VOLUNTEERS

SEGMENT PROFILE

HAPPY HELPERS

8% of population aged 14-75

33% of sport club volunteers are in this segment (i.e. 2.6% total population)

THREATS TO HAPPY HELPERS

Volunteering can become a negative experience through:
- Politics
- Criticism/negative feedback
- Overwhelming due to taking on too much
- Perceptions of lack of support/poor communication
- Subject to lifestyle change
Will volunteer for club for length of time that child keeps playing.

**To maximise retention:**
- Offer a wide range of roles and communicate importance of all help
- Reinforce the motivation – spending time with child
- Allow time for social interactions with others
- Ensure clear communication of role and any necessary support/help is given to allow them to feel productive

Communicate by:
- Direct communication from club – either face-to-face or by email
- Sign on day in club or in person during season

**ACQUIRING HAPPY HELPERS**

Once child is participating in sport, acquisition is possible

Motivate by offering a wide range of roles and reinforcing that volunteering offers time spent with child

Ensure an open, approachable environment to maximise sense of involvement

Communicate by:
- Directly, in person, asking if they would volunteer
- Then direct communication via email
- Ensure they have the website or Facebook contact for club