



Volunteering Workshop

HSP Hertfordshire Clubs Conference 2024





Welcome and Introductions

Who are we?

GoVolHerts is the digital platform empowering Hertfordshire charities and volunteers to connect. We aim to promote and develop volunteering in our area.

We work with partners... more info to come!

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A moment of reflection





Volunteering and sports

Volunteering is:
Extensive
Vital!

Missing opportunities –
untapped potential





What is 'volunteering'?

"Volunteering is when someone spends unpaid time doing something to benefit others.

Helping your close friends or relatives isn't volunteering. But doing something to benefit the environment (and through that, other people) is.

Volunteering can be formal and run by organisations, or informal within communities. It should always be a free choice made by the person giving up their time."





**What makes us
want to 'volunteer'?**





Why do people volunteer for your club?

What might their motivations be?
What are the benefits?





Some motivations and benefits:

- Gaining experience
- Trying something new
- Increasing confidence
- Career development – CV and references
- Sense of purpose; like the structure and routine
- Want to 'give back'
- Being part of an organisation gives access to people, resources and information
- **Feeling you are making a positive difference in the lives of others**
- **Socialising with others and having fun**
- **Developing skills**
- **Being needed and valued and part of a team**
- **Loving the sport!**



What might this mean for recruiting?

Roles:

- Board members and governance
- Administration and management
- Coaching, training, instructing, leading activities
- Officiating (e.g., referees, umpires, judges etc.)
- Organising and helping to run sport events
- Maintaining sport equipment and facilities
- Supporting day-to-day activities (e.g. catering, bar and transport)





What might this mean for recruiting?

1. Delivering positive messages about the benefits of sport volunteering for participants and for volunteers themselves
2. Flexibility - focusing attention on recruiting volunteers with appropriate personal attributes and broad transferable skills
3. Negotiating 'win-win' volunteer agreements which take account of the needs of both the organisation and the volunteer.
4. Reaching out to the wider community beyond existing members, family and friends – ASK!
5. Try broader and more proactive recruitment methods, including using volunteer agencies and platforms



CommunityHelp
Hertfordshire

*A partnership of voluntary sector infrastructure
organisations funded by Hertfordshire's public sector*

Community Help Hertfordshire - Volunteering

GoVolHerts – hosted by N.
Herts & Stevenage CVS

Watford & Three Rivers Trust

Welwyn Hatfield CVS

Community Action Dacorum

Communities 1st



About GoVolHerts

The go-to source for all things volunteering in Hertfordshire. Our **free and easy-to-use** online platform, helps people looking for volunteer opportunities to find and apply for roles that match their skills and interests.

Ways we can support your sports club:

- Help you recruit volunteers through our platform.
- Promote your volunteer roles.
- Host events to encourage and facilitate volunteering.
- Provide training and support on best ways to use our platform, volunteer recruitment, and volunteer management strategies.



