

ABC OF RETENTION

Well done!!! You have successfully encouraged people to volunteer for your club – that is the easy part. Now you have to retain them!

Remember:

* Why do people volunteer?
* What benefits can you offer to potential volunteers?

Volunteers want to feel:

* Welcome
* Part of the team
* Needed
* Useful

**Here is the A-B-C of your Retention Strategy:**

**A INDUCTION**

**B SUPPORT**

**C RECOGNITION**

***A - Induction***

A successful induction is crucial to volunteer retention. The process will include:

*First Contact Point*

* Meet new volunteers and make them feel welcome, special and appreciated from the start
* Arrange to spend time exploring their interests, reasons for volunteering, and expectations from the organisation
* Make time to brief volunteers on your club’s goals, people involved and facilities
* Outline their specific role and responsibilities
* Encourage questions
* Identify any training needs
* Provide a ‘buddy system’ for support

New volunteers may need help to gain experience in various roles. Volunteers may also need support in developing and retaining confidence.

Current volunteers will need reviews and training updates.

***B - Support***

Maintain regular contact with new volunteers.

* Show appreciation of a job well done
* Continually offer help and support
* Give any training needed, or suggestions for gaining skills/experience
* Listen regularly
* Strengthen links between the volunteer team members

***C - Recognition***

Volunteers are truly special people. Continually acknowledging their involvement and contribution in unique ways is very important.

Devise your own volunteer recognition programme and publicise this to all members. You could:

* Write letters of thanks
* Provide certificate of appreciation
* Give club merchandise e.g. t-shirt
* Acknowledge your volunteers in club newsletters
* Present volunteer awards at the AGM
* Give complimentary tickets to special events and functions
* Send special occasion cards e.g. get well, birthday
* Arrange discounts at local sports shops etc. for volunteers
* Reimburse for ‘out of pocket’ expenses
* Hold social events for your volunteers
* Acknowledge volunteer efforts during committee meetings
* Provide opportunities to meet some county players etc. if coming to your club
* Display photographs in your clubhouse/ schools notice boards
* Hold ‘Volunteer of the Month’ award

**Summary**

* Ensure your volunteers have positive, enjoyable experiences
* Know and recognise each volunteer and use their names
* Continually acknowledge appreciation of their contribution
* Give rewards where possible