



## **Recruitment**

Recruiting new volunteers has become an increasingly difficult task for lifesaving clubs. Clubs need to develop strategies to engage with and entice new volunteer members to their club and to ensure that once they are there, a positive experience is provided.

### **Benefits of volunteer recruitment:**

Developing effective systems and procedures will assist in the likelihood of success for clubs in their recruitment endeavours. In doing this, clubs not only benefit themselves but also benefit the new and existing volunteers.

### **Benefits of attracting volunteer members:**

- Minimise the workload on existing volunteers
- Improves the morale in the club as new volunteers often bring energy and enthusiasm
- Volunteers can provide more specialised services to the club as they come from different backgrounds, professions and skill sets
- The club has greater flexibility to respond to new ideas and initiatives raised by volunteers as they have the resources to be able to respond to requests
- The club will be able to deliver a better experience for its members and therefore are likely to increase membership numbers.

Once clubs understand the benefits of developing effective recruitment systems and processes they need to go about setting up those systems and procedures to ensure those benefits can come into effect.

### **Volunteer recruitment principles:**

- Know what you want in volunteers – identify the skills and characteristics, as well as the outputs and results that are needed from the volunteer
- Look from a variety of sources – clubs should seek out potential volunteers from a variety of sources, including contacts from existing members
- Let people know – clubs should promote their interest in recruiting volunteers continually and through a variety of sources
- Let volunteers know what you expect of them – clubs should be up front with potential volunteers letting them know what their role will be and the expectations of that role.
- Establish a structure – people are more likely to have an interest in volunteering if they know that the club will not be totally reliant on them. Many clubs have volunteers that continue to fill their position simply because there is no one to take their place.
- Present a professional image – volunteers are far more likely to be involved with a club that they see as being professional. Clubs can show professionalism through:
  - Having information at hand

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- Providing information kits
- Having position descriptions established
- Highlight the benefits – clubs need to remember that they are still trying to ‘sell’ the position and therefore a strong emphasis should be placed on outlining the benefits for the potential volunteer.
- Recruit the right people – there is no point in recruiting a person to fill a position in your club if they are not suitable. Generally, this results in greater problems for the club and the person. Clubs are far better off targeting the potential candidates that can add value to the club.

### Tips for recruiting the right people:

- Outline the requirements of the volunteer position (position description)
- Identify what you want in a volunteer (the skills and attributes)
- Establish some type of criteria or list of things that you are looking for in a volunteer
- Identify whether the potential candidate meets your needs, specifically in the areas of attitude, skill, motivation, experience and suitability.

### Resourcing the recruitment process:

- Make up information kits for volunteers. These should contain a brief summary of the organisation’s objectives, history and membership information.
- Consider introducing a mentoring system – develop an agreement where members who have been assisted are required, in turn, to assist.
- Organise a meeting and invite people to attend. Ask trained lifesavers to talk about why they enjoy lifesaving and the satisfaction they get from it.
- Word of mouth - If your members are happy with the club, encourage them to spread the word among friends and colleagues.
- Club open day – promote the club, recruit new members and fundraise
- Produce posters, pamphlets, flyers – anything that can be left in prominent places around the community. Supermarkets, schools, mail drop (**See Resources**)

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