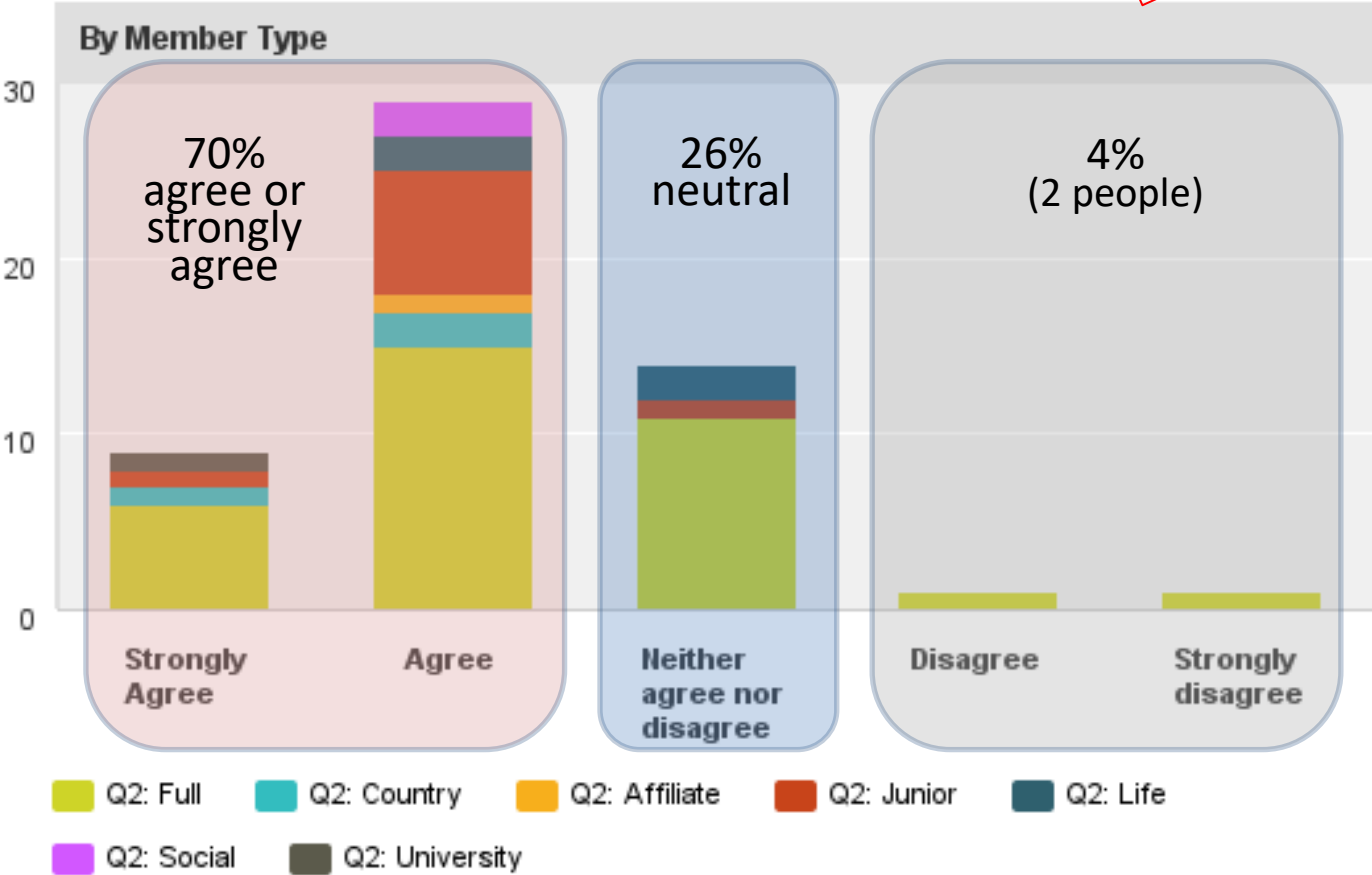




Q10 The committee tries to engage with the members and act taking into account their views

