

Program Management	<b>30 Great Volunteer Recruiting Ideas</b>	Identifier: MGT EXPO 216 Revision: 5 Effective Date: January 2015 Page: 1 of 12
--------------------	--	--



Identifier	MGT – EXPO 216
Class Length	1 hour and 15 minutes

Change Summary	
December 2011	Lesson Plan Update
December 2012	Lesson Plan and PPP updated
December 2013	Lesson Plan and PPP updated
September 2014	Lesson Plan and PPP updated
December 2014	Finalized and Posted

**1. Lesson Plan Goals**

Is your Region always short on volunteers? Are they tired and over-worked? Learn the 30 most recommended ideas for recruiting new volunteers to help out in your Region. Any one of these ideas may change and revitalize your Region. These 30 great ideas came from volunteers just like you. These are real and tested ways to recruit volunteers successfully.

**2. Class Length**

1 hour and 15 minutes

**3. Instructor Requirements**

Management Instructor  
Advanced Management Instructor at AYSO EXPOs

**4. Learning Objectives**

- To learn effective ways to recruit volunteers.
- To understand the importance of volunteers to the Region's success.
- To give attendees the tools to recruit volunteers through the registration process.

**5. Prerequisites**

None

**6. Instructor Equipment and Materials**

Power Point presentation  
Computer and LCD Projector  
Flip Chart and markers

**7. Special Instructor Notes**

*This workshop has a slightly different format from others. It is a sharing of ideas and can work with any size group. The age of the Region may come into play, and if doing this workshop at an Area Meeting or for a new Region, you might find that you are doing most of the sharing. Be as enthusiastic as you can. Ask questions on all the topics. Encourage participation and offer your solutions only when they are finished contributing.*

*At a small workshop (50 or smaller) you could ask for someone to write down any new ideas and forward them to AYSO as listed below.*

*Be careful not to get into discussions on retaining volunteers because that is another workshop. There should be a clear definition on the difference between recruiting and retaining volunteers. As an instructor if you delve into retention there is no incentive for attending the “30 Fantastic Volunteer Retention Ideas” workshop.*

## **I. Introduction**

5 Minutes

### **Slide # 1                      30 Great Volunteer Ideas**

*Introduce yourself, have your co-instructors introduce themselves, and then introduce your topic.*

*Briefly review the workshop and learning objectives.*

*This workshop is different from others you have attended. It is a sharing of ideas. Ask that participants tell of their successes so that they can be incorporated into future workshops. At the same time, when you hear an idea that you are certain will not work in your Region, make a challenge to the instructor and the other attendees to see if there is a variation that might work better.*

*If any volunteers have fliers that would add to volunteer recruitment ideas, these should be passed on to:*

*Rosanne MacPhail  
National Management Program Administrator*

*Phone (800) 595-2976 or email to [rosie@ayso.org](mailto:rosie@ayso.org) with any questions or comments.*

*Instructor note: As the participants enter the room, ask for help in your most positive AYSO persona. The volunteer jobs during the workshop could be scribing good ideas on the flip chart or asking someone to remind you when 10 minutes is left in the workshop. It doesn't matter which jobs; just ask for help in the most friendly, sincere way possible.*

### **Slide # 2 Why did you decide to volunteer for AYSO?**

*Ask participants for their input. After a two to three minute discussion, put up Slide # 3 and see if there are any reasons that were not previously mentioned.*

### **Slide # 3 and 4**

#### Reasons for Volunteering

- We love soccer
- Want to help our children have a positive experience
- Wife/husband volunteered me
- Love dealing with problems

- Friends are involved
- Real job is boring
- If I didn't do it the team would be dissolved
- Believe in AYSO's philosophies
- Looked like fun
- Pay is exceptional
- The former volunteer in this position quit
- AYSO is the best program for my kids
- Wanted to be a role model for my children
- Wanted a trophy
- Just wanted to help
- Needed more stress in my life
- Did it for my personal growth
- Wanted to contribute to the community
- Knew I could do a better job

*However, sometimes there is too much for us to do alone. We need HELP from others. The challenge is how to recruit help in a positive way.*

*We are going to look at 30 plus ideas to recruit volunteers.*

### **Slide # 5 Idea # 1**

#### **Determine How Many Volunteers You Need**

***Instructor Note:*** Present the process for determining how many coaches are needed for the Region and then let the participants know that from the list of coaches needed a Region can determine how many referees are needed. A similar process would be used for all other volunteer groups.

