

WARE YOUTH FOOTBALL CLUB

VOLUNTEER PLAN



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What kind of volunteers do we want to engage?

Audience	Target group (X)	What are our goals? What would success look like?
Young people	X	This group is under-represented at the club. Although we have some younger volunteers, they tend to be current players. Our goal would be to increase the representation for this group in all areas for younger people including those that are not tied to the club, not just with the football element but helping with various tasks around the club house, helping with pitch preparation, helping visiting teams and parents. In 12 months' time it would be good to be discussing the team of youth volunteers we now have, how each one has developed in their role(s) and how they are spreading the message to the younger community that volunteering is both accessible for everyone, fulfilling and fun.
Active Parents and Carers	X	Virtually all of our team coaches are parents of a child within that team. However, many coaches find that they end up having to do all aspects of running a team, including the admin, welfare, kit, equipment and training. Success at this level would be for each team to have a group of parents that take on differing responsibilities and ensuring that a single person is not burdened with all the roles. In 12 months' time it would be good to be discussing how every team we have now has a specified set of roles spread among several parents so that everyone feels a valuable part of the team.
Working Professionals	X	Another under-represented group. Since lockdown some of these professionals will be time-rich from having to travel less due to hybrid working, so hopefully they will be in a position to offer more assistance. The main success for this group will be to raise awareness of the roles and tasks that exist in the club, whether they be manual trade or more admin based and the key message that they do not always need to commit a specific amount of time per month, rather they could assist in a various project on an ad-hoc basis. In 12 months' time we would like to be looking at a pool of managed volunteers that we know

		we could reach out to and rely upon when any ad-hoc tasks or projects arises.
Mature Adults and Retirees	X	As a community club that has just reached its 50 th year, there are a lack of mature and retired people helping out at the club. Success for this group would see many more of this community being present at the club, helping out with various roles, especially using their experience to act as concierges to the club, welcoming opposing teams and parents, to enhance the club's reputation as a welcoming venue to all. In 12 months' time we would like to be discussing how we have attracted many more of this demographic to our club, increased the family feel, and provided a club retiree community to help combat isolation that some in this group may be feeling.
Female Coaches	X	The club has a number of girls team and participation within this sphere is ever increasing. However, the number of female head coaches from the 37 mixed and girls-only teams is only 2. Success would be to demonstrate that football coaching is for all, it is not a male-domain and that every parent (and non-parent volunteer) is welcome to coach. In 12 months' time we would like to have a representation of at least 15% of head coaches that are female, with this driving forward more female coaches.

How far do we want to shift engagement?

Audience	From A to B...			
	Unaware	Interested	Involved	Invested
Young people				
Active Parents and Carers				
Working Professionals				
Mature Adults and Retirees				
Female Coaches				

What strategies will we use for each group?

Young People

Young People	
Elements of strategy	What we will do
<p>How will you reach this group? Where are they now? Which tools will you use, or other groups or networks might you ask for support in communicating with them?</p>	<p>There are three main strategies to reach out to younger people. One is to use social media, as this is the demographic that is the heaviest user of this technology. Secondly, we would look at existing parents that are involved with the club and get them to reach out to their children who may not be involved with playing and to explain the opportunities at the club. Thirdly we would reach out to schools as many have volunteering as part of completing a yearly 'passport' or as a part of various schemes such as the Duke of Edinburgh awards. We could ask current volunteers to speak at the school, detailing what they do for volunteering.</p>
<p>What is likely to motivate this group? How will we sell volunteering to them? Think about what you might write in an advert - or say to someone that has expressed an interest.</p>	<p>It is likely that this group will not be as altruistic as other groups due to maturity, so the key aspect we can offer is how volunteering will help towards either achieving various school or community-based volunteering requirements and how community volunteering can be a boost on CVs when looking at university placings or future job roles.</p>
<p>What is our offer to them? Describe the role or tasks you'd like them to fulfil, the level of commitment you're seeking and what kind of support, incentives or other benefits the volunteer might expect to receive.</p>	<p>The roles they will participate in will mainly be around helping out at the club on match day; roles such as car parking duty, putting flags and respect barriers out, helping in the clubhouse and assisting development coaches with the younger children. Many of the roles will be time specific so we would expect a regular level of commitment, and we would support them in learning different aspects of how the club runs. As an incentive they will get to work with other people of their age group, and we would provide references for work, school or university regarding their volunteering work.</p>
<p>How will we manage them well to make retention more likely? With whom will they work, what level of support is likely to be required and what methods of recognition might we use?</p>	<p>They would work around various aspects of the club but once this volunteering group is established, we would have one or two of this group managing the other volunteers, giving them a sense of independence and responsibility and to show that we have a trust in them. They would require fairly close support at the beginning, but this would lessen as they became more attuned to the role. As for recognition, they would receive free food and drink whilst at the club and could be given a uniform to show they are part of the team.</p>

