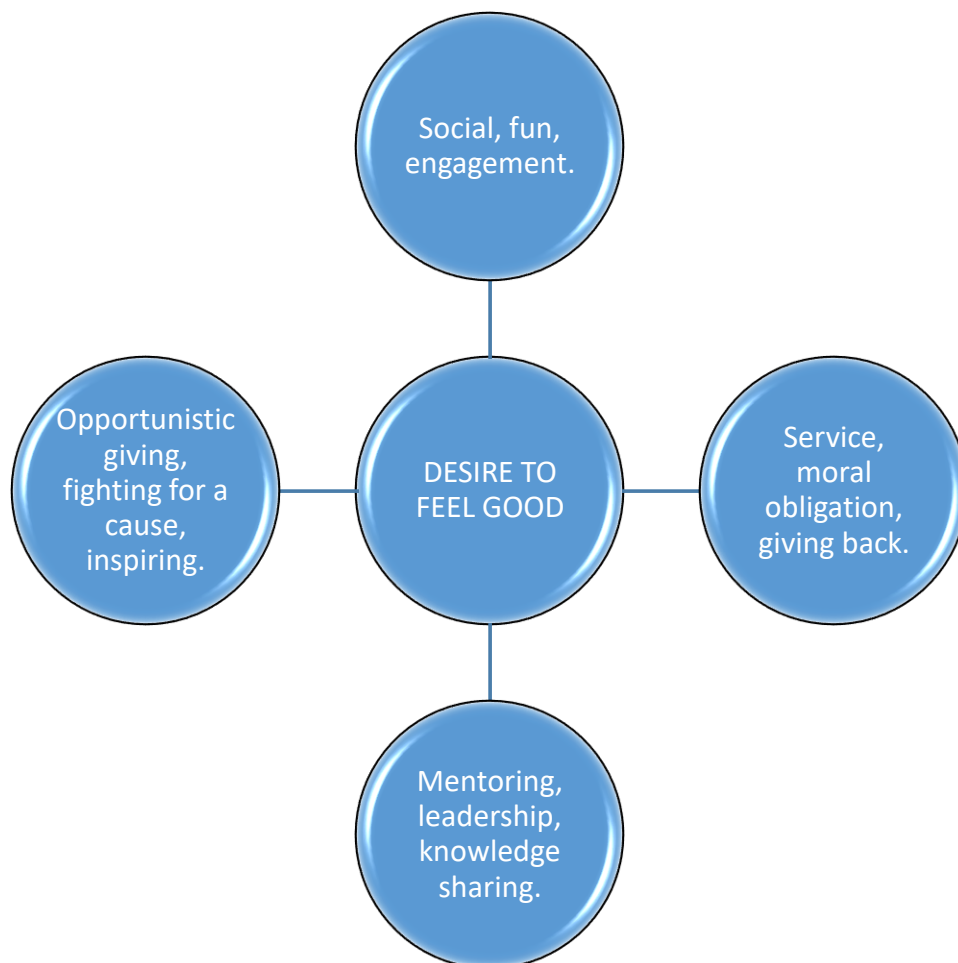


R³ - COMMUNICATION WITH VOLUNTEERS

INTRODUCTION:

Understanding the motivations of each volunteer will inform what language you use when you are asking them for support or when you are thanking them. Your initial survey to your volunteers gives them an opportunity to identify which group they fall into. This is relevant because it will allow the volunteer to feel good about their contribution in a way that is relevant to them. Please see below for the guidelines to language and your volunteer communication;



SOCIAL, FUN, ENGAGEMENT NEEDS

Often this group of volunteers are people driven and get pleasure from operating as part of a team.

Best type of task:

Group based work where they get to interact with others. Tasks that allow them to add value to a group are most suited.

Key communication words:

Team, unit, gang, crew, group.

Enjoyment, Entertaining, Amusing, Fun.

Social, community, collective, shared.

SERVICE, MORAL OBLIGATION, GIVING BACK NEEDS

Driven by a service mentality, these volunteers believe that there is a moral obligation to give back to your club.

Best type of task:

Anything that allows them to add value. It's always best to link it with the skill set they have, however, they are likely to put their hand up for just about anything.

Key Communication Words:

Service, help, assist, aid, support.

MENTORING, LEADERSHIP, KNOWLEDGE SHARING NEEDS

These volunteers are driven by a leadership approach to volunteering where they can either lead groups, mentor or pass on knowledge.

Best type of task:

In charge of group work where they can either mentor, coach or educate other people or volunteers. They are great to pair with new volunteers or volunteers that need training.

Key Communication Words:

Lead, educate, mentor, teach, guide, advise, counsel, recommend, instruct.

OPPORTUNISTIC GIVING, FIGHTING A CAUSE, INSPIRING NEEDS

These volunteers are driven by an inspirational cause, while they don't often become great regular volunteers, if you give them a cause to fight for, they will very passionately go about their work.

Best type of task:

Something that is driven by a cause, this could be fundraising for junior golf or for teams, advocacy to local council, funders or businesses for investment. It can also be team work where they are required to inspire people and have them rally around a cause they believe in.

Key Communication Words:

Passion, cause, fight, inspire, drive, rally, encourage, motivate.