

# OTTAWA SPORT COUNCIL WEBINAR



*Best Practices in  
Volunteer Management*



We believe that there should only be positive experiences in sport

Nous croyons que seules les expériences positive ont leur place dans le sport

# Ottawa Sport Council

- Non-profit membership based service organization established in response to demand for assistance from community sporting organizations
- What do we Do?
  - Advocacy and Marketing
  - Educational Resources
  - Planning and Collaboration
  - Endowment Fund



Marcia Morris  
ED, Ottawa Sport Council



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## Key Programs

- Ottawa Sport Council Foundation-endowment fund to support community sporting organizations
- Lunchtime online webinar series- Fall 2015
  - Best Practices in Volunteer Management
  - Hot Legal Topics
  - Good Governance: What is it and How to do it
  - A Strategic Approach to Sponsorship
- Ottawa Sport Council Annual Summit – November 14 2015
  - *Overcoming the Funding Hurdle in Community Sport*
  - Horticulture Building, Lansdowne Park
  - Details, registration available: <http://sportottawa.ca>



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## Today's Speaker



*Dina Bell-Laroche* - Dina Bell-Laroche is a proud partner with the Sport Law & Strategy Group, an organization dedicated to providing strategic insight to the Canadian sport community in the areas of the law, communications, governance, Integral Coaching™, and business planning. Dina considers working as the Canadian Press Chief at the 2000 Olympic Games in Sydney and being one of the early founders of the True Sport Movement as her career highlights. Dina is deeply committed to giving back to her community, serving as a source of inspiration to those who believe in making a difference, no matter how small.

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Sport Law & Strategy Group

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## Getting the most out of your volunteers

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# Outline

- Motivations ... why do people volunteer?
- Trends that are affecting volunteerism in sport
- The 5 Rs of managing volunteers:
  - Recruit
  - Retain (Retrain & Recognize)
  - Retire
- Concluding remarks





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# Polls



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## A Sense of Purpose ...

*“People have a fundamental need for guiding values and sense of purpose that give their life and work meaning. More than any time in the past, employees will demand that the organizations they’re connected to stand for something.”*

*James Collins and Jerry Porras, Built to Last (1994)*



# Trends affecting volunteerism in sport

- Less time
- Revolving door
- Looking to pad their resumé
- Vested interest
- Risky business



## Recruit ...wisely

- Have a plan ... know what you need and who you want
- Connect with other organizations and borrow templates
- Job descriptions ... reviewed annually
- Conduct interviews and check references
- Try it out!
- Provide feedback



## Retain ... strategies to keep the great ones

- Fit matters ... Get rid of those that poison the environment
- Provide training ... easier to train the great ones
- Change of scenery... look to deploy in different area of the organization
- Evaluate performance ... feedback is key
- Say thank you ... recognize exemplar performance



# Retire ... with respect and gratitude

- Provide term limits
- Exit interviews ... to learn what worked well and what they might do differently
- Preserve corporate memory ... look to transfer knowledge
- Acknowledge contributions ... scale appropriately



# Reflection

*“People can fully realize their potential when their work is meaningful and when their individual values and needs can be integrated with the objectives of the company.”*

*D. McGregor, The Human Side of Enterprise (1957)*





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# Questions?





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# Get in touch



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Sport Information Resource Centre [sirc.ca](http://sirc.ca)



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# Resources

- Ottawa Sport Council Volunteer Database (sign up to volunteer)  
<http://sportottawa.ca/i-want-to-volunteer/>
- SIRC Career Postings (Volunteer & Internships;  
sample job descriptions)  
<http://sirc.ca/careers>
- Volunteer Canada – Library – Tools for Volunteer Management  
<http://volunteer.ca/content/library>



# Thank you

Next webinar: Tuesday, October 20, 2015

## OTTAWA SPORT COUNCIL WEBINAR



*Hot Legal Topics*

**Register Now!**

<http://sirc.ca/events/webinars>