

Volunteer retention

What?

Retaining volunteers is just as important as recruiting them. Ongoing support and flexibility can help ensure volunteers feel valued, appreciated and motivated to stay involved.

Why?

- Retaining volunteers is important in helping you to build a strong and sustainable club.
- Volunteer retention can help you reach your club goals and will keep your volunteers engaged and motivated.
- The more committed a volunteer, the greater impact they are likely to have on your club.
- Long-term volunteers provide consistency and reliability which can help aid the smooth running of your club and contribute to building a community with a sense of togetherness.

How?

- **Be flexible.** Adapt tasks to fit volunteers' schedules and preferences and be prepared to compromise on their time.
- **Understand motivation.** Remember why the volunteer has committed their time and make sure their needs are being met. If they decide to leave, find out why.
- **Regular check-ins.** Keep communication open, gather regular feedback and if needed, adjust tasks accordingly.
- **Increase your volunteer pool.** Relying on the same small number of volunteers can lead to burn out and disinterest.
- **Keep organised** so your volunteers don't have to chase you for the support they require.
- Where possible, offer regular **training opportunities**.
- **Target your communication.** Find out how your volunteers prefer to be contacted.

Where?

- **Social media.** Engage with volunteers and share updates and stories on social platforms.
- **WhatsApp.** Use group chats to help volunteers stay connected and up to date with your club activities.
- **Meetings and emails.** Provide a space for open dialogue and share important information.
- **Social events.** These can help foster community and connections among volunteers.

Top Tips

- **Direct the volunteer and avoid micromanagement.** It's not a job so the focus should be on the positive aspects of the volunteer's performance.
- **Introduce an individual learning plan** for volunteers to see how they progress and identify any gaps that may cause them to leave.
- **Create a positive environment.** Respect your volunteer's time and highlight their contributions, giving as much praise and feedback as possible.
- **Remove barriers to participation.** Streamline processes to make volunteering easy and accessible. Keep your volunteers informed and explore ways they can stay involved if their availability or situation changes.