Funded by Hertfordshire County Council



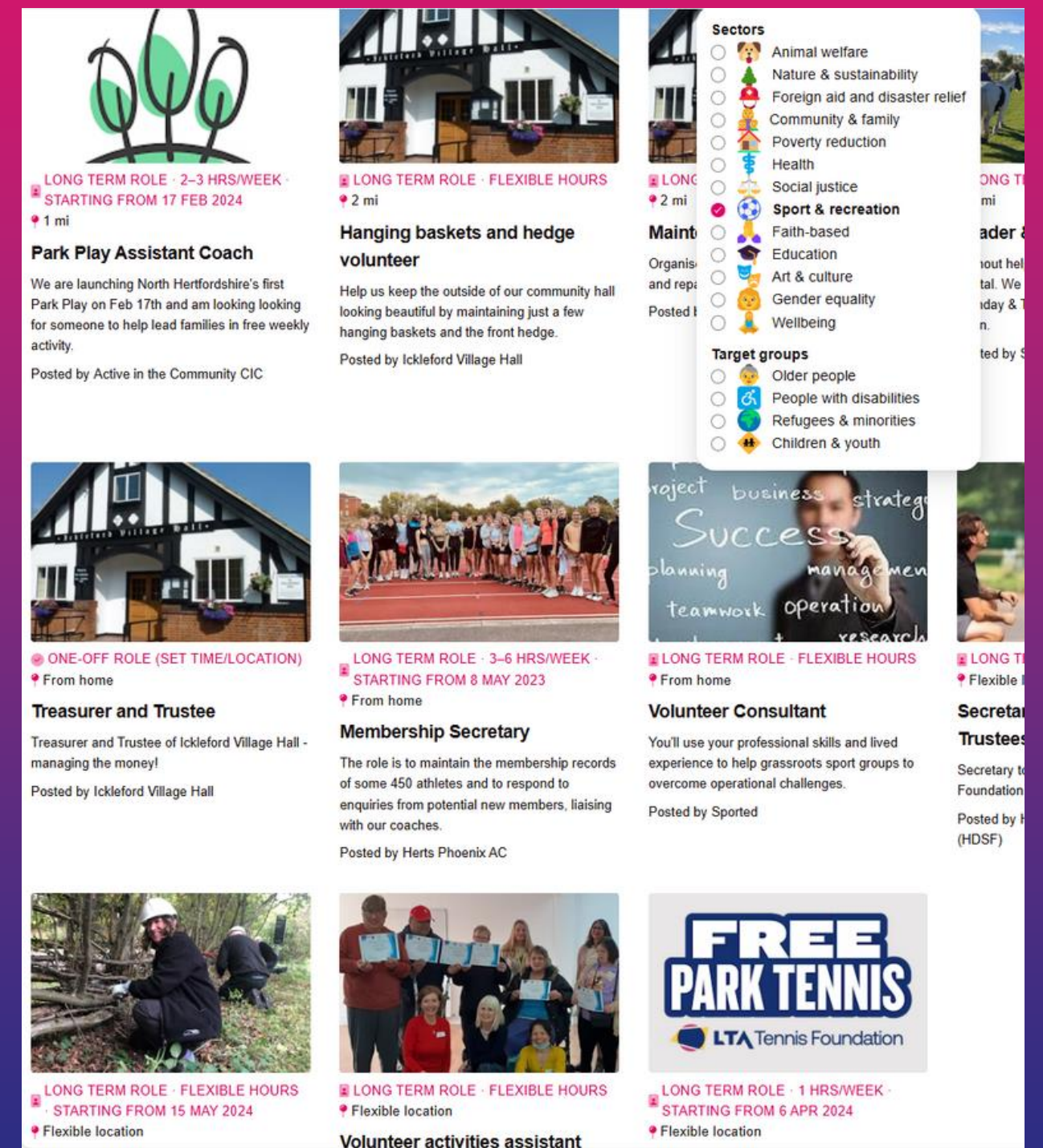
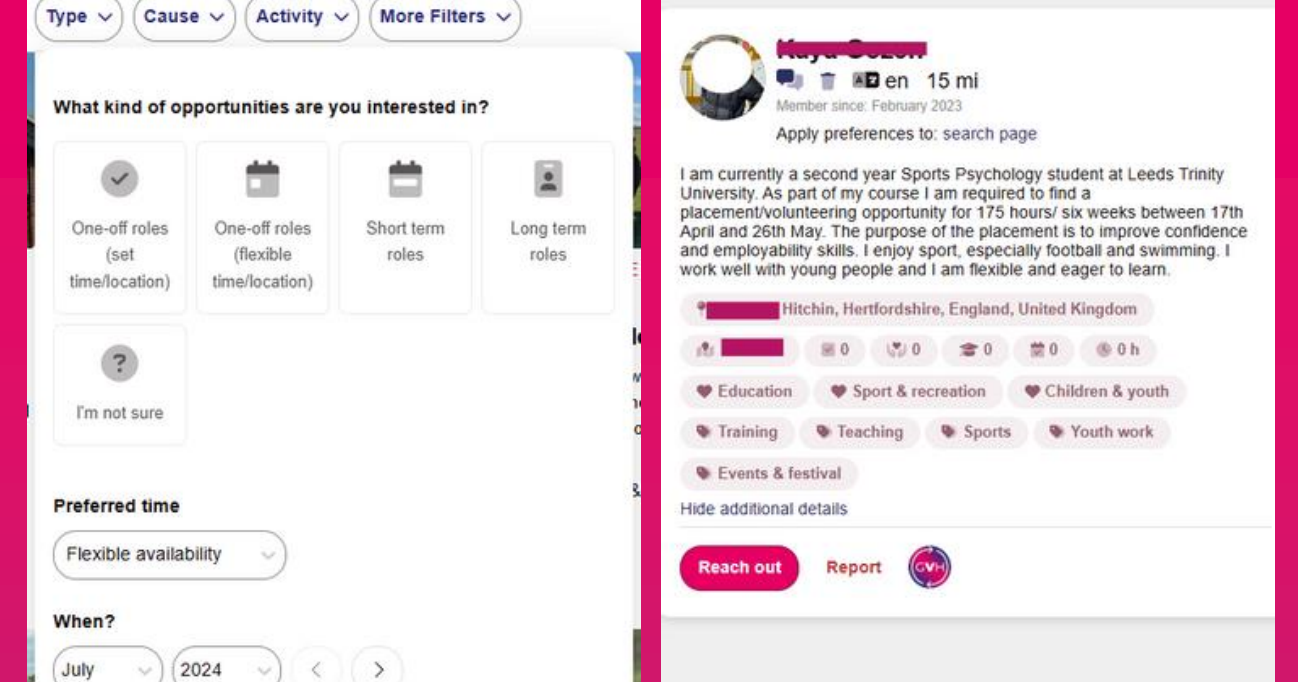
The GoVolHerts Platform

GVH is the digital platform empowering charities and volunteers to connect

Platform overview:

- 5,000+ registered users
- 600+ volunteer roles typically open for applications - 21 tagged 'Sports & Recreation'
- Nearly 5,000 volunteer applications received

Visit www.GoVolHerts.org.uk or scan the QR code:





Getting on board

1. Go to 'For organisations'
2. Create organisation
3. Await approval of your organisational account
4. Start uploading your volunteering opportunities
5. Respond to enquiries – you take it from there!