- Start with the Regional Coach Administrator - Last year there were eight teams in the U-6 Boys Division and being optimistic this year you are anticipating 10 teams. This means that in the U-6 Boys Division your Region will need 10 coaches and 10 assistant coaches.
- This process needs to be done for each division. You will then have a master list not of just a total number but a number for each division.
- The Regional Referee Administrator uses these team lists to determine how many referees will be needed in each division. [\(This formula is covered in the RRA Training.\)](#)
- All other Board Members should do a similar process.

**Slide # 6**

- *These lists can be taped up along the wall or on tables in front of each station (Coach, Referee, Safety Director, Field Maintenance, etc.) where volunteers are needed.*
- *Use lists created by Regional Board Members to determine how many volunteers are needed.*
- *Put poster size versions of each list behind each table and around the room.*

**Slide # 7 Idea # 2**

**Appoint a Volunteer Coordinator.  
What are some things that this volunteer might do?**

*Ask for ideas from the participants.*

- *Make a list of all the open volunteer positions that were not recruited at registration.*
- *Recruit at all AYSO activities.*
- *Get Board Members involved in the recruiting process.*
- Coordinate with each Regional Board Member as to the needs of each position.
- Work with the Registrar to help set up a system at registration to recruit the optimum number of volunteers.
- After registration, determine how many volunteers are still needed.
- Distribute this list to each Regional Board Member.
- All Regional Board Members are involved in the recruiting process.
- Assist the Child and Volunteer Protection Advocate (CVPA) with the Volunteer Application Forms.
- Use eAYSO reports to help you track and manage volunteers and roles.

*These are some of the acceptable answers. The participants may have others.*

**Slide #8 Idea # 3****Determine when and where to recruit.**

What is the best opportunity of all?

**Slide #9****Registration**

A Region should be able to recruit 90% of the volunteers that they need at in person registration.

**Slide #10**

What are other recruiting opportunities?

- Game days
- Practices
- Late registrations
- Events (opening day ceremonies, community activities, meetings, etc.)
- Advertisements (posters at fields, newsletters, websites, etc.)

*Regions should look at every event as a recruiting opportunity.*

**Slide # 11 Idea # 4 Just ask... You need to ask people to volunteer.**

Who do you ask?

When do you ask?

Why do you ask?

- Ask everyone!
- Ask just as parents come in the door at registration.
- Say: "We need every parent to volunteer in some way. Please help us."
- Don't assume that parents will know that you need volunteers. They need to be asked.
- Ask: "What might you be able to do to help your child have the best experience and help our soccer program?"
- Ask: "Would you rather coach or referee this year?"
- Ask: "Are you a better manager or a worker bee? We have a volunteer position for everyone, even parents with limited time."

These are open end, 'assumptive closes'...you aren't really giving them a choice to say no.

***Instructor says:*** "Remember as you all came in to the workshop, I asked some of you to help me. I needed help, and I asked. If I hadn't asked how many of you would have volunteered to help?"

**Slide # 12 Idea # 5**

**Post the six AYSO philosophies at registration.**

How many Regions do that now?

**Slide # 13 AYSO Philosophies**

- Laminate them as big as possible.
- Put them in a prominent position.
- Be proud of who we are.

**Everyone Plays®****Balanced Teams****Open Registration****Positive Coaching****Good Sportsmanship****Player Development****Slide # 14 Idea # 6****Have lists posted to show how many volunteers you actually need.****Slide # 15 Idea # 7 At registration:****Post a list of all volunteers positions needed. Categorize list at registration.**

- Coaches
- Referees
- Field workers
- Administration

**Slide #16**

Which volunteer positions require some prior soccer knowledge or experience?  
Coach and Referee

*This is a trick question that if you ask it in just the right way you will get someone to say that coach and referees need soccer knowledge or experience. Look out at the participants and don't say anything for a few seconds or ask the question again. Someone will say that in AYSO we train everyone so you don't have to know anything about soccer to be a coach or referee.*

