

Volunteer recruitment

What?

Volunteers are integral to any club and help ensure long-term sustainability. Successful recruitment can help you find individuals who are passionate about your club and its mission.

Why?

- Enhance your club through new and diverse skills, experiences, and fresh perspectives.
- Increase your impact, volunteers are essential to building community increasing capacity and achieving your club's goals.
- Benefit your local community through opportunities to learn new skills, gain work experience and meet new people.
- Increasing volunteer numbers helps spread workloads, making tasks more manageable, and builds positive volunteer experiences.

How?

- **Identify the role.** Assess your club's needs and goals identified in your club development plan. Do you need more ride leaders, help with promotion, or administration tasks?
- **Write job descriptions.** Prepare a clear role description. Set out expectations detailing exactly what you would like the volunteer to do, where, when, and likely commitment.
- **Promote the role.** Highlight the positive impact of volunteering and provide examples.
- **Respond to interest and recruit.** Have one main point of contact for potential volunteers to discuss opportunities.
- **On-board.** A well-planned welcome process, or induction checklist can help volunteers feel supported, informed and valued, and enables them to begin contributing right away.

Where?

- Within your club speak about volunteering opportunities at club sessions, ask members directly, or post on club communication platforms such as WhatsApp.
- Volunteer centres and community voluntary services (CVS).
- Online platforms such as Do.It.org, Rest Less, vInspired, and Volunteering Matters.
- Local businesses as many offer staff volunteering days.
- Social media and a website if you have one.
- Local cycling groups or bike shops. Experienced cyclists are often keen to share their passion and may be willing to share their time and interest with less confident riders.

Top Tips

- **Benefits for a volunteer.** Share examples of what a volunteer might get in return: the satisfaction of helping more people to benefit from cycling, the enjoyment of planning a good route, or the pride in achieving helping a less confident cyclist.
- **Offer taster sessions.** Provide opportunities to try out volunteering.
- **Bring a friend.** Encourage existing members and volunteers to bring a friend or family member along to find out more about your club and join in activities.
- **Share your opportunities with Cycling UK.** Speak to your local Cycling Development Officer to share on regional social media accounts, the Cycling UK website and amongst our existing volunteer network.

