

## **How to use this toolkit:**

The idea of a Special Olympics Toolkit for club volunteer recruitment came from a workshop with a number of Special Olympics club volunteers in early summer 2023. It sets out primarily to share findings and give information on how to recruit volunteers to clubs. The toolkit will be added to as more resources are developed and updated and/or feedback is given by volunteers.

## **Why do clubs need to recruit volunteers?**

As your activity is in your community you have a better chance of making that connection between a club and community members (potential volunteers). You have a greater opportunity to reach your community members and tailor your message accordingly. Special Olympics Ireland recently surveyed new volunteers. When asked *"What attracted you to volunteer with Special Olympics?"* the top two answers were: *"Family member involved"* and *"Wanted to give back to community"*. When asked: *"How did you hear we were looking for volunteers?"* the vast majority of respondents said it was *"through somebody already involved in Special Olympics"*

## **Using the toolkit:**

We have grouped resources under a number of headings (or buttons) to make it easier for you to locate what you need. In some instances we have created a short information documents and inserted links which we have labelled ***"Just For Now"*** and in other instances we have created much longer documents which we have labelled ***"In More Detail"***

## **What's in the toolkit - the headings**

### *Overview of Volunteer Recruitment*

Contains a model of recruitment and suggestions where to look for volunteers that will set you up to plan your recruitment. We've also included webinars we ran a few seasons ago where Special Olympics volunteers share their suggestions for recruitment

### *Recruiting Youth Volunteers*

Youth volunteers are the parents, volunteers, sponsors of the future and we value their involvement. In the first part of 2023, we carried out some research talking to youth volunteers and also to volunteers from our clubs who successfully recruit and nurture youth volunteers. We have shared our report and suggestions from club volunteers in this section and really worth a read.

We have also created a presentation for schools based on youth feedback. You can access the slide deck and the presenter's notes in this section. It can also be used in colleges or any youth settings in any part of the island. The presentation should be seen as a story coming from the youth volunteer's perspective.

### *Recruitment Posters*

We have some samples of recruitment posters you can print out and use or adapt to your club's needs.

This section also includes how you can create your own posters using Canva

### *Advertising for volunteers*

We've included a sample press release you could use locally and also a sample iVol advertisement to support how you can engage with your local volunteer centre. A link to the Special Olympics website gives a very simple overview of roles the wording of which you could take and adapt for your own club's purposes

### *Using Social Media to Recruit Volunteers*

You can reach so many people by using social media. We've included a guide here to help you get the best use out of your social media campaign. Also included are a number of digital clips from the perspective of athletes, parents and volunteers which you could use as part of your own campaign. We can continue to add to this section

### *When You Recruit Volunteers Look After Them*

Your Club Handbook contains so much helpful information. You can access the handbook through the Special Olympics website [soi-club-handbook-2.pdf \(specialolympics.ie\)](#)

Club role descriptions are included from page 11 to 13.

We've included a sample Welcome Pack and Onboarding Guidelines to remind you of some of those important things about starting something new