<p>Any other aspects</p> <p>If there's anything else you think is important to include in your strategy, write it here.</p>	<p>The main thing is to make it a welcoming and fun place to volunteer at. Whilst this will give younger people a sense of responsibility and achievement, we realise some of the tasks may be 'mundane' but if we provide a supportive group to work with this should help with retention as they feel part of team.</p>
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Active Parents and Carers

Active Parents and Carers	
Elements of strategy	What we will do
<p>How will you reach this group? Where are they now? Which tools will you use, or other groups or networks might you ask for support in communicating with them?</p>	<p>Active parents and carers will already be connected to the club, whether through their various WhatsApp team groups or through the website. We would use these means of communication to make active parents and carers aware of what volunteering roles are available. We would also mention roles in the Club Parents guide, catching the majority of parents when their children are in the 4–6-year development set up and as they regularly attend the club for matches, we would use a prominent advertising space to make them aware of the roles.</p>
<p>What is likely to motivate this group? How will we sell volunteering to them? Think about what you might write in an advert - or say to someone that has expressed an interest.</p>	<p>This group is likely to already have some motivation as they will have stood through many a winter's day watching their children play football. Therefore, the key is to educate them on what running each individual team entails and how they can help us in what could be as little as 30 minutes per week. A lot of lack of volunteering in this age group is due to lack of knowledge of the role rather than an appetite to help.</p>
<p>What is our offer to them? Describe the role or tasks you'd like them to fulfil, the level of commitment you're seeking and what kind of support, incentives or other benefits the volunteer might expect to receive.</p>	<p>The roles would mainly revolve around the running of the team. This would be assisting the Head Coach with contacting the opposition and referees, contacting other parents regarding training and games, helping set up goals / flags on the day, being a match day delegate, running the line and any other roles associated with the team.</p>
<p>How will we manage them well to make retention more likely? With whom will they work, what level of support is likely to be required and what methods of recognition might we use?</p>	<p>As parents they would need less intense management. Each Head Coach would be responsible for their 'team' but having groups for each role (such as an administrators' group) would allow parents from different age groups and teams to feel they have support, and they can learn from each other. Monthly awards could be given for the best performer in each of the various team roles.</p>
<p>Any other aspects If there's anything else you think is important to include in your strategy, write it here.</p>	<p>This is the key group, coaching does take up time, but if it can be limited to match day game and training and all other team tasks are distributed then it will make the recruitment and retention of coaches far easier. The key is to get expectations in early (at the development level) so that a group of people for each team becomes a normality.</p>

Working Professionals

Working Professionals	
Elements of strategy	What we will do
<p>How will you reach this group? Where are they now? Which tools will you use, or other groups or networks might you ask for support in communicating with them?</p>	<p>There are a few ways to reach working professionals. One would be through social media advertising, or local advertising in local stores or posting messages to trade websites. There are also volunteer websites such as Reach Volunteering that enables the club to pair volunteers with volunteering needs.</p>
<p>What is likely to motivate this group? How will we sell volunteering to them? Think about what you might write in an advert - or say to someone that has expressed an interest.</p>	<p>This is a professional group of people who will likely want to demonstrate the skills they have to a wider community. Like other groups it may well be a lack of knowledge rather than a lack of desire to volunteer. Being part of a local community is both good on a personal level but also useful for a CV if looking to move jobs or gain more business.</p>
<p>What is our offer to them? Describe the role or tasks you'd like them to fulfil, the level of commitment you're seeking and what kind of support, incentives or other benefits the volunteer might expect to receive.</p>	<p>The tasks will be very varied, all depending on their skill set. Trades people such as plumbers, builders, carpenters for building and grounds work and then more technical based roles such as accountants, marketing, social media and website administrators. These roles would mainly be ad-hoc roles depending on the specific project requirements, although some may be more regular if managing the accounts or updating the website. Anyone who does professional work for club could benefit from advertising for their business demonstrating the work they have carried out.</p>
<p>How will we manage them well to make retention more likely? With whom will they work, what level of support is likely to be required and what methods of recognition might we use?</p>	<p>As these roles will be mainly ad-hoc it is about ensuring that we provide a clear set of instructions for the task that is to be carried out, and then allow them to manage it themselves as they would do in their working professional environments. It is about maintaining a good relationship so that they would be willing to carry out more work and to show appreciation though mentioning their good work on social media platforms.</p>
<p>Any other aspects If there's anything else you think is important to include in your strategy, write it here.</p>	<p>This may be the hardest group to reach out to so we would need to utilise the current parents, who may double up their active parents and carer's role with working professionals or would be part of a business or have contacts through other avenues to be able to recommend volunteers.</p>

