



# VOLUNTEER IN GOLF

## Volunteer Recruitment Tips

If you want to attract volunteers in golf it helps if:

- You understand why people choose to give up their time to support golf
- You promote the volunteer opportunities on offer, especially those for young people
- You ask people to get involved. The direct approach is often a winner

## Top tips for recruiting new volunteers

1. Promote the good work of your existing volunteers and share their stories. Doing this before a recruitment campaign can increase the response.
2. Create publicity about volunteer opportunities at the golf club. Use e-flyers, posters, newsletters, website and social media and highlight the enjoyment of volunteering. **HINT:** A 30 second video about why a volunteer enjoys their role can work well on social media and websites.
3. For specific roles, create a role description and focus on the personal qualities needed. England Golf templates can help with this.
4. Encourage people to get started by helping out informally or at events. Once they feel more confident they may commit to a specific role requiring more time.
5. Get your current volunteers and staff to promote opportunities and directly ask people to volunteer.
6. Talk about opportunities at events such as awards evenings and social functions. **HINT:** Saying thank you to volunteers can raise awareness of the need for people to get involved.
7. Include volunteering questions in an annual survey. Ask people if they are willing to help, how much time they can offer and what skills and experience they have.
8. Think about recruiting outside the golf club. You could post an opportunity on [do-it.org](http://do-it.org) or contact your local volunteer centre, college or university.

For further information on recruiting, supporting and recognising volunteers in golf please visit:

[www.englandgolf.org/supportingvolunteers](http://www.englandgolf.org/supportingvolunteers)



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