

PROJECT

V4+V

**SPORT
VOLUNTEERING
IN EUROPE**



THE PROJECT



Project
Funded by
the European
Commission



01

13
.org

13
Partner
Organisations
from
11 countries



02



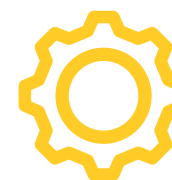
4
Intellectual
Outputs
Completed

- 01
Research Report on Sport Volunteering
- 02
Volunteering Toolkit for Sport Organisations
- 03
Self Reflection Tool for Volunteers
- 04
Sustainability Action Plan

03



2
Digital
Toolkits
Active

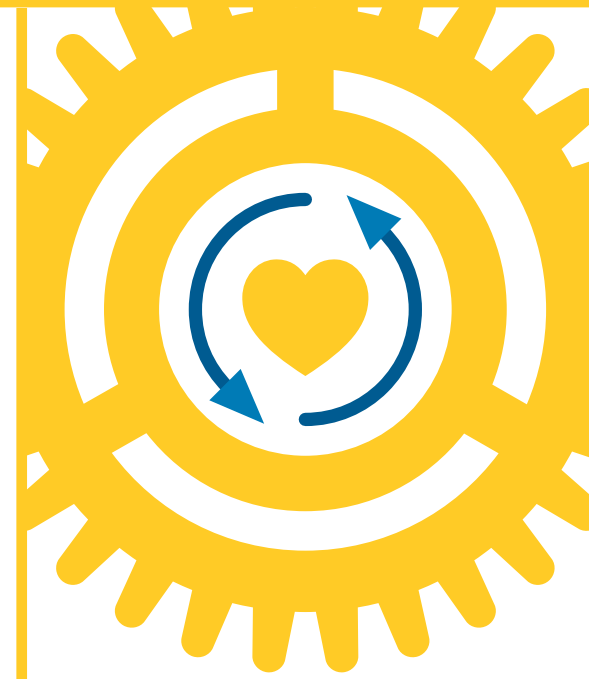


04



2723
Survey
responses
from sport
organisations
from 115
countries

05



Collaborative
Working,
Consultation,
and
Sustainability

06



WHAT WE FOUND OUT

01 VOLUNTEERS ARE VITAL TO SPORT, ESPECIALLY AT GRASSROOTS LEVEL

- 12 million EU citizens volunteer in sport every year contributing 97m hours
- Equivalent to over 608,000 full-time positions
- Volunteers are in the majority in all positions in sport clubs

02 VOLUNTEERS ADD VALUE TO SPORT ORGANISATIONS

- 73% of survey respondents said volunteers contribute to health, social and economic value
- 60% thought volunteers bring energy and enthusiasm
- 50% thought volunteers help to bring in new participants
- 40% thought volunteers help to build relationships with the community

03 VOLUNTEERS GET A LOT OUT OF SPORT VOLUNTEERING

- 98% of respondents agreed sport volunteering contributes to the volunteers' personal development
- 97% agreed that volunteering helps volunteers to develop new skills and competencies.
- When interviewed, sport volunteers also mentioned: Making a difference to the lives of others, social interaction, fun and enjoyment and feeling valued



WHAT WE FOUND OUT

04 WHAT MOTIVATES PEOPLE TO BECOME SPORT VOLUNTEERS?

- 85% said volunteers want to be involved in a sport they feel passionate about
- 68% said volunteers want to feel needed and part of a team
- 44% said volunteers want to meet people and make new friends

05 WHAT DISCOURAGES PEOPLE FROM BECOMING SPORT VOLUNTEERS?

- 71% of respondents identified lack of time
- 37% identified lack of recognition for their volunteering efforts
- 35% identified people lack the financial resources to become volunteers

06 SPORT VOLUNTEERING IS NOT FULLY INCLUSIVE OR DIVERSE

- 82% of respondents said sport volunteering must become more inclusive but
- There are significantly more male sport volunteers than female
- Most are well-educated and employed in white collar occupations
- Most are in the age range 30 – 55 years-old
- Only 15% of sport clubs have volunteers with disabilities



WHAT WE FOUND OUT

07 RECRUITING ENOUGH SPORT VOLUNTEERS IS NOT EASY

- More than half of sport organisations say recruiting volunteers is difficult or very difficult
- The most difficult positions to fill are Sport Officials (71%), Board/Committee members (69%) and Coaches (67%)

08 DESPITE RECRUITMENT PROBLEMS, MOST ORGANISATIONS ONLY RECRUIT FROM PEOPLE THEY KNOW

- 84% recruit volunteers from current or past members
- 62% from parents and family member
- Only 33% reach out the wider community
- Only 21% to schools and universities
- Only 5% use volunteer agencies or platforms



WHAT WE FOUND OUT

09 SPORT VOLUNTEERS NEED TO BE PROPERLY MANAGED, TRAINED AND REWARDED

- 71% of sport organisations had no written guidelines for volunteer management
- 49% said they had no-one responsible for managing their volunteers
- Most sport organisations only organise training for coaches and officials
- Only 37% provided awards, certificates or volunteer celebrations
- Only 18% organised social events for their volunteers

HOT TIPS FOR BUILDING YOUR SPORT VOLUNTEER WORKFORCE



01 VOLUNTEERS ARE VITAL, SO MAKE YOUR ORGANISATION VOLUNTEER-FRIENDLY

- Create a welcoming environment for your volunteers
- Provide plenty of opportunities for social interaction and teamwork
- Get feedback from your volunteers and involve them in decision-making and running your organisation

02 SHOW YOUR VOLUNTEERS THAT YOU VALUE WHAT THEY DO

- Show gratitude to your volunteers through celebrations, certificates and social events
- Offer other benefits like discounts and reduced membership fees
- Offer to reimburse volunteers for their expenses when they have financial need

03 THINK ABOUT HOW YOU CAN MAKE YOUR VOLUNTEER WORKFORCE MORE DIVERSE

- Find ways of attracting more female volunteers
- Try to involve more volunteers with disabilities – they have a lot to offer
- Try to engage people with more time for volunteering – for example students, retirees and the unemployed

HOT TIPS FOR BUILDING YOUR SPORT VOLUNTEER WORKFORCE



04 BE MORE IMAGINATIVE WHEN YOU RECRUIT VOLUNTEERS

- Use wider recruitment methods which reach out to the local community
- Target people who are passionate about your sport but may not be participants
- Look for people who have the right soft skills and personal qualities, not just technical skills
- Try to get event volunteers engaged in your organisation on a longer-term basis
- Create smaller 'micro-volunteering' opportunities for those who have less time

05 MANAGE AND DEVELOP YOUR VOLUNTEERS EFFECTIVELY

- Have one person in your organisation responsible for your volunteers
- Develop a volunteering policy for your organisation
- Be flexible in finding volunteering opportunities which match people's skills, interests and available time
- Maintain regular communications with your volunteers
- Organise training for all your volunteers so that they can develop new skills

Coordinator:



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