

WASHINGTON YOUTH SOCCER

A guide to increase
volunteer recruitment
and retention...

VOLUNTEERS



To our valued association and club leaders:

Washington Youth Soccer is dedicated to providing association and club leadership with resources and tools for effective volunteer recruitment. Washington Youth Soccer has developed the enclosed guide to assist with your volunteer recruitment and retention efforts.

Thank you for all you do!

What resources are in the guide?

- Presentation Template
(to be customized for your association or club and presented to help mobilize and guide your recruitment team)
- Tips and tools for recruiting and retaining volunteers
 - Identifying your volunteer needs and goals
 - Marketing your opportunities
 - Orientation and Training
 - Appreciation and Retention



Washington Youth Soccer & Insert your association or club *Volunteer Recruitment Guide*



Consult with staff, former volunteers, coaches, etc. to identify where volunteers are needed.

- What specific roles?
- How many volunteers do you need?
- Variety of engagement levels

Be specific.

- Job descriptions
- Desired skill set
- Time commitment required
- Training and support provided

Ideas of Volunteer Roles

- Coaches
- Referees
- Fundraisers/Event Planners
- Marketing & Social Media
- Photographers
- Videographers
- Office/admin support
- Board members
- Historian
- Award Coordinator
- Team Parent
- Equipment Manager
- And many more...

Is it easy to sign up?

- Clear and simple sign-up process
- Include the point of contact, desired skill set, any requirements, deadlines, and training provided.
- Make sure you have a plan in place to ensure prompt and friendly replies to interested volunteers.
- Design an easy to complete Volunteer Application with next steps.
- Make a plan for your screening and slating process (background checks, interviews, etc.)



Market the Opportunities

- Identify the benefits of volunteering in general and the specific benefits of volunteering with your association or club to include in your marketing.
 - Make a difference, use talents and time for good, have fun, network, gain skills and experience, health – way to stay active and feel good, improve self esteem, build community, make friends, community service hours for high schoolers.
- Get photos, quotes, and stories from past volunteers as well as players appreciating volunteers to include in your marketing.
- Develop materials that are clear and simple with easy instructions on how to sign up. List specific roles rather than a general call for volunteers.
- Post your volunteer opportunities on your website and social media, make print flyers and postcards to handout, hold a volunteer recruitment event, and consider media announcements.



- What have you done in the past? What was effective? What was not effective? What new strategies can you employ?
- Who is your target audience? Suggested strategies to consider...
 - past volunteers
 - parents and family members
 - alumni
 - online volunteer sites ([Idealist](#), [Network for Good](#), [VolunteerSolutions](#), [VolunteerMatch](#), [Points of Light](#))
 - Community Events
 - Faith organizations
 - Civic & Community Organizations
 - Companies – employee engagement opportunity
 - College groups and teams
 - People in the neighborhood

- **Clear call to action** - Include specific jobs, requirements and instructions for signing up.
- **Send a compelling message** - Include the benefits of volunteering and the specific impact.
- **Make it visual and use high quality images** - Include photos of your players and volunteers in action or celebrating. Pixelated images look unprofessional. Invest the time in finding high quality photos. We have included a link to a folder with many high quality youth soccer images.
- **Less is more** - Keep it concise and include only the most important details. You can always link to your website for more info.
- **Double-check your work** - Errors can leave a lasting negative impression. Run a spell-check and scan for mistakes before saving your campaign creative. Have a team to proofread.
- **Easy to navigate links** - How frustrating is it when you can't find what you're looking for? Send potential volunteers to a page that's simple, clean, and easy to navigate to prevent a frustrating user experience.

- A volunteer orientation is an important step to welcome and set-up your volunteers for success. Create a friendly environment from the start. Train your staff to always be gracious and appreciative of volunteers.
- Orientation content may include...
 - Background on club and who you serve
 - Overview of how the club is set-up
 - Facility tour (office, field, etc.)
 - General policies and guidelines for volunteers
 - Specific training: how to perform the particular job, goals, equipment needed, support resources
 - Consider online training if appropriate
 - Fun incentive or thank you!
 - Refreshments, options for children?
- Make sure to get feedback from current and past volunteers on what type of training and orientation was effective and what could be improved.

