

V4V Good Practice Case Studies: Vlamme Sport Federatie (Flemish Sports Association)

Sport / Activity: N/A

Country: Belgium

Which of the four pillars does the example cover?

- Volunteer strategy and planning
- Volunteer recruitment and deployment
- Volunteer management and retention
- Volunteer development and training

Focus of volunteer intervention: Improving Volunteer Selection and Management – ‘From Silver to Gold’ Project

Objective(s):

The Flemish Sports Federation is the umbrella organisation for sports federations and their sports clubs in Flanders and represents 1.4 million athletes, who play sports in more than 18,500 sports clubs across Flanders. The ‘From Silver to Gold’ Project aims to (re)activate people as trainers, volunteers, administrators or officials in sports clubs. It focuses on the 45+ age group both within and outside the social network of federations and clubs. This will be achieved through the development of a new digital tool which will match volunteers’ skills to volunteering opportunities. This will help clubs and federations to recruit additional volunteers and support the return of volunteers to sport organisations after the pandemic.

Activities undertaken:

Development of a new website and software tool to manage volunteers from recruitment to deployment and ultimately until the individual no longer wishes to volunteer. The ‘digital volunteer affairs assistant’ tool will match talents, tasks and people across different clubs and federations. It will also contain a vacancy database that is specific to the sports sector and aimed at both volunteers and employees within the sports sector. A recruitment campaign will be undertaken to start the recruitment process.

Impact:

Creation of a practical and accessible tool which can support the activities of clubs and federations and help them to recruit, manage and deploy volunteers. The tool matches supply to demand and will reduce volunteer shortfalls within the sport sector. Increased satisfaction amongst volunteers who will have better volunteering experiences due to their skills and attributes being specifically matched to appropriate roles.

For further information: <https://vlaamsesportfederatie.be/vanzilvernaargoud>



From Silver to Gold