**Slide # 17****Jobs that don't require any soccer knowledge:**

- Team Parent
- Division Coordinator
- Registrar
- Safety Director
- Treasurer
- Picture Day Volunteer
- Registration Day Volunteer
- Regional Commissioner

**Instructor Note: Ask if they can name other positions.**

**Slide # 18 Idea # 8**

**All Board Members should be at registration to recruit for their own discipline.  
Why?**

***Instructor Note:** "Let's say it out loud again – everyone." This is a point that should be emphasized so that the Registrar doesn't believe that it is his or her responsibility alone.*

**"All Regional Board Members should be at registration."**

- Coach Administrator recruits coaches
- Referee Administrator recruits referees
- You get the idea
- Treasurer collects the money – or else he/she assigns someone to do it.

**Slide # 19 Idea # 9**

**You need a spacious room**

*This also allows Regional Board Members to circulate and talk to all parents not only as they come in the door but as they are filling out the Player Registration Form and walking around looking at the stations that you have set up. The more there is to see and do the longer they will stay.*

**Slide # 20**

Sample layout of a registration – just a suggestion to get ideas.

**Slide # 21 Idea # 10**

**Serve refreshments for workers, parents and players**

Why? What could you serve?

- Make some of the refreshments "child friendly".
- Mention the refreshments to all parents as they come in the room – it gets parents to relax and stay longer.
- Your workers deserve a break.

**Slide # 22 Idea # 11**

**Have a speed line for returning volunteers.**

It will make them feel special and new parents will notice.

*This line would be exclusively for those parents that volunteered last year.*

**Slide # 23 Idea # 12**

**Make sure that every ethnicity, geography and school from your community is represented by the workers at registration**

Why is this important to recruiting?

- If you only have men working at registration that might be intimidating to women who might want to volunteer. What message is that sending?
- As you walk into registration and you see someone from your neighborhood or school, how will that make you feel?
- Change and add some new workers every year so that it doesn't feel like a "good old boy" clique.

**Slide # 24 Idea # 13**

**Have workers wear a large name badge that says in their language: I speak Spanish, Portuguese, Italian, Bosnian, etc.**

Why would you do this?

**Slide # 25 Idea # 14**

**Have a Children's Corner**

Any ideas?

- Serve child friendly food – only give it out with parent's permission.
- Play a video that children would like.
- Have a drawing contest – ask each child to draw a soccer picture and put pictures up on the wall. Give each child who draws a picture a coupon for a free prize. Award a significant prize for the winner.
- Play games with the children. Utilize some of the teenage AYSO players to do this.

**Slide 26 Idea # 15**

**Target New Parents**

They want to be involved in their children's lives.

Welcome and talk to each new parent.

**Slide # 27 Idea # 16**

- **Use some sort of form to help parents decide what they want to volunteer to do.**
- Provide a description of each AYSO position that is needed.
- Look at the next few fliers and let's decide what the benefit is of using them.

**Slides # 28 – 29**

Sample flyers.

**Slide # 30 Idea # 17****Identify workers at registration.**

Why would this help in recruiting volunteers?

Any ideas?

- Workers wear the same shirt or hat.
- Name badges are used using only the first name – large as possible.
- You could also put the position that the worker holds in the Region.

**Slide # 31 Idea # 18****Acknowledge recruitment successes.**

What does this mean?

Who should do it?

Each time a new volunteer is recruited, some acknowledgement is made.

- The volunteer is walked over to the RC who shakes his/her hand, says “Thank you”.
- A small gift (pen, refrigerator magnet, pin) is presented to the volunteer.
- Set up a thermometer on the wall which marks significant milestones in achieving the goal of recruiting 100% of the volunteers needed.
- The Registrar and RC’s job at registration should be to acknowledge and thank each new volunteer.

**Slide # 32 Idea # 19****Use “floaters” to recruit.**

“Floaters” – what are they?

Floaters are workers at registration whose job is to:

- Fill in when other workers are taking a break.
- Sit down next to new parents and ask if there are any questions about **which job** they would like to volunteer for.
- Escort new volunteers to meet the Coach or Referee Administrator or someone who can give them additional information about their new responsibility.

