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ldonlan@rotationalmoulding.com.au
Leisa Donlan FSAE

Increasing Volunteerism



Mega Trends In Volunteering

- Usual suspects
 - Happy helpers
 - Community committed
 - Opportunists
 - Altruists
 - Overcommitted
- Non volunteers
 - Occupied observers
 - Sideliners
 - Self servers
 - Well intentioned
 - Uninvolved

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Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au



Volunteer Focussed

- Connection
- Opportunities
- Recognition & Rewarding
- Sport performs better than community
- First time / good time



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ldonlan@rotationalmoulding.com.au



Successful Succession

- Being open to suggestions for the “c” word
- Getting your Service ready for new blood by good operations & governance
- Understand who you need and when
- Make changes to volunteer recruitment
- Keep volunteers happy and valued
- Remember it’s a cycle you can’t stop



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ldonlan@rotationalmoulding.com.au

The Fairies Do It Don't They?



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ldonlan@rotationalmoulding.com.au

Volunteering & Succession

- Remains a “dirty secret” in most Services
- Has no value in member’s minds
- There is little understanding (or marketing) of how fees are split
- Services like to focus on genuine 1973 pricing and fear increasing fees
- Usually succession is only thought of at the last moment

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ldonlan@rotationalmoulding.com.au




Rose Coloured Glasses

- People were kinder and everyone helped
- We didn't work all hours and find it difficult to contribute
- Parents never dropped off their children and drove away, leaving us to babysit
- Volunteering was appreciated & valued
- Councils provided & maintained state of the art facilities for free
- Sport was just easier
- Members we happy & plentiful
- Elections were contested
- Money was never an issue
- People had better manners and knew how to behave

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ldonlan@rotationalmoulding.com.au



Does It Have A Pulse?

- Most Services take anyone on the committee who steps forward (by attending the AGM)
- Questionable results
- A pulse shouldn't be our only requirement
- Like it or not ... life changes and some things are getting harder

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Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au



Steps To Doing Better

- Review your constitution
- Reduce the number of your committee
- Do some succession planning
- Consider all options including merging, winding up or managing other groups



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ldonlan@rotationalmoulding.com.au



Better Than Breathing...

Your Service Wants Aces

- Active people
- Communicate Well
- Enthusiastic & Ethical



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ldonlan@rotationalmoulding.com.au




The Cardboard Box Handover



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ldonlan@rotationalmoulding.com.au





Induction Meeting

- Only needs to be 10-15 minutes
- Should cover:
 - Their position description
 - Read through of policies relating to them
 - Discussion of the Services management flow chart
 - Any special rules or regulations
 - Written acknowledgement of:
 - Any equipment they have taken custody of
 - Their willingness to abide by the Service's policies
 - Proof of identification and blue card (if required)
 - Contact details for their supervisor
 - Details of any training they currently have or are willing to undergo

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ldonlan@rotationalmoulding.com.au



Committee Manual

- Constitution & By Laws
- Policies & Codes of Conduct
- Position Descriptions & Contact Numbers
- Authorities & Delegations
- Minutes of Past 12 Months
- Contracts, Agreements & Funding
- Strategic & Recruitment Plans
- Ongoing Sponsorship or Other Obligations



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ldonlan@rotationalmoulding.com.au



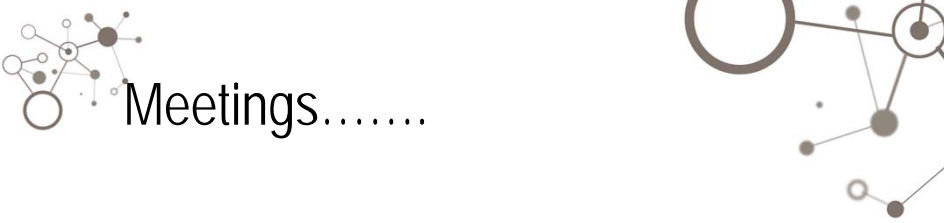
Committee Position Descriptions

- Including (Get Your Volunteers To Write):
 - Job title
 - Their immediate supervisor & other committee contact details
 - Place & time they will be expected
 - Their specific duties & responsibilities
 - Special skills or training required
 - Details of their induction
 - Performance review information




