VOLUNTEERS
SEGMENT PROFILE
ALTRUISTS

12% of population aged 14-75

12% of sport club volunteers are in this segment (i.e. 1.4% total population)

THREATS TO ALTRUISTS
> Not feeling valued in their role
> Not being thanked for the ‘volunteer’ effort specifically / recognition given for the ‘volunteer’ effort
> Physical ability of those who are older
Those who are currently club volunteers are happy to remain so:

- generally happy in their role
- and if they are being thanked for their role

Retention is threatened by physical ability:

- some may need an offer of a different role if their physical condition changes

Communicate by:

- Approach in person
- Community notice boards

Those not involved in club sport are a low acquisition segment as other sectors fulfill the emotional motivators.

Club sport volunteering is incidental – one of multiple volunteer activities.

Club sport volunteer is on a seasonal basis – they do what needs to be done, with preference for support roles.

Satisfaction of club sport volunteer in this segment is linked to recognition and gratitude. They like to feel thanked.

Predominantly volunteer in welfare, education and religious activities.

Volunteer to help others, the disadvantaged and give back to community, ensure organisation has a future and pass on knowledge to others.