**Slide # 33 Idea # 20****Consider alternate times and locations for registration**

- What about a Tuesday or Sunday night?
- An “Early Bird” registration on a Saturday morning with coffee and donuts for everyone might attract some additional volunteers.

- Think about a registration at another school or part of town to help in identifying additional players and volunteers?
- What are some alternate times and locations that your Region uses?
- Many businesses would love the opportunity to host a registration. Dick's Sporting Goods, Chevrolet, Wal-Mart, etc.

**Slide # 34 - Idea # 21****Beware of husbands and wives who don't want to volunteer.**

What do they do instead?

**Slide # 35**

Sign up their spouses!

- Next to the spouses name put a tiny "sp". This will indicate that the volunteer who was recruited was **not** at registration.
- Give the husband or wife printed information to bring home to the "new volunteer".
- Remind the husband or wife to tell their spouse that they will not officially be an AYSO volunteer until they register online at eAYSO.
- Call the "new volunteer" within two weeks. Don't ask a question you may not like the answer to.
- You are calling to welcome the new volunteer to AYSO and tell them when the training will be. Double check that they have signed up in eAYSO
- You are **not** calling to see if they want to be an AYSO volunteer.

**Slide # 36 Idea # 22****Make registration an event!**

- A DJ came to a local Region and for four hours played songs but also interviewed the RC, parents, players, Board Members, and volunteers. The Region said they couldn't have paid for better advertisements. And it was free!
- A Region in Michigan had an early bird registration which gave everyone a slice of pizza and a soda. It was a tremendous success.
- Picnic registration at the end of the season.

**Slide # 37 Idea # 23****Form collaborations with other youth/adult programs that do not compete with AYSO.**

Any thoughts?

**Slide #38****Check out:**

- Girl and Boy Scouts
- Marching band
- Dance studios
- Gymnastics

- Nursery schools/pre-schools
- Youth basketball
- Swimming clubs
- Church youth groups

**Slide # 39 Idea # 24****The recruiting process should be organized.**

- Number each station to make sure that parents stop at each recruiting table.
- Provide a description of each AYSO position that is needed.

**Slide # 40 Idea # 25****Run a slide show at registration of volunteers doing their jobs and having fun.****Slide #41**

Sample pictures.

**Slide #42 Idea # 26****Recruit at eye level**

What does that mean?

Why is it important?

- If parents are sitting at a table, sit down next to them and try to recruit.
- It is intimidating to ask for help when you are looking down at someone.
- Create a comfortable, relaxing, friendly atmosphere that will be conducive to getting them to volunteer.

**Slide # 43 Idea #27****Take part in community events.**

What are some examples?

- *Community parades*
- *Health and wellness fairs*

Do you need to fill Regional Board positions?

Here is one of the best ideas of them all.

**Slide # 44**

- Farmer's Markets
- Community fair

**Slide #45 Idea # 28****Hold a “LAST CHANCE” registration instead of a late registration.**

Parents won't feel as if they are being penalized for registering late and it might be easier to recruit them.

*We like to keep all things in AYSO positive.*

**Slide #46 Idea # 29****Do you need to fill Regional Board positions?**

Here is one of the best ideas of them all!

**Slide #47**

- Hand pick some great AYSO volunteers and invite them to the AYSO EXPO.

*How can this help?*

- *Make sure that they interact with the current Regional Board Members during meals and at social gatherings.*
- *Suggest some workshops that you know they will benefit from.*

**Slide #48 - Idea # 30****Never . . . Never . . . Never . . . Never Give up.**

Winston Churchill

*Don't ever give up on recruiting volunteers. The process is a challenging one, but you can be successful. Recruiting volunteers should feel just like you are entertaining friends in your home. People need to feel welcome and appreciated. When they walk in the room they should have a comfortable positive feeling.*

**Slide #49 - Idea # 31****Have Fun!**

- If you are an RC, come to RC Training. Ask if anyone in the room has attended RC Training.
- If you are having fun in AYSO other people will want to join in and become a volunteer.
- Set a fun example.
- Be a role model for how happy volunteering can make you.

**III. Conclusion****Slide #50**

Now that you have your volunteers, find out how you can keep them!  
Don't forget to attend the “30 Fantastic Volunteer Retention Ideas” Workshop.