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ldonlan@rotationalmoulding.com.au



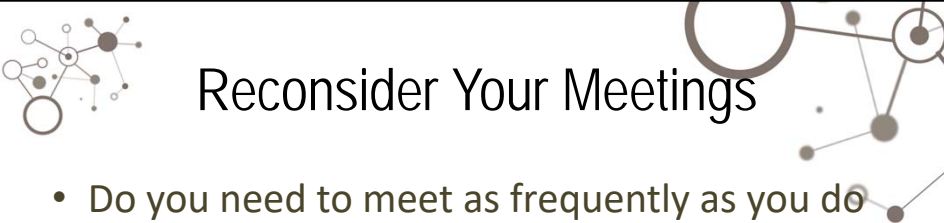
Meetings.....

If you had to identify in one word, the reason why the human race has not achieved and never will achieve, it's full potential, that word would be meetings !
Dave Barry, Humorist



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Reconsider Your Meetings

- Do you need to meet as frequently as you do
- Can some decisions be made using new technology
- Are there volunteers who would participate but can't make regular meetings?



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ldonlan@rotationalmoulding.com.au



Insurance, Risk & Disaster

- Affiliation
 - Could only include participant cover
 - Usual excess on claim \$5,000
- Public Liability
 - May be required by Incorporation (Level?)
- Association Liability
 - May be included in affiliation **Check!
- Volunteers
 - May not be covered by affiliation or insurance, even if affiliated
- Assets
 - Some council's self insure, find out how the assets you use are protected
- Risk
 - Formal risk assessment is vital for every day operations & disasters
- Disaster Recovery
 - Recent events prove a great Service will have a disaster recovery plan and disaster mitigation plan!




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ldonlan@rotationalmoulding.com.au



Think You've Got It Together?

- Next step for great committees is an assessment process.
- SWOT sent to members on committee performance.
- Each member assesses themselves and everyone else.
- Assessments are averaged, discussed and plans for improvement put in place.

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ldonlan@rotationalmoulding.com.au



Legal Requirements For Committee Volunteers

Incorporated Associations Act - Incorporated Association
Committees

Committee Members Must Be

- [Members](#)
- Living
- 18 years or older
- Reside in Queensland if Secretary (*65kms of border*)
- Not be insolvent or a bankrupt
- Not be convicted of an indictable offence (*In last ten years*)
- Not be a mental patient within the legal meaning (*Mental Health Act*)

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ldonlan@rotationalmoulding.com.au



Policies For Volunteers

Member Protection Policy Is A Vital Tool

- Discuss A Service Culture You All Want
 - Anti Harassment
 - Bullying
 - Discrimination
- Complaints Procedure
 - Always use the same system
 - Have clear instructions for emergencies
 - Put together a “contact tree”
- Remember once you have it you have to “police” it.

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ldonlan@rotationalmoulding.com.au



The Big Changes In Volunteering

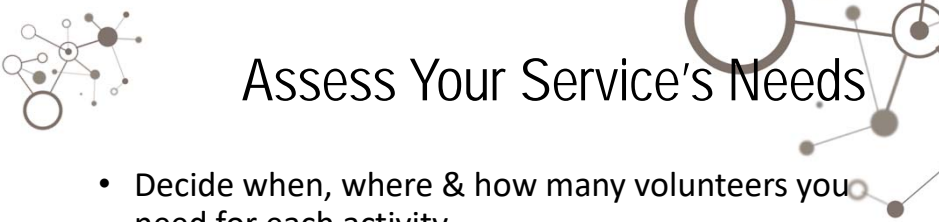
- People are less likely to step forward on their own
- People have to be reminded of their promises
- People have to be recognised and rewarded.

