

More passionate and skilled volunteers at your tennis club

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Sports Marketing Network

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Are you all rowing in the **same** direction...
and at the **same** speed?

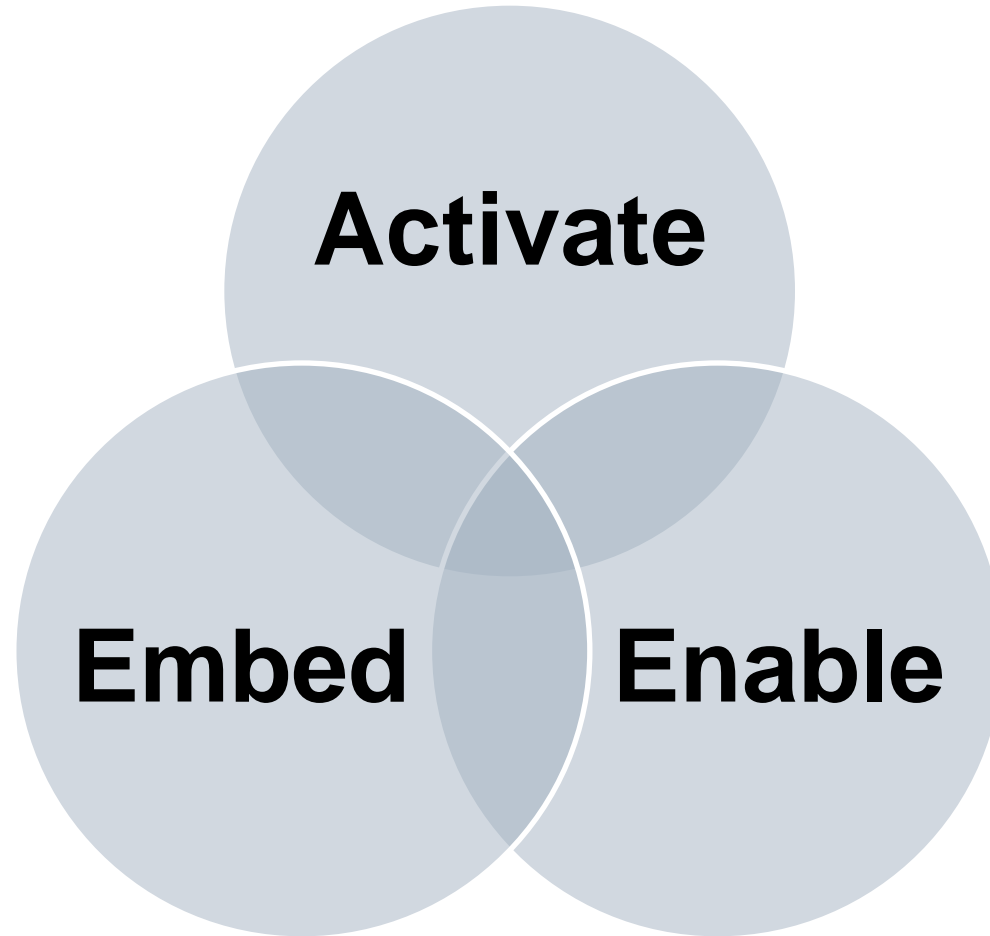


**What is your club for?
What is your purpose?**

1. Not just nice fluffy words

2. Max 280 characters = a Tweet

How to ensure that your purpose is actually happening at your club



“It’s not our fault we can’t get volunteers”

70% of Danish community sports clubs say that ‘people are too busy to volunteer’ etc.

Only 6-7% agree that ‘we could do more to engage our volunteers’ and ‘we have too many meetings’ etc.

So lack of volunteers has got nothing to do with the clubs: at least not in Denmark!



Change in a democracy!!!

Nothing is impossible until it is sent to a committee



Now...hand on heart

Would you recommend your club to a neighbour as a great place to volunteer?

Your club's image

Rate from 1 to 10

1. Club life _____
2. Facilities _____
3. Sound economy _____
4. Positive atmosphere _____
5. Good sporting experiences _____
6. Ambitions are well communicated _____
7. Open _____
8. Flexible and willing to change _____
9. Good managers/volunteers _____
10. Good coaches _____
- Total _____

Sports club volunteering so far

- ✓ Mates and former players (“he was a good server and he’s retired, so he can be Treasurer”)
- ✓ Too much pressure on and work for too few people
- ✓ Focus on who is available within the club and NOT on what skills and attributes are required
- ✓ Fiefdoms, egos and no thank yous

The NEW volunteer...

