

CELEBRATING VOLUNTEERS

Volunteers are awesome – they give up their time and energy to make a local sports club better, and that’s something to celebrate!

Celebrating the achievements and dedication of volunteers is not only a great way to build team morale, it’s also a good promotion tool and will help to acquire new volunteers for your club.

Use these ideas to get started:

- A Star Profile:** Include a profile of a volunteer in each edition of your club newsletter. This could be as simple as a Q&A or short testimonial from a fellow-volunteer or your volunteer coordinator.
- Social media shout outs:** Social media platforms like Facebook, Instagram and Twitter are a great way to share on-the-spot updates. Spot a volunteer doing something awesome on match day? Share a photo with your online club community. Just make sure to get permission from the volunteer before sharing the picture.
- Volunteer Awards:** Hold a Volunteer Awards night, or include some awards for volunteers at your next Club Presentation Night. Present special awards to recognise volunteers who have been with the club for 3, 5 or 10 years etc.
- Certificates:** Create personalised certificates for your volunteers and present these certificates at your next club event.
- Volunteer Thank You BBQ:** Hold an exclusive BBQ just for club volunteers. Ask local businesses to donate supplies.
- Volunteer Pins or Badges:** Present volunteers with pins or badges to wear at club events.
- Volunteer discounts:** Approach local businesses to offer discounts for your club volunteers. Many businesses will be happy to provide discounts for dedicated community volunteers.
- A Volunteer Round:** Schedule a round in your fixture which celebrates volunteers – think match-day announcements, prizes and heaps of opportunities for members to say thanks.
- Professional Development Opportunities:** A great way to reward volunteers is to offer opportunities for them to upskill. Upskilling your volunteers benefits everyone! Think Responsible Service of Alcohol, First Aid courses and work experience opportunities.