Pretty good
3.81 / 5

Answered: 54 Skipped: 1

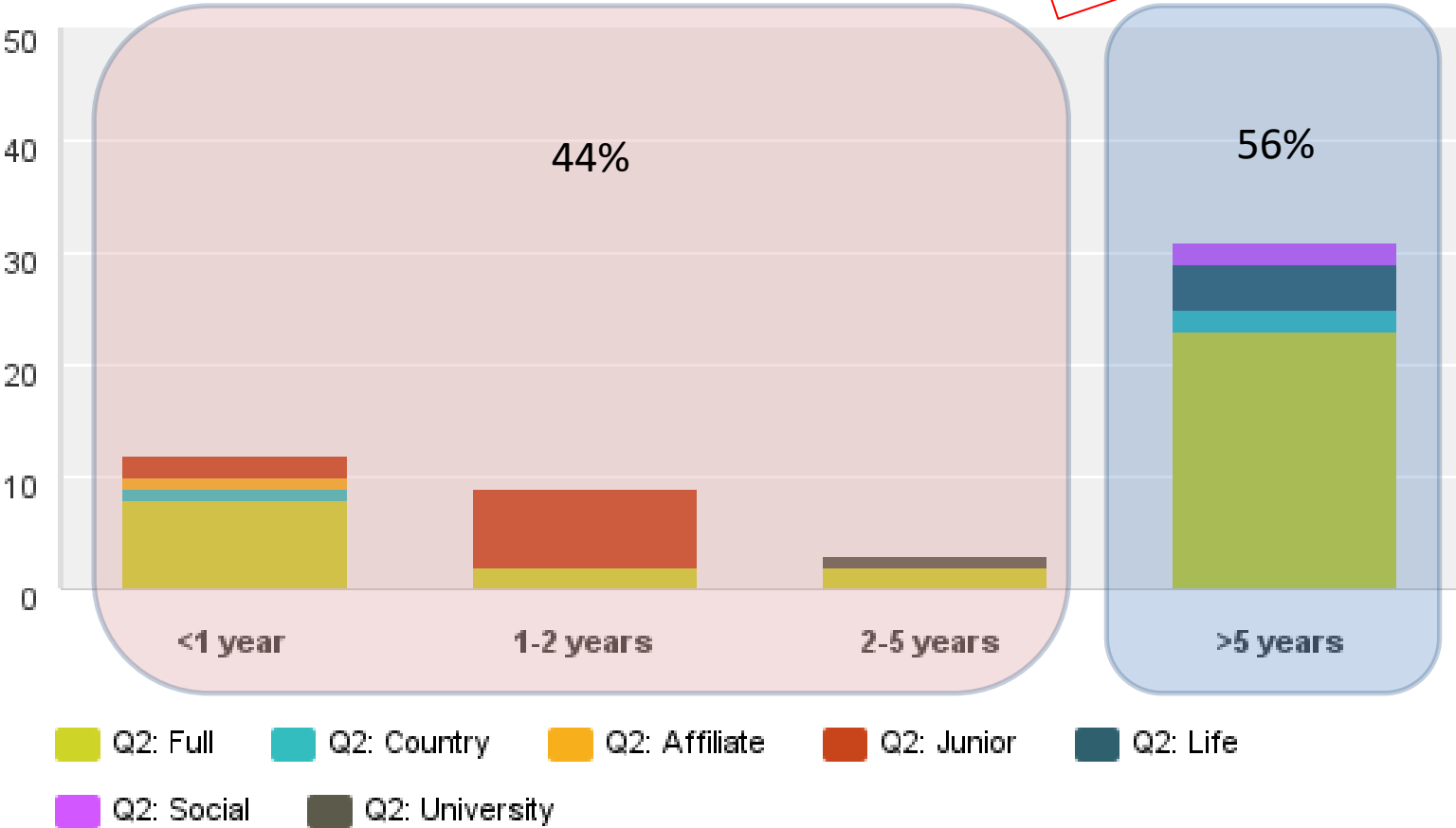




Q4 How long have you been a member ?

Answered: 55 Skipped: 0

There is new blood !





plus plenty of positives including:

well defined aims for the club

BUT...