Volunteer Appreciation & Retention

- To retain volunteers it is critical that they feel appreciated and impactful. If you develop a relationship with your volunteers they are much more likely to stay engaged and active.
- Frequent, genuine, and personal thank yous are the most effective.
- A few ideas:
 - appreciation events
 - hand written notes
 - handmade gifts from players
 - thank you photos and spotlights on website and social media
 - VIP parking
 - volunteer hall of fame, etc.
- Let volunteers know the impact of their contributions. Share success stories and make sure they know the meaning and impact of the tasks they are completing.

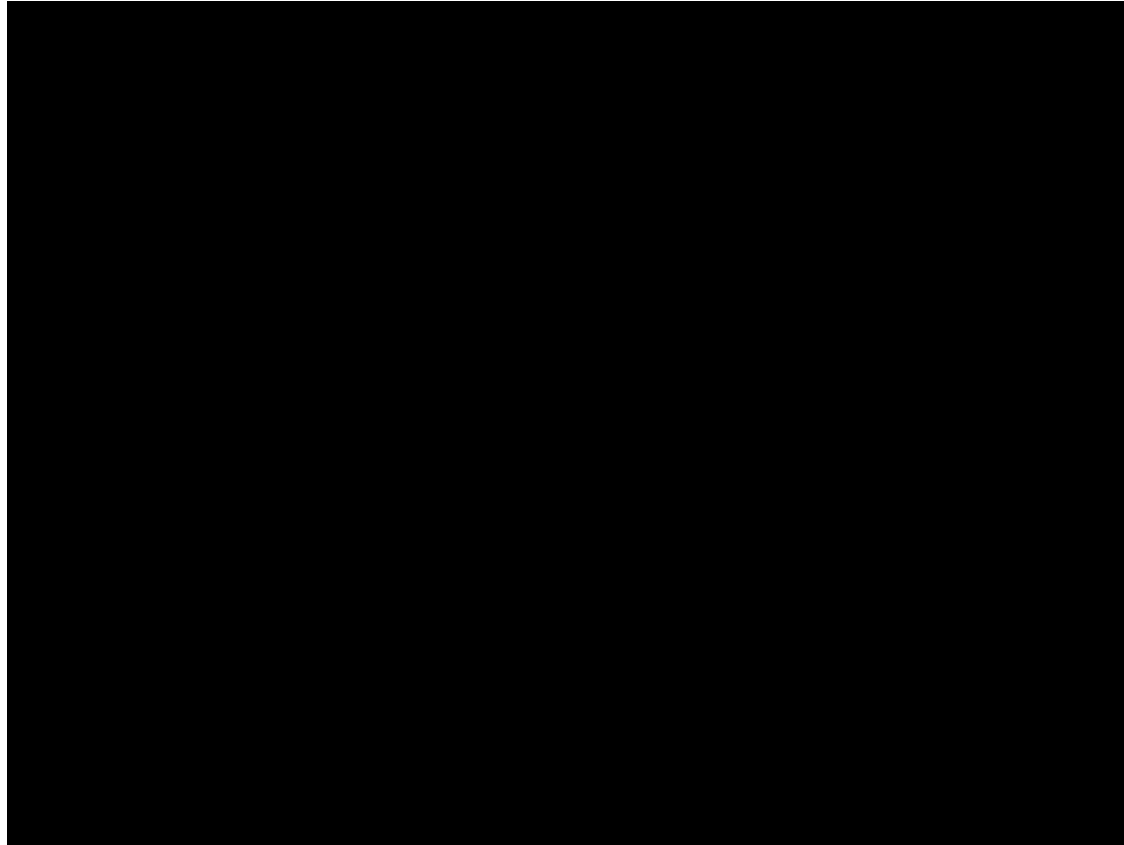
Volunteers are a priceless resource



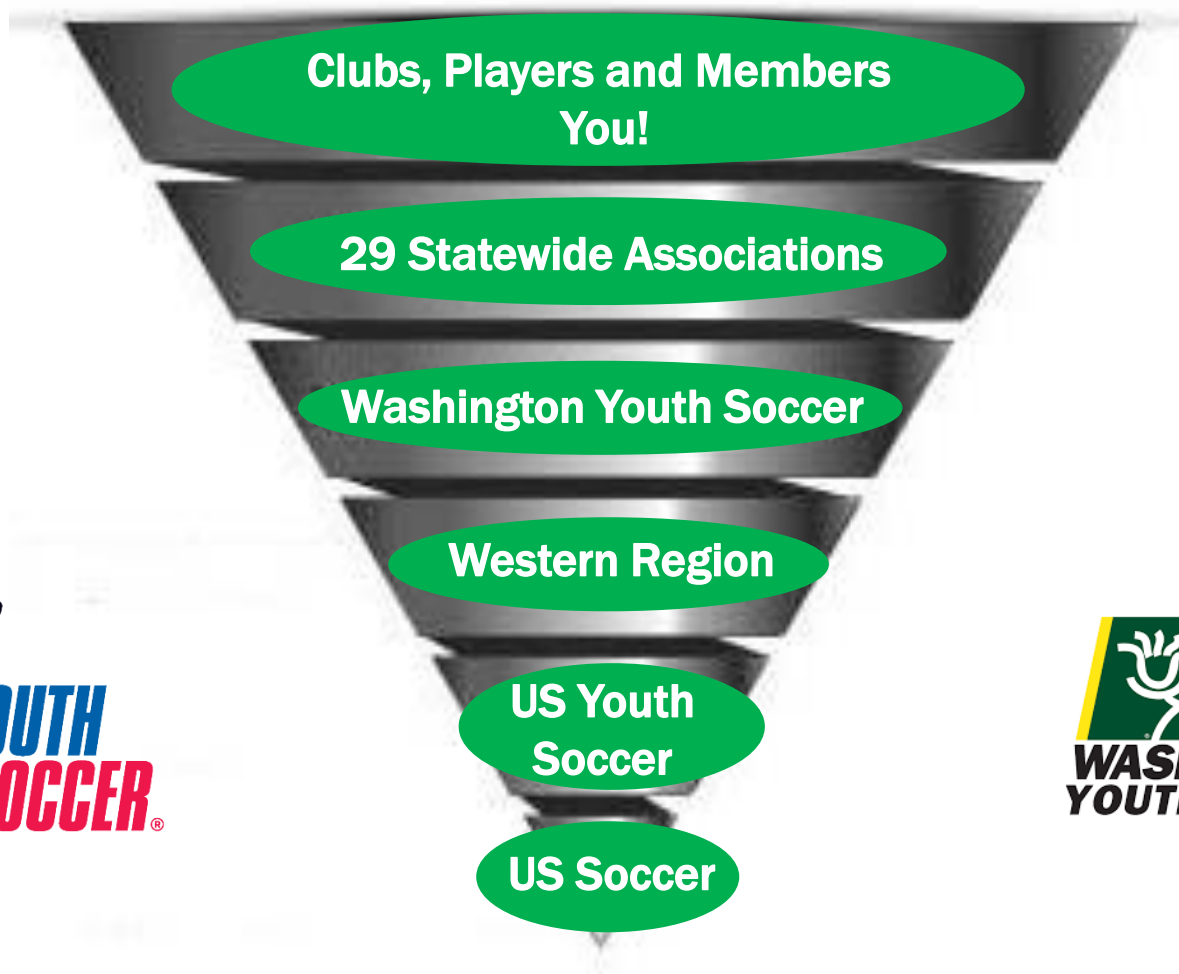
Review the steps to develop the plan and discuss the steps for execution...

