

Attracting, supporting, and retaining members and volunteers

This resource helps clubs connect with new members, players, and volunteers in inclusive, meaningful ways, ensuring everyone feels supported and part of the club.

Attracting new members and volunteers

Be clear, flexible, and inclusive!

- **Use welcoming language:** “help out” or “get involved” can resonate more than “volunteer.”
- **Clearly outline commitment, expectations, and available support** (e.g., buddy system, hours, tasks, and responsibilities).
- **Create volunteer role descriptions**, but be open to adapting them to suit someone’s strengths and needs. Consider one-off or micro-volunteering opportunities as well.
- **Share information in accessible formats** (plain English, large print, easy read, or translated versions).
- **Recruit through community partnerships, open days, and local events.**

Supporting new members and volunteers

Simple steps for a great start:

- **Welcome package:** Include a friendly letter, key contacts, and club information (in accessible formats).
- **Orientation:** Give a tour, introduce key people, and explain how things work.
- **Access to information:** Show where to find club policies, schedules, and contact details.
- **Engagement:** Invite new members to social events, volunteer opportunities, and activities.
- **Regular communication:** Add them to mailing lists or online groups and keep updates simple and relevant.
- **Check-ins and support:** Follow up after a few weeks to see how they are settling in and if they need anything.



A strong induction helps people **feel connected** and **confident**.

When people feel **welcome, supported,** and **recognised,** they stay and thrive.

Key questions to get to know new players

- What motivated you to join the club?
- What are you hoping to get from your experience? (E.g., having fun, making friends, keeping fit, improving skills, competing)
- Do you have any injuries or physical limitations that may affect your participation?
 - If yes, how can we best support you? (E.g., training modifications, advice from your physiotherapist or support team, etc.)
- How can we best support you as you start your journey with us? (E.g., buddy system, club tour, flexible start, help with transport)
- If something isn't working for you, how would you like to raise it?
- What's the best way to communicate with you? (E.g., chat, text, phone, email, newsletter)



Do a skills audit. Identify talents and interests within your current members.

Some might be ready to take on new or different roles.

Key questions to get to know new volunteers (including committee members and coaches)

- What skills, strengths, or interests would you like to contribute? (You can use the *Head, Heart, Hands* tool to guide this conversation.)
- In which ways and how often would you like to help? (one-off, weekly, flexible, from home, etc.)
- What kind of support would you like? (induction, buddy system, shadowing someone)
- What's the best way to contact you?
- Do you have any specific support needs or preferred communication styles?

Retaining members and volunteers

- **Offer opportunities for growth**, learning, and leadership.
- **Keep communication friendly and regular.** Make sure members know who to contact with questions or feedback.
- **Encourage peer support.** Pair experienced members with newcomers.
- **Foster belonging.** Get to know each other and encourage members to share ideas and get involved in decisions that affect them.
- **Recognise and celebrate achievements**, big or small with:
 - Awards or certificates
 - Social media shoutouts
 - Spotlight profiles in newsletters
 - Club events celebrating contributions
 - Mentorship or buddy programs
 - Small thank-you gifts or club merchandise

Inclusion grows when everyone feels seen, heard, and appreciated.

Think about inclusion broadly!

Your club community may include people from various backgrounds and identities. **When planning events, meetings, or celebrations, consider how inclusive they will feel for everyone.**

Think about:

- **Dates and timing:** Avoid scheduling major events on significant cultural or religious holidays.
- **Food and drinks:** Offer inclusive catering options, such as halal, vegetarian, gluten-free, or non-alcoholic choices.
- **Environment:** Some members may prefer single-gender or alcohol-free spaces. Provide alternatives where possible.
- **Financial considerations:** Recognise that costs related to membership, uniforms, or events can be a barrier for some. Offering flexible or low-cost options helps more people take part.
- **Communication:** Use welcoming, gender neutral language and imagery that reflect your club's diversity.

A few small considerations can help everyone feel respected, comfortable, and confident to get involved, building a stronger, more inclusive club community.