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Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au



Assess Your Service's Needs

- Decide when, where & how many volunteers you need for each activity
 - Break each activity down into specific roles
 - Allocate "reasonable" amounts of time required (try to limit to 2 hours maximum)
 - Ensure everyone gets a break and their role is covered
 - Allow parents time to watch their children participate
 - Too many is as bad as too few

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ldonlan@rotationalmoulding.com.au



Build A Volunteering Culture

- Marketing for volunteer opportunities
- Talk about your expectations
- Lots of pictures at Service, on web, in paper etc
- Start right at the beginning
- Develop & use a system

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ldonlan@rotationalmoulding.com.au



Finding Volunteers In Your Service

[Membership Application](#) is a must have for any Service & provides a mine of information to help you match volunteers to jobs and make it more likely to get a "yes":

- Name & Address
- Telephone Home & Mobile
- Email
- Job & Employer
- Other Skills
- Other Qualifications
- Interests
- Volunteering Opportunities
- Interested In Being On Committee
- Reference
- Identification Check
- Blue Card Check



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ldonlan@rotationalmoulding.com.au



Senior Volunteering

- Consider partnering with Aged organisations for volunteers
- Make the process as easy as possible (blue cards etc)
- Supply transport & cover out of pocket expenses
- Encourage a long term relationship between volunteers and Service



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ldonlan@rotationalmoulding.com.au



Youth Volunteering

- Need a cool website for free?
- Fantastic emails for your Service
- Photographs of participation
- Listen to their suggestions
- Give youth a forum to discuss



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ldonlan@rotationalmoulding.com.au



Business Volunteering

- Ask local businesses for help in
 - Book keeping, design, marketing
 - Supplying goods (paper, ink, pens)
 - Offering services (copying, postage)
 - Advice (committee members)
 - Providing volunteers (Westpac, NAB etc)

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ldonlan@rotationalmoulding.com.au



Why Don't People Volunteer?

- Never been asked!
 - Face to face or on the phone
 - Newsletters don't work
- Worried they are going to be flogged.
 - Strict rules about time volunteering
- Afraid they can't do the job!
 - Easy to solve with information & training

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ldonlan@rotationalmoulding.com.au



Committee Recruiting

- Identify four good quality prospects for each vacancy
- Make initial approach (Amway not Tupperware)
- Get someone else on committee to follow up
- Suggest they attend a meeting to see what it's like

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ldonlan@rotationalmoulding.com.au



Committee Recruiting

- Tupperware or Amway?
 - Don't be hesitant or negative
 - Clear your mind of the negatives
- Recruiting is "sales" based
 - Be prepared for the chat
 - Tell positive stories
 - Tell them why you need them & what you want them to do
 - Offer training and support
 - Give them time to consider

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Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au

Ascendancy Plans

Ascendancy produces capable, knowledgeable directors
Smooth handovers, continual planning
But check your constitution

Nomination leaves everything to chance
People nominate even if they don't really want to
Lack of motivation to be a good committee member

Committee Members

Community or Shared Pool of Committee

Pool of Possible Committee Members

Past President

President

Vice Pres

Secretary

Treasurer

Committee

Past President

Gives President Role Some Cachet

Training & support always available

Roles are performed better

Less pressure on filling committee

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ldonlan@rotationalmoulding.com.au

Speed Dating (Short Term Volunteers)

- Make sure you know how many you need
- Be prepared to get on the phone and ask for help
- Listen when people are offering you a hand
- Don't be shy about asking every day for more help.