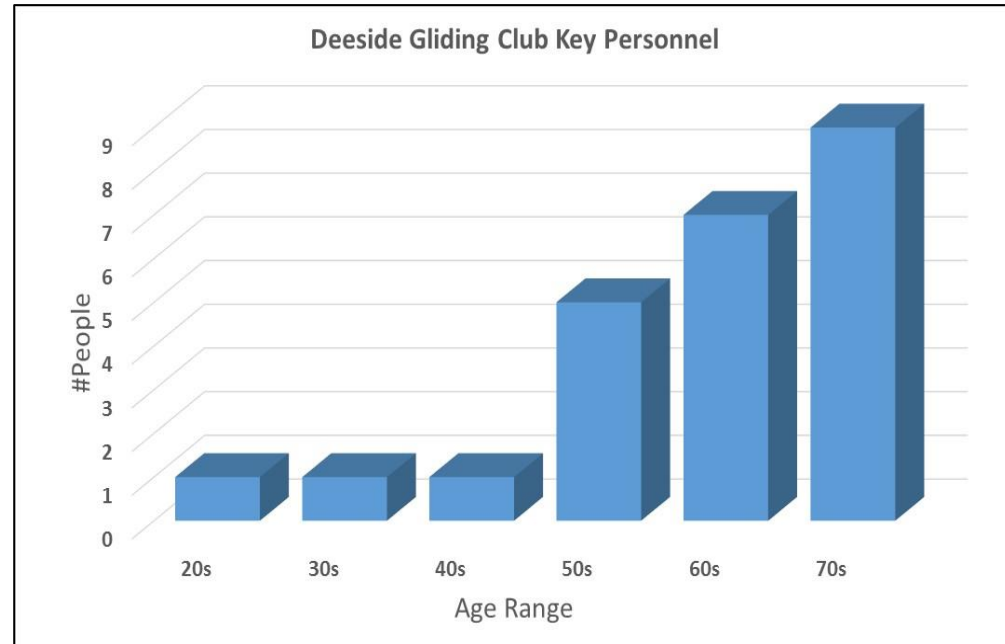


Deeside Gliding Club Key Personnel

No	Name	Age	Full Inst	Asst Inst	Basic Inst	Tuggie	Inspector	Committee
1		76						Committee
2		75			Basic Instr			
3		73				Tuggie		
4							Inspector	
5								
6							Inspector	
7								
8							Inspector	Committee
9								
10								Committee
11							Inspector	Committee
12								
13								
14							Inspector	
15							Inspector	Committee
16								Committee
17								Committee
18		58		Asst Instr				
19		56			Basic Instr			
20		54				Tuggie		
21		51		Asst Instr		Tuggie		Committee
22		40						Committee
23		37						Committee
24		27			Basic Instr			

24 Key People

**9 fulfilling
more than
1 role**





Community Volunteer Scheme

Well defined!

1. The objective of the community volunteer scheme is to improve our social outreach and create a mutually beneficial arrangement between the club and the local community with which we have had a relationship for more than 50 years. The club operates on a volunteer basis with additional needs in the summer and the intention is to rely on local people with time on their hands (perhaps retired or working part-time), looking for increased social contact and purposeful activity, to meet these by them becoming involved in a well-established & friendly local organisation.
2. In exchange for free full membership and tea/coffee in the clubhouse, community volunteers will be expected to volunteer at least 2 days midweek per month from 1st April to 31st October. The scheme may be extended to weekends or the winter season in the future.
3. Volunteer activities can include launching & retrieving gliders, log-keeping, welcoming visitors, answering the phone, grass-cutting, airfield/ aircraft/ clubhouse maintenance, office administration etc and we will try to match each volunteer's preference with the club's needs.
4. A community volunteer coordinator will be responsible for
 - a. acting as a single point of contact for the volunteers
 - b. ensuring they are scheduled appropriately
 - c. organising the required training & supervision until fully qualified
 - d. ensuring volunteer activity is tracked and volunteers are meeting their obligations
5. Community volunteer members may fly just as any other member, but it is expected that like several of our existing members, many may not have any great desire to do this but just to be part of an organisation where they can make friends and help in running and developing the club using their skills & experience.
6. Individual tracking sheets of volunteer activity will be kept and signed by the community volunteer coordinator or his designate.
7. In the event that a volunteer does not meet the average 2 day/month requirement, their membership may be suspended.
8. The scheme will be reviewed annually and any adjustments made as required.



DEESIDE GLIDING CLUB

COMMUNITY VOLUNTEER SCHEME

Become involved in a growing, friendly, exciting, local club.
Deeside Gliding Club is world famous and has operated at Aboyne Airfield for more than 50 years. We attract visitors from all over the world for our exceptional gliding conditions and are pleased this has also benefitted the wider community.



We would now like to reach out and strengthen the involvement of our local community and are offering free membership and free tea/coffee to any local people willing to volunteer at least two days per month during the summer season.



We have members of all ages, from all walks of life, some are active glider pilots and some are just interested in helping out and being part of a group of enthusiasts with a common interest.