The screenshot shows the GoVolHerts organisation profile page. On the left is a navigation sidebar with the following items: Opportunities (36), People, Teams, Photos, Notifications, Settings (highlighted), Messages, Forms, Search potential volunteers, Files, Analytics, Data, Website, and Leave organisation. Below the sidebar are social sharing icons for Facebook, X, LinkedIn, Instagram, and Email. The main content area includes a header with navigation links: Profile (selected), Donations, Privacy, Customize, and Embed. The profile information includes: Organisation name: GoVolHerts; Organisation address: 2 Walsworth Rd, Hitchin SG4 9SP, UK (with a 'Change' link and 'Update Postcode' option); Website: https:// GOVOLHERTS.ORG.UK; About: GoVolHerts is a countywide service providing information for those who want to volunteer, and for voluntary organisations looking to recruit, retain and manage volunteers. There are two image upload sections: 'Logo' and 'Cover photo'. Both sections include a 'Crop' button and a 'Remove' button. The logo section has a note: 'A square logo with a white background will look best. Logo can be max. 5 MB and should be a JPEG or PNG image when uploading. When linking to an image, there are no restrictions.' The cover photo section has a note: 'Minimum 940x330'. Both sections show a preview of the GoVolHerts logo and a group photo of volunteers.



Added value

- Share your opportunities direct to social media
- Share your events with your members and if you wish others on GoVolHerts
- Support and events
- Many more features...

A screenshot of the GoVolHerts website interface. The top navigation bar includes a home icon, settings, admins, pages, blog posts, analytics, moderate organisations, data, volunteer pool, profanity reports, and forms. The main content area features a large banner for the "Hertfordshire Volunteer Managers Event" with the CommunityHelp Hertfordshire logo. Below the banner, there is a "Published" status and a message: "Your opportunity is now publicly visible. Promote your opportunity on social media or by email to get more applications!". Action buttons include Archive, Mark as filled, Edit, Suggest opportunity, Duplicate, Find potential volunteers, Invite, and Print. The left sidebar contains a menu with options: Opportunities (36), People, Teams, Photos, Notifications, Settings, Messages, Forms, and Search potential volunteers. The bottom of the page shows tabs for Info, Applications (3), and Activity reports.

VOLUNTEERING Summit

Tackling the big recruitment crisis



CVS
North Herts
& Stevenage

The TEN R's of volunteering



- Role definition
- Responsibilities (Role description)
- Recruitment
- Retention
- Recognition
- Reward
- Respect
- Review
- Reflection
- Retiring (exiting)





Retaining volunteers





Retaining volunteers

- Satisfy motivations
- Look after volunteers:
 - Communicating
 - Support, training and resources
 - Rewards and celebrations
 - Pay out-of-pocket expenses (only)
 - Flexibility
- Have a dedicated volunteer contact/manager
- Address any issues





Support & Resources



NCVO –
Involving
Volunteers



Sport England –
Volunteering
Q&A



EOSE self-
assessment toolkit



Closing thoughts

Volunteering

How do you attract new volunteers?

Everyone is welcome to volunteer.

Clearly defined roles.

Use social media to promote opportunities.

Provide a range of opportunities.

Top tips for **RECRUITING** volunteers.

Identify your audience.

Offer flexible opportunities.

Spell out what's in it for them.

Use testimonials and ambassadors.

What do you do to ensure a **SENSE OF BELONGING?**

- ✓ Mentors for volunteers
- ✓ Keep in touch phonecalls
- ✓ Reassurance
- ✓ Support
- ✓ Reward events
- ✓ Social gatherings
- ✓ Key contact person
- ✓ Thanks and recognitions.

The infographic is a hand-drawn style illustration on a light purple background. It is divided into three main horizontal sections. The top section features a banner with the word "Volunteering" and a hand holding a purple magnet with the text "How do you attract new volunteers?". To the right, a hand holds a flag that says "Everyone is welcome to volunteer." The middle section is titled "Top tips for RECRUITING volunteers." and contains six tips, each with an illustration: "Clearly defined roles." (people with a target), "Use social media to promote opportunities." (a hand holding a smartphone), "Provide a range of opportunities." (a hand pointing to various icons), "Identify your audience." (a person with a magnifying glass over a group of people), "Offer flexible opportunities." (a person doing a handstand), and "Spell out what's in it for them." (a person pointing to a document). The bottom section is titled "What do you do to ensure a SENSE OF BELONGING?" and lists seven items, each with a checkmark and an illustration: "Mentors for volunteers" (a person with a head icon), "Keep in touch phonecalls" (two people on a phone), "Reassurance" (a person with a blue glow), "Support" (a hand holding a heart), "Reward events" (a person with a star and ribbon), "Social gatherings" (three people icons), "Key contact person" (a hand holding a person icon), and "Thanks and recognitions." (a thumbs up and a heart).



Thank you!

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Questions?