Mature Adults and Retirees

Mature Adults and Retirees	
Elements of strategy	What we will do
<p>How will you reach this group? Where are they now? Which tools will you use, or other groups or networks might you ask for support in communicating with them?</p>	<p>This demographic would likely be less active on social media so we would reach out to these groups via different methods. Many volunteers in this group could be grandparents of current players so this would be a likely part of the recruiting process. In addition, local leaflet drops, talks at community centres and retirement villages or advertising in local shops would be more likely to be seen by this group.</p>
<p>What is likely to motivate this group? How will we sell volunteering to them? Think about what you might write in an advert - or say to someone that has expressed an interest.</p>	<p>The main three motivations for this group would be around staying fit and active; being part of the development of the next generation of children and having a community of people to meet up and socialise with.</p>
<p>What is our offer to them? Describe the role or tasks you'd like them to fulfil, the level of commitment you're seeking and what kind of support, incentives or other benefits the volunteer might expect to receive.</p>	<p>There are various tasks they could fulfil within the club. If fit they could stay active by helping with match day setup, but a key role would be to act as concierges for the club, provide a friendly meet and greet service, help new visitors to find their way and maintain the community feel that the club enjoys.</p>
<p>How will we manage them well to make retention more likely? With whom will they work, what level of support is likely to be required and what methods of recognition might we use?</p>	<p>This age group would be fairly self-sufficient. The level of requirement would be fairly low, but it is hoped that this group would be regular volunteers as this role would offer a community feel and social interaction has been proven to have health benefits. We would ensure that this group received free food and drink, were well looked after, had a club uniform and were recognized in various bulletins for their good work.</p>
<p>Any other aspects If there's anything else you think is important to include in your strategy, write it here.</p>	<p>This is the age group that not only could help the club by volunteering, but the club could help this demographic by offering volunteering roles, benefiting them health and social wise. Therefore, although they may only have a few roles in the club, the importance in the wider community of the view of the club could be greatly enhanced which leads to more community involvement and more volunteering</p>

Female Coaches

Female Coaches	
Elements of strategy	What we will do
<p>How will you reach this group? Where are they now? Which tools will you use, or other groups or networks might you ask for support in communicating with them?</p>	<p>With regards to women taking on more traditionally male-dominated coaching it is about promoting the roles of women within football. This could be by ensuring images on our website and social media feature female football role models, and forming partnership with schools and local business where we send in female coaches and players to talk to women to show that coaching roles are available and welcome.</p>
<p>What is likely to motivate this group? How will we sell volunteering to them? Think about what you might write in an advert - or say to someone that has expressed an interest.</p>	<p>Girls are motivated by the success of the England Lionesses and the increasing availability of woman's football in general and therefore the take up of girl's football is increasingly rapidly. It is hoped that by mother's having their daughters play football it might encourage them to look at what roles they can take to help guide and develop their children.</p>
<p>What is our offer to them? Describe the role or tasks you'd like them to fulfil, the level of commitment you're seeking and what kind of support, incentives or other benefits the volunteer might expect to receive.</p>	<p>This is a specific group for female coaching so this is the role we would be pursuing. The commitment level would be the same as other coaches, hoping that they can create a group within their teams to take on some of the admin tasks and leave them to coach. The club would support the coaches through all the training and ensure that match-day parents are working within the club's expected standards.</p>
<p>How will we manage them well to make retention more likely? With whom will they work, what level of support is likely to be required and what methods of recognition might we use?</p>	<p>They would, like any new coaches, be mentored and helped through the initial learning period. As for recognition, a separate area on the website concentrating on females in the club (player, coaches and other volunteers) would advertise the positivity of this role and encourage more females to volunteer.</p>
<p>Any other aspects If there's anything else you think is important to include in your strategy, write it here.</p>	<p>We are realistic to know that there is still misogyny that occurs within football. The club have clear guidelines for all coaches, parents and visiting teams so we would ensure that we have zero tolerance to any breaches of these guidelines effectively so that we can both encourage but more importantly retain female coaches.</p>

Who else needs to be involved?