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ldonlan@rotationalmoulding.com.au



You Have To Remind Volunteers

Ensure a committee position is solely responsible for volunteers:


- Call shortly before the event and make sure they will be available
- Try to reduce the amount of hours each has to work
- Be aware of any financial contribution made by volunteer and offer to reimburse or make a clear policy
- Make sure all volunteers know about any changes
- Consider using SMS, email or other technology

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ldonlan@rotationalmoulding.com.au




Natural Enemies of The Volunteer: The Control Freak

Often say "Just Do what I tell you"


- Only wants volunteers that do what they are told
- Hates growth, change & new ideas
- Won't be flexible in how people do their jobs
- Sticks to known solutions instead of investigating new things

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ldonlan@rotationalmoulding.com.au




Natural Enemies of The Volunteer The Roadblock

Often say “You Don’t Need To Know That”

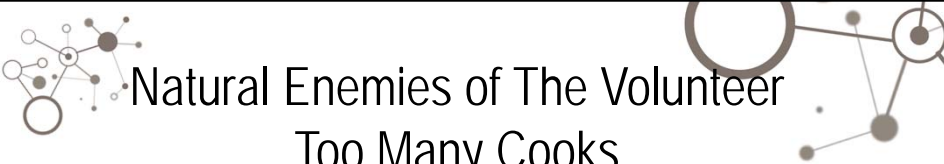
- Don’t like anyone “interfering” in their area
- Keep information to themselves
- Won’t train others

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Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au




Natural Enemies of The Volunteer Too Many Cooks

Often say “Don’t Listen To Them...Do It My Way”

- No-one’s clear about goals
- Everyone has different priority
- Service gets high jacked on different issues depending on personal interests

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ldonlan@rotationalmoulding.com.au




Natural Enemies of The Volunteer


The Feral

Often say “I don’t give a %\$#@^ just do what I & ^ % * & tell you”

- Inflict their personality on others
- Are often insulting & insensitive
- Don’t always know they scare people away




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ldonlan@rotationalmoulding.com.au




Natural Enemies of The Volunteer

The Dead Horse Flogger

Often say “We’ve got a core group that we can really rely on, so we just use them”

- Overwork loyal & reliable volunteers
- Don’t get on the phone & follow up



... I think I see it still moving. ...



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ldonlan@rotationalmoulding.com.au



Volunteer Rewards Systems

Monitoring System Is Vital

- Book for “sign in” & “sign off”
- Keep track of hours being volunteered
- Rewards should match contribution & performance.
 - Should have a range of different options for different people

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Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au



Free Recognition Ideas

- Include list of volunteers
 - Notice board
 - Newsletter
 - Email
 - Website
 - Newspapers
- Use PA system when people are around
- Ask for feedback and input
- Say thank you

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Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au

Volunteer Rewards

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Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au

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Volunteer Rewards

- **AT LEAST CONSIDER COVERING COSTS**
 - Don't be proud of showing a profit if your Service's volunteers subsidise the Service
 - Cover costs of phone, travel and other out of pocket expenses for committee
 - Cover travel costs or equipment costs for other volunteers

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ldonlan@rotationalmoulding.com.au


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Enemy Eradication Program

APPOINT A VOLUNTEER CO-ORDINATOR

- Assess the needs of the Service in general and for special events
- Provide job descriptions for all volunteers
- Ensuring policies are in place to protect the volunteers and the Service
- Develop a budget for volunteering in the Service
- Recruit, select, appoint and deploy volunteers
- Make sure each volunteer has necessary training & support
- Recognise all volunteers where appropriate
- Make sure if volunteers don't fit the Service they are exited quickly and professionally via an established system



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ldonlan@rotationalmoulding.com.au



Make Changes To Improve...