As a non-profit club, we rely on their wealth of skills & experience to carry out the myriad of activities required for gliding operations such as: launching & retrieving gliders, log-keeping, welcoming visitors, grass-cutting, airfield/ aircraft/ clubhouse maintenance, office administration, book-keeping etc etc.

If you have time on your hands, perhaps retired or working part time and would like to meet new friends and become involved with the club please contact us for further details.



Great clubhouse facilities & full training & help will be provided!



Email: cvs@deesideglidingclub.co.uk

or phone Bob on 01339 320023 or drop in at the airfield !

Advertised!



Community Volunteer Scheme

Current Status

- 9 Volunteers signed up
 - Majority not interested in flying
- Huge effort to advertise scheme locally
 - Posters in shops, articles in local magazines, leaflets through doors...



Community Volunteer Scheme

Current Status

- Severely underestimated effort required:
 - Organise
 - Manage
 - Train
 - integrate
 - schedule the volunteers

Need dedicated volunteer coordinator

- Not yet reached critical mass 6 months on

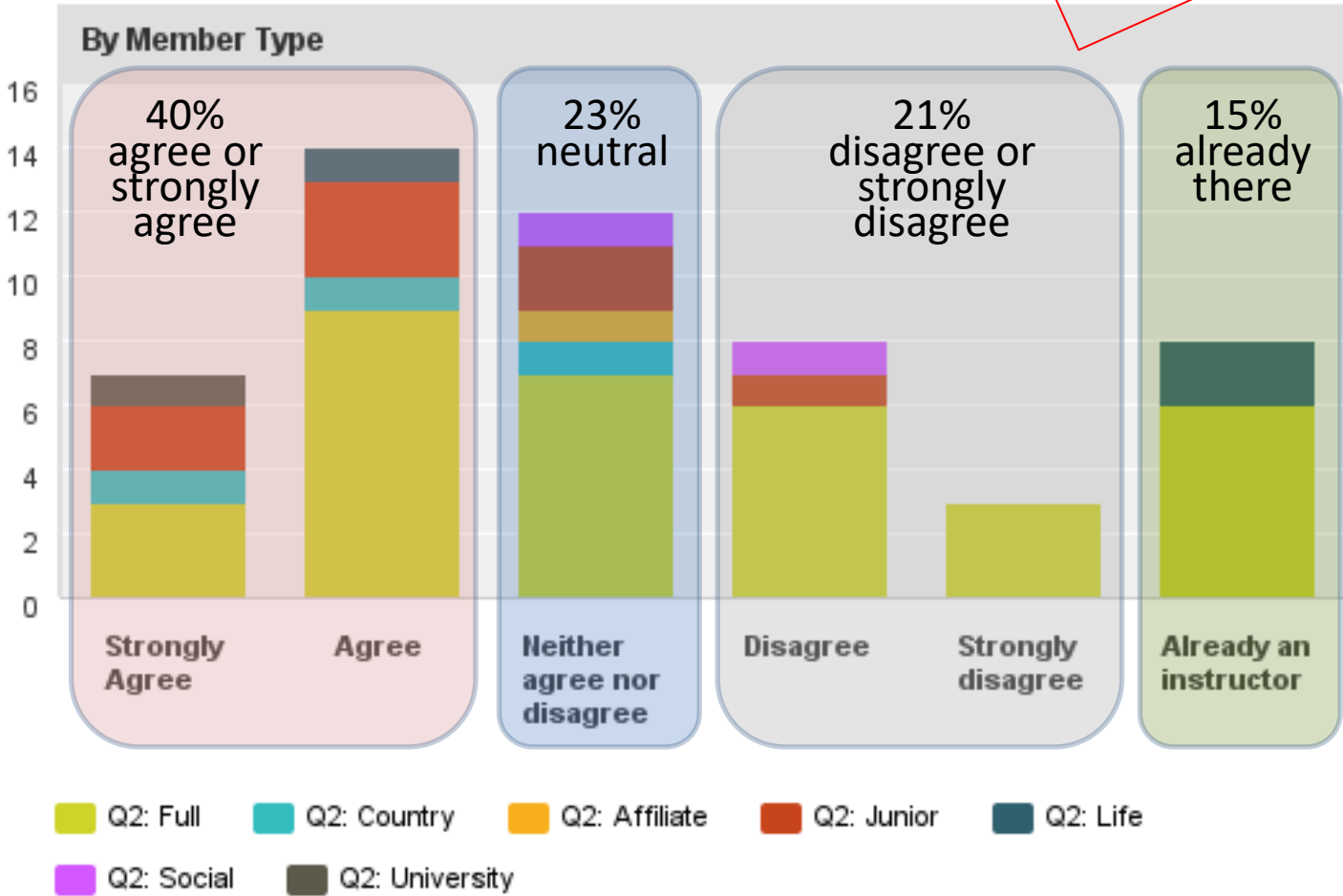
Other interesting results



Q31 I would like to become a gliding instructor in the future

Answered: 52 Skipped: 3