Headlines I would like to see...

- ✓ **Tennis club signs new Head of Finance.** *“We are delighted that this rising young accountant has joined the club,”* says Chair
- ✓ **Club Project Group goes on pre-season planning and learning trip.** *“We are really keen to learn how to work better together and to see how triathlon and BMX cycling clubs are being run,”* says Chair
- ✓ **Tennis club set up project groups for social media, community engagement and member experience.** *“We are expecting these groups just to work for 3-6 months”,* says Chair

Coaches are not the only volunteers

- ✓ 45% of volunteers are NOT coaches
- ✓ Do you recognise them within your club?
 - ✓ Training
 - ✓ Support
 - ✓ Thank you
- ✓ The guy who runs your bar or database MUST have specific skills

Now...hand on heart

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From committee to project group

From



To



From committee to project group

Club committee today

FireBellies with heart

Operations

Interested

Stability

Gut feeling

Lifestyle

Traditions

Project group of the future

FireBellies with skills

Strategy

Competent

Innovation

Facts

Tasks

Values and frameworks

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Values and frameworks

Formal or informal? Professional or amateur?

- ✓ Informality is often a source of pride
- ✓ Some quarters try and make volunteering far too process-led and procedural
- ✓ At the same time a key barrier for people to get involved as volunteers is the perceived lack of 'professional' practices within clubs
- ✓ Be efficient and effective

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Where are the volunteers?



Volunteers are out there in the community



London 2012 Games Makers – it doesn't have to be a 'one-off' event



London 2012 Games Makers... what happened?



Volunteering at some clubs

- ✓ High profile
- ✓ Limited period
- ✓ Fun
- ✓ Felt valued
- ✓ Communication
- ✓ Thank you
- ✓ Specific roles (very few of them glamorous!)
- ✓ Who? Where?
- ✓ Life sentence
- ✓ Chore
- ✓ Taken for granted
- ✓ In the dark
- ✓ *Thanks? - In your dreams!*
- ✓ All over the place

How to engage the hands



The 10 steps for welcoming volunteers (1)

Tidy up (both physically and mentally)



The 10 steps for welcoming volunteers (3)

Touch their hearts



The 10 steps for welcoming volunteers (2)

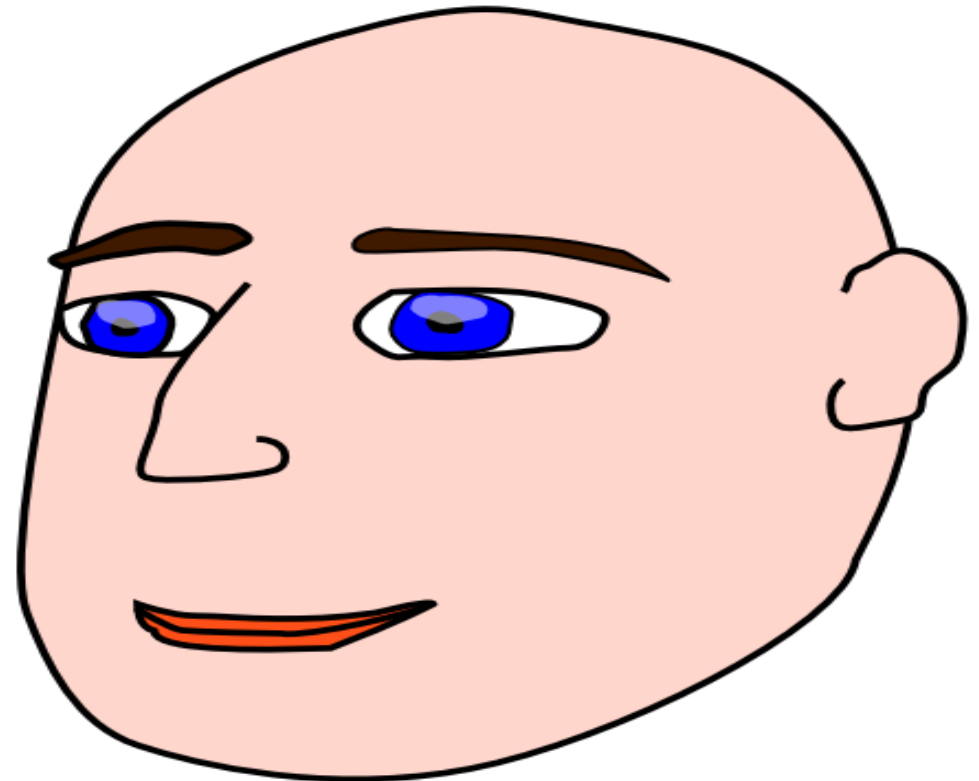
Talk to **people**



memegenerator.net

The 10 steps for welcoming volunteers (4)