- 1 – Identify your needs and set your goals.
- 2 – Write job descriptions and create your volunteer application.
- 3 – Develop your marketing content (messaging, photos, videos). Why volunteer?
- 4 – Select your marketing strategies. (website, social media, flyers, word of mouth, etc.)
- 5 - Create a timeline with frequency and date of promotions, include benchmarks to reach goals (i.e. 50% to volunteer target by) as well as the key events and deadlines. Includes dates for orientation and training.
- 6 – Assign a lead to be responsible for each activity, make sure they are clear of what is expected and that they have the resources and support they need to be successful. Make sure you have identified who will reply to interested volunteers and who will coordinate the confirmation process.
- 7 – Make sure every member in your leadership team is engaged and has a way to help. Everyone can like and repost on social media, forward emails and digital fliers to their networks, and actively spread the word.
- 8 – Host a volunteer orientation, determine appropriate frequency, and coordinate training process for volunteers.
- 9 – Appreciate your volunteers – identify some special ways to thank and acknowledge regularly!

The following six slides are included to provide information that may be useful when writing your messaging around the benefits of being involved with WA Youth Soccer as a volunteer. They also could easily be included in a volunteer orientation presentation to provide background on the organization.



US Youth Soccer Pyramid



About Washington Youth Soccer

- Washington Youth Soccer is made up of 29 Member Associations and over 180 clubs that facilitate recreational, competitive and regional programs as well as TOPSoccer (soccer programming for players with disabilities).
- Washington Youth Soccer runs State Cup Tournaments, state level leagues, an Elite Player Development program, and several soccer outreach programs.
- Now in its 50th year, Washington Youth Soccer, the state's largest youth organization, is a passionate and dedicated team that has developed youth-oriented programs in every corner of Washington State and serves over 100,000 kids each year, including thousands who are in the greatest of need.





Washington Youth Soccer Mission

Our Mission

It is the mission of Washington Youth Soccer to foster the physical, mental and emotional growth and development of the State of Washington's youth through the sport of soccer at all levels of age and competition.

Stance on Social Equity

Washington Youth Soccer supports and pursues social diversity throughout our programs. We are committed to providing equal access to our programs for all of the youth of our state without bias towards race, color, religion, age, sex, income level, social status or national origin. In order to fulfill this commitment, Washington Youth Soccer expects all of our Member Associations, clubs and teams to provide equal access to all programs, facilities and resources to all of the youth within their geographic boundaries. Washington Youth Soccer believes that soccer is the game for all kids and that by striving to reach, develop and serve all of the diverse communities throughout our state we work to ensure that our belief becomes a reality.

Why Washington Youth Soccer?

Washington Youth Soccer is the largest youth sports organization in the state and provides all these valuable benefits and more...

- Membership to US Soccer
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- Secondary Player insurance coverage
- Risk management integrated program
- Concussion and Sudden cardiac education programs
- Referee Retention and Referee Recruitment programs
- Coach and Parent Education
- Fully integrated RESPECT program
- Structured Discipline Review and Enforcement program
- Age and Ability levels of play from RCL to Recreational and Regional/National Leagues
- Comprehensive State/Regional and National Cup competitions
- Elite Player (Olympic Development) programs
- Top Soccer program
- Comprehensive Insurance Coverage for Sanctioned activities
- Communication network across all platforms
- Commercial partners connected to the Community
- Governance Oversight and Assistance
- Highly motivated Staff to serve the Members
- Nationally relevant State Association
- 50+years of accumulated experience as a Youth Organization

Washington Youth Soccer Community Impact

- Enriched the lives of 3,500,000 players
- Educated 200,000 coaches, 50,000 referees, and 700,000 volunteers.
- Provided over \$1,100,000 to build soccer fields.
- Provided over \$1,000,000 in scholarship opportunities for players in underserved communities.
- **First** State Soccer Association to form **all girls team**.
- Led a Nationwide discussion on **concussion education** leading to legislated return-to-play policies in all 50 states.
- Created the first **Youth Advisory Board**.
- Helped to establish the Pacific NW as the **soccer capital of the US**.
- Developed and implemented a **Top-Class education** curriculum.



Need further guidance...