All the Juniors –
we just need time
2.81 / 5

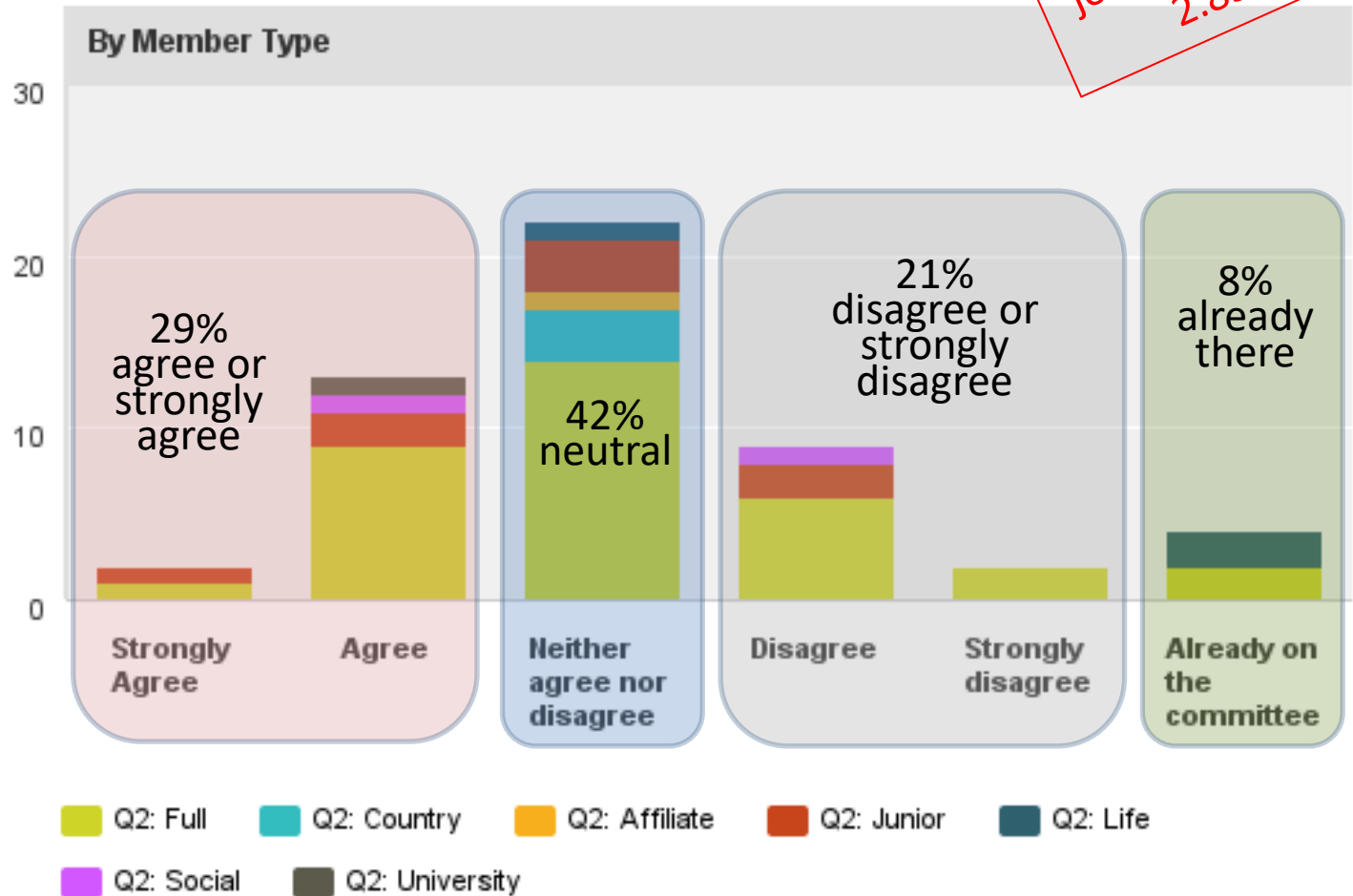




Q32 I would like to serve on the committee in the future

Answered: 52 Skipped: 3

Not as popular a job as instructing
2.85 / 5



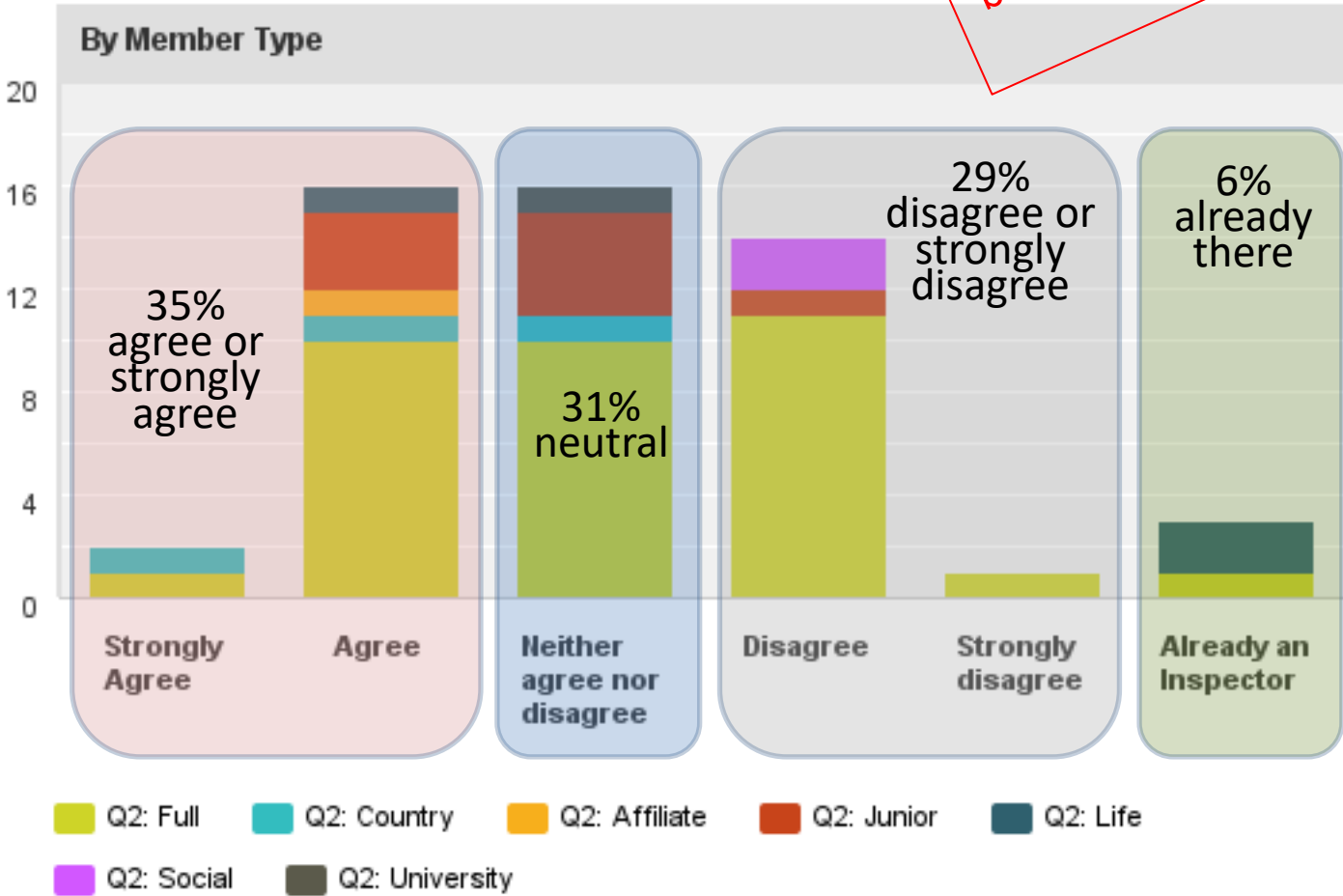


Q33 I would like to become a glider inspector in the future

Answered: 52 Skipped: 3

More sought after than being on the committee
2.90 / 5

So they are training them!



Summary

- Retention begins as soon as someone joins
- Time required to:
 - Define roles
 - Articulate
 - Support
 - Develop (train)
 - Show appreciation

Using our current gliding club
model

Gliding = volunteering