Convince the *head*



The 10 steps for welcoming volunteers (5)

Decide the **tasks**



The 10 steps for welcoming volunteers (6)

**Make sure you have
the tools**



The 10 steps for welcoming volunteers (7)

**Make people feel
part of the team**



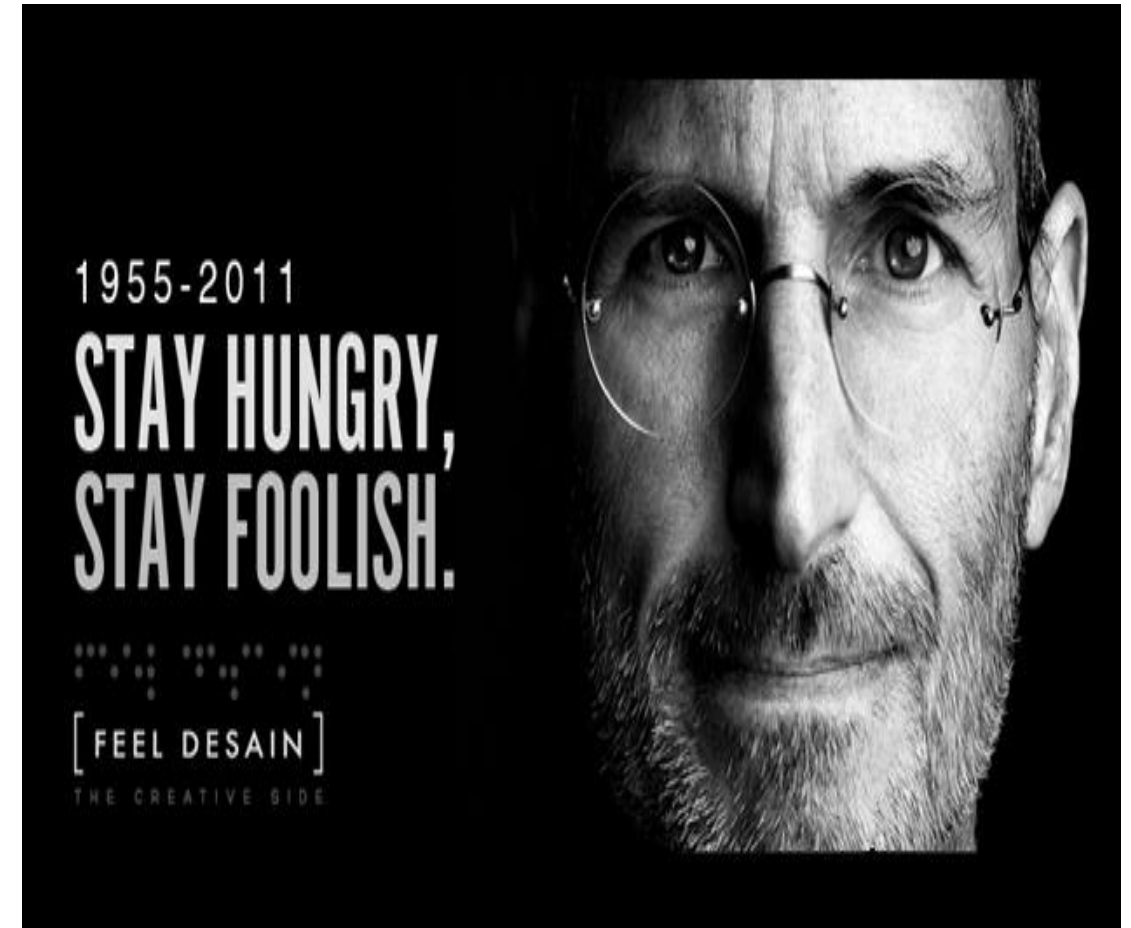
The 10 steps for welcoming volunteers (8)

**Give people training
and support**



The 10 steps for welcoming volunteers (9)

**Be open towards
new thoughts**



The 10 steps for welcoming volunteers (10)

Say
thank you



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Thanks for listening...



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