

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?
- Train and retain



Finding Volunteers

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



Why people volunteer

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



Volunteer Motivations



**SOCIALISE AND MEET
NEW PEOPLE**



**DEVELOP YOUR
COMMUNICATION
SKILLS**



**IMPROVE MENTAL
WELLBEING**



**FEEL VALUED &
PART OF A TEAM**



**INCREASE YOUR
EMPLOYABILITY**

BENEFITS OF VOLUNTEERING



**DEVELOP
NEW INTERESTS**



**LEARN NEW
SKILLS**



**GIVE BACK TO YOUR
LOCAL COMMUNITY**



**SUPPORTING
OTHERS TO REACH
THEIR POTENTIAL**

sportscotland
the national agency for sport

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

Olympic Games
Vs. Local youth
tournament at
your club

- 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
- Adequate training
- Everything necessary to complete the task without interruption
- 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**

- Nothing to turn in next week