Person or group	What's the information they need to know, or message they need to hear? What do you want from them? Who is the best messenger, and how will it be delivered?
Your Committee / Trustees	Whilst we currently encourage volunteering, the new drive will be to put it at the forefront of the club, and this will require the committee to be united behind what we are trying to achieve. It will be a discussion point at each meeting and the board would need to ensure that this is communicated throughout the club and that we commit sufficient funds for the program. We would be looking for either an existing committee member to take on the responsibility of coordinating and reporting on volunteering or we would create a new committee role specifically for this.
Your Staff	Current staff will be encouraged to be part of the volunteer drive and to welcome new volunteers even if they perceive some of the volunteer work to overlap with their existing duties. They could become leaders of volunteer groups related to their roles, helping to coordinate their work and reporting back to the club volunteer lead.
Your existing volunteers	As new volunteer roles are created and more people join the team, current experienced volunteers can act as guides to the new volunteers to help guide them not only through the role, but on the club ethos, and ensure high standards are maintained.
Your members and players	Although we have highlighted various different types of demographics, the key to all of these will be volunteering information and opportunities being communicated from the parents and players. Players and parents/carers total over 1,000 members and will have links somewhere within the local community. We will encourage the spreading of the club volunteering message far and wide.
Your wider partners	We would be looking at schools to promote volunteering as part of their community schemes and would encourage current volunteers to visit school and other community groups to extol the virtues of volunteering.

Resources and Success Plan Overview

Resource type	Description of activities
<p>People Who needs to be involved in delivering this strategy? What roles will they play?</p>	<p>This will involve a wide range of people but the drive needs to come from the committee, specifically from the champion and manager of the volunteers. Existing volunteers and staff need to then mentor new volunteers and ensure they are delivering to the club expectations.</p>
<p>Timeframes How long do you think it will take? How much time will the people identified need to devote to it? Break your plan up into key stages, if relevant.</p>	<p>We have already developed part of the plan and are working on a separate webpage dedicated to volunteering. The volunteering role will be fully confirmed by March 2024 and the volunteering email address has already been created. The design for both flyers and posters at the club promoting volunteering are in production and will be distributed by the end of March 2024. A separate volunteering page has already been added to the Parents Handbook.</p> <p>Once the volunteering lead has been created we will be looking at late spring / summer 2024 to start the bulk of the volunteering message, hoping to get the messages within schools before the end of the summer term. Once the volunteering team starts to grow we will create groups for each similar role to offer support to each other and look at creating a system to allow a few volunteers to report to a senior volunteer and in turn they report to the main volunteer coordinator.</p>
<p>£ Budget Identify the level of budget you might need and any sources you're targeting – including funds the club might contribute and/or the FA grant. Describe your key areas of spend here, including any estimates you have at this stage.</p>	<p>We currently do not have exact figures but we would need to invest in:</p> <ul style="list-style-type: none"> • Printed materials (leaflets and posters) • Advertising (local shops / websites) • Volunteer Uniform (including design costs) <p>A lot of these figures will be based on uptake for volunteer roles.</p>
<p>Delivery Partners Is there anyone outside the club you plan to work with to make this happen? If so, list them here and describe the roles they will play.</p>	<p>We would be looking at schools to both communicate that we are offering volunteer roles for their community volunteer schemes and also to allow existing volunteers to visit schools to communicate the role of a volunteer and what roles and opportunities are on offer.</p>
<p>Other Resources Are there any other resources you might need before you can begin? These might be something intangible (like information) or more solid (like uniforms).</p>	<p>We would be looking at uniforms but it is likely that these would be designed beforehand but ordered when required. However, we may need to pay for a design.</p> <p>Information that would prove useful in advance are all the primary and secondary schools that current players attend, whether there are any teachers among the parents that could help promote the business and what complimentary trades we have among the parent group.</p>

Success Measure	Description Target or Monitor?
Volunteering message being spread throughout local schools	<p>Target: A direct partnership with at least five local schools (primary and secondary) advertising both volunteer opportunities and having given talks at school assemblies or within class by the beginning of the 2024/25 season.</p> <p>Monitor: We will keep a record of schools contacted and which ones we have created a partnership with and report back to the committee through the volunteering section at each board meeting.</p>
Young volunteers using the club as part of their local school community requirements (such as school passport or Duke of Edinburgh)	<p>Target: At least ten new young people specifically utilizing the club as the main part of their volunteering community requirements by the spring 2025.</p> <p>Monitor: We will document the number of young volunteers we have and report back to the committee through the volunteering section at each board meeting.</p>
Increase in number of female head coaches	<p>Target: At least 15% female head coaches by the beginning of the 2025/26 season.</p> <p>Monitor: We will document the number of female head coaches and report back to the committee through the volunteering section at each board meeting.</p>
An increase in the number of mature or retired people volunteering	<p>Target: At least two concierges available on each match day from a pool of volunteers by Autumn 2024.</p> <p>Monitor: We will document the number of concierges we have available and report back to the committee through the volunteering section at each board meeting.</p>
Remove the additional team roles from coaches to allow them to coach	<p>Target: All new 2024/25 teams to have at least two roles filled by non-coaches by the beginning of the 2024/25 season and all other teams by the beginning of the 2025/26 season.</p> <p>Monitor: We will document the number of teams that have fulfilled this criteria and report back to the committee through the volunteering section at each board meeting.</p>