



HOW TO COMMUNICATE AND CONNECT WITH YOUR VOLUNTEERS

Why is it important to communicate and stay connected with your volunteers?

It is important to continue to build relationships and stay connected with volunteers to ensure their experience remains positive. Keeping volunteers in the loop is a key contributor to maintaining a positive relationship with them.

Here are some examples of what you can do to stay connected with your volunteers:

- ✔ Volunteers' reasons for volunteering may change over time, so keep checking in to ask if they are still enjoying their role and are not taking too much on.
- ✔ Ensure the volunteer is aware of the diversity of roles available, that no role is more superior than another, and that any time given is appreciated.
- ✔ People tend to feel more motivated when they can see how their work fits in with broader objectives and achievements, so don't limit communications solely to their area of activity.
- ✔ Ask for their views on changes to the club and developments within it. Volunteers who are most engaged and satisfied cite feeling appreciated as key to their involvement.
- ✔ Listen to volunteers, ask about their interests and understand why volunteering is important to them.
- ✔ Communicate via a range of mediums, such as the club website, social media and posters.
- ✔ Regular emails and posts on social media can be a good way of keeping volunteers up to date with anything that directly affects them, and also the broader work of the club.
- ✔ Invite volunteers to contribute to your social media posts, sharing what's gone well and what they need support with.
- ✔ Create a Facebook group or hashtag for your club and encourage volunteers to use this on their social media channels.
- ✔ Tell volunteers about your club's awards for 'Volunteer of the Month' and 'Young Volunteer of the Month'.



Did you know?

52% of volunteers say lack of support and teamwork impacts negatively on their satisfaction?

Only 61% of volunteers are satisfied with the current communications they receive from their clubs, so communicating with them through different mediums is an important area to focus on.

Calls to action



- What does your club do to keep its volunteers connected?
- Pick two or three of the examples given here to implement at your club.
- Are there people who you believe may enjoy volunteering but aren't aware of the options available to them?

For more digital club support visit [Club Hub](#)