Your Service has to make some changes to be more successful with volunteering

- Appoint a committee person to handle volunteering
- Take a long, hard look at your Service's culture
- Find quality prospects
- Ask Face To Face & Make It Personal
- Plan & consciously work at volunteering

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ldonlan@rotationalmoulding.com.au

Great Communication



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Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au

Strategic Planning



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ldonlan@rotationalmoulding.com.au



Trends In Your Service

Busy lifestyles, changing family structures & changing word patterns affect Service	Shorter volunteer commitments, job sharing & flexible hours are more appealing. Set start and end dates.
Sense of community has diminished as has the concept of giving back. People don't volunteer for the sake of volunteering	Find creative ways to recruit volunteers. Promote your Service as a fantastic product. Consider rewarding volunteers.
Baby Boomers are approaching retirement and will be looking for ways to put back into the community.	Baby Boomers have great skills to offer as retired professionals. Make volunteer jobs interesting to them and useful to Service.
Steady decrease in number of young people volunteering. Don't understand benefits or considered too young to help.	Look at strengths of young people. Identify special positions. Promote benefits of participation on their resumes.

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Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au



Strategic Planning

1. Decide On Your Service's Vision
2. Make Some Assumptions About The Future
3. Assess The Issues (External & Internal)
 Economy, Statistics & Demographics, Culture, Technology, Environment
4. Set Goals
5. Implementation
6. Review

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ldonlan@rotationalmoulding.com.au




Strategic Plan – 6 Easy Steps

1. SWOT Analysis
2. [Wish List](#)
3. Prioritize
4. Write Out Plan
5. Develop Actions
6. Update & Report




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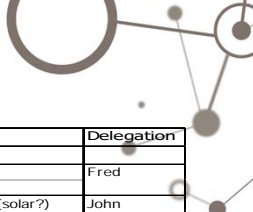


STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
Conduit For Members to Sport	Few Active Members	New Directions For Sport In Queensland	Lack of Resources
Support of Sport	Constitution	Recruit New Members	Larger Sports
Dedicated Parents On Committees	Low Player Numbers	Reform Decision Making Process	Drought
Core of Dedicated Workers	Parent & Friends Time	Use New Ideas	Lack of Parental & Friends Input
Keeness / Willingness	Communication Between Governing Body & Us	Unification of Service, Members & Body In Real Partnership	Lack of Trust Between Committee & Governing Body
Determination	Lack of Support From Parents	To Build a Strong Supportive Community and Focus On Moving The Sport Forward	Baggage From The Past Rumour & Gossip
Well Meaning Executive	Small Band of Volunteers	To Work With More Parents, Find Their Skills & Encourage Participation	Members Feeling Undervalued and Uninformed Withdrawing Support
Members, Parents, Coaches, Life Members	Members Contributions Sometimes Not Valued		Others Who Do Not Feel Involved
Highly Motivated Dedicated Executive With Great Skills & Abilities	Lack of Planning		Burnout For Those Involved




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ldonlan@rotationalmoulding.com.au

	Short Term Action	Long Term Action	Delegation
1 Year			
Shorter Meetings	New system for meetings Reports for meetings	Policies Developed Governance Charter	Fred
Cheaper Electricity Bills	Investigate suppliers Find sponsor for lights	Self sustaining lighting (solar?)	John
4 Carnivals Per Year	Survey Members Write to controlling body Arrange Transport	Improve facilities Buy PA system	Pam
2 Years			
New Storage	Investigate funding options Get prices	Get permission from council / landlord Insurance	Annie
Meals / Catering Facility	Check out requirements Staffing?	Purchase caravan	Grace
5 Years			
Permanent Staff	Budget \$20,000 per year so we need \$40,000 in bank Find out about pay systems etc	Recruit someone to work from home initially Employment contracts etc	Brock
Longer Season	Write to controlling body Liaise with other clubs	Lobby controlling body Get letters of support	Allen
10 Years			
New Club House	Ask council for permission Investigate funding options Fundraising	Fundraising Investment options to increase interest	Carl

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ldonlan@rotationalmoulding.com.au




Integrate The Plan!


- Don't put the plan in a drawer
- Add key goals to your normal meeting agenda
- Set actions for each goal each month
- Try to focus on a maximum of five goals at a time (one or two are better)
- Don't think it's not working if you are running late

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Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au



Questions



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Leisa Donlan FSAE
ldonlan@rotationalmoulding.com.au