

# Sport Event Management and Promotion

Using Volunteers





<https://www.youtube.com/watch?v=2fr2jjA1w88>

# The importance of volunteers

## For Sport:

- Keeps sport accessible
- Expands capacity
- Improves athlete experience
- Promotes lifelong participation
- Brings expertise and passion

## For YOU:

- Gain practical, hands-on experience
- Build professional networks
- Develop key industry skills
- Boost your resume
- Understand the full scope of sport events
- Test career interests
- Learn to adapt and problem-solve

# Volunteer Basics

- How many volunteers will you need?
- What incentives will there be to volunteer?
- How will you recruit volunteers?





# Finding Volunteers

- Charities
- Mention in promotional materials
- Ask current volunteers to recruit others
- Can you use school children or classes?



# Why people volunteer

- Personally asked
- Affiliation with the organization
- Personal connection to mission
- Enjoy type of work
- Want to learn new skills
- Want to meet people



# Volunteer Motivations

Motivations differ depending on the size and prestige of the event.



- Sport Volunteer Motivational Scale (SVMS)
- Special Event Volunteer Motivation Scale (SEVMS)
- Olympic Volunteer Motivational Scale (OVMS)

# We Think (Wrongly)

- Volunteers are cheap labor
- Our paid staff and customers are more important
- Volunteers will do what we tell them
- They will figure things out
- We wonder why we do not retain volunteers





# Better Approach



**Delivering a  
meaningful  
volunteer experience**



<https://youtu.be/JQnh4WR2T8c>

- Create meaning and importance
- Communicate value
- Invest in them – **engage and train**

# Training Volunteers

- Event simulation
- Give thorough instructions
- Make sure they clearly understand the schedule
- Provide information orally and as a hard-copy
  - Clearly inform about goals, procedures, schedules, expectations, responsibilities, emergency procedures, and staff rosters
- Personalize materials



# Volunteer Management

- Job descriptions with minimum qualifications
- Clear description of required accomplishments
- Defined role for volunteers
- Use their gifts and skills appropriately
- Once the event arrives, let them take charge

## HOW TO INCREASE SATISFACTION

- 1 Variety of tasks
- 2 Serve in leadership role
- 3 Feel supported
- 4 Sense of belonging
- 5 Tasks are challenging
- 6 Experience is exciting
- 7 See inside the event
- 8 Work independently
- 9 Make career contacts
- 10 Make new friends
- 11 Use existing skills
- 12 Convenience
- 13 Qualified for tasks
- 14 Recognition for service
- 15 Training/orientation
- 16 Job description
- 17 Learn new skills
- 18 Free food
- 19 Tangible rewards
- 20 Contribute to society and organisation

# Important Concepts

- Staff and volunteer have to work together
- Mutual beneficial relationship for both
- Skills and Task must match
- Make it a valuable experience – **your image is at stake**
- Other
  - Welcoming Culture
  - Resources to Support
  - Volunteers to Recruit Other Volunteers



- 40% of volunteers stop their partnership due to poor management practices
  - Poor use of time
  - Not using skills or talent
  - Tasks not clearly defined

Yet people generally say family or personal reasons are why they are not continuing.

# Retaining Volunteers

**It is easier to keep current volunteers than to recruit new ones!**

- Make event attractive
- Organize event well
- People should feel needed and appreciated
- Friendly atmosphere
- Understand responsibility including time commitment and workload
- Call by first names-get to know them
- Obtain volunteer input
- Reward efforts
- Make event fun
- Have a place for them to rest, go to the bathroom, and get snacks
- Invite volunteers to pre-event and post-event parties
- Thank appropriately

# My needs as a Volunteer

- A specific manageable task with a beginning and an end
- A task that matches my interests and reasons for volunteering
- A good reason for doing the task
- Written instructions
- A reasonable timeline for doing the task

# My needs as a Volunteer

- Everything necessary to complete the task without interruption
- Adequate training
- A safe, comfortable and friendly working environment
- An opportunity to provide feedback when the task is finished
- Appreciation, recognition and rewards **that match my reasons for volunteering**



# Be a volunteer!



- Orlen Marathon Prague
- Unicredit Prague Relay

May 3-4  
June 24-25

- No class next week, April 28<sup>th</sup>
- Individual SWOT analysis due
  - Turn in Moodle and a printed copy