



Volunteer Engagement

Presenters
John King and Tom Moore

Agenda

- Introductions
- Define Volunteer Roles
- Recruit & Retain Volunteers
- Volunteer Events
- Breakout Exercise: How can you keep volunteers engaged?
- Questions and Answers
- Resource Links
- Presenter Bios



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Presenter



John King

- Walnut Creek Masters
- Pacific LMSC (10,116)
- Walnut Creek Masters, Board of Directors
- USMS Officials Committee
- Official



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Tom Moore

- Performance Ready
- Minnesota LMSC (1,303)
- Former chair, Minnesota LMSC
- USMS LMSC Development Committee
- Leads Blake Learn-to-Swim program



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What issues do you have?

- What made you choose this session?
- What are the problems or concerns regarding volunteers that are happening in your LMSC right now?



Define volunteer roles

- Why don't people step up?
 - Unknown size and length of commitment
 - Time constraints
 - “Someone else will do it”
 - Fear of overcommitting



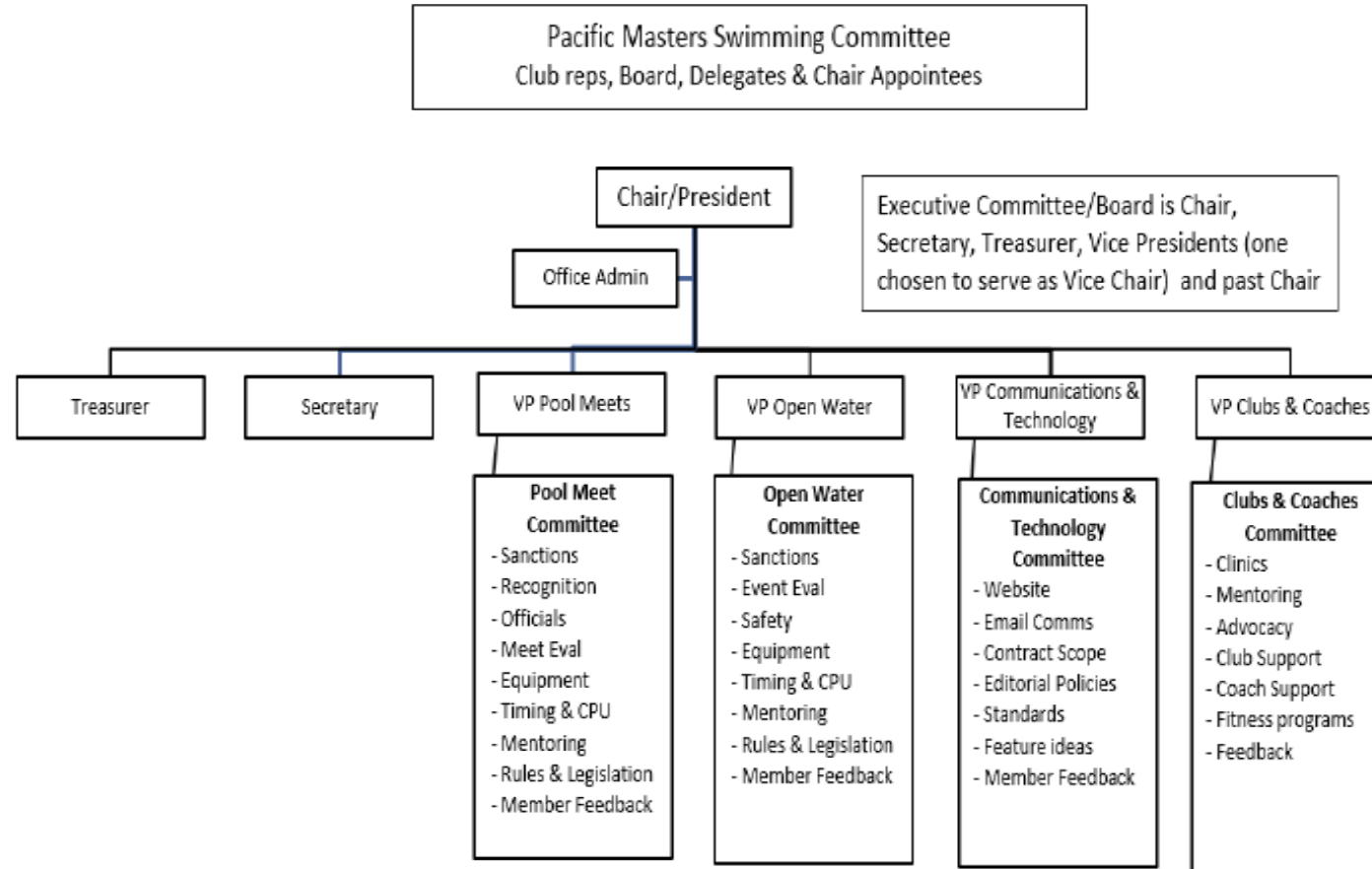
Define volunteer roles

- Define specific roles
 - It's easier to recruit for multiple smaller, more specific roles than it is for general, open-ended roles
 - What do you end up with when you define multiple specific roles?
An organizational chart!



Define volunteer roles

Pacific LMSC Organizational Chart



Recruit and retain volunteers

- If a position is open, leave it open - don't let existing volunteers take on open positions!
 - It's easier to recruit for positions that are open!
 - You don't want to burn out your existing volunteers
- Match the volunteers' skills and temperament (and availability!) to the role
- Make a specific request
 - Reach out to an individual asking them if they are interested in filling one specific role. Even if they are not available or interested in that role, it can start a conversation with that person about what they can do and what they want to do
- Give volunteers room to do their job
 - Life gets in the way sometimes - that's OK!
 - Don't micromanage or re-do their work



Volunteer events

- Host in-person events for your LMSC volunteers to build camaraderie with each other
 - In-person board meetings
 - Social events
 - Service events (Food Bank session, Habitat for Humanity build day, ALTS lessons)
- Encourage participation in USMS national events
 - National meets / national open water events
 - Annual Meeting
 - Relay
- Create opportunities to recognize and celebrate your volunteers
 - Annual Meeting / Awards Banquet
 - LMSC Hall of Fame



Breakout session

How can you keep volunteers engaged?

- Small groups of 2 to 4 people each
- Introduce yourselves (name, club, location), your LMSC, volunteer role, why are you attending this session
- Discuss your experiences and proposed solutions to one of the following questions:
 - How do you make volunteering fun ?
 - How can you motivate your volunteers to keep coming back?
 - How do you find new volunteers?
- Share ideas to engage volunteers at the:
 - Club level
 - LMSC level
 - National level





Questions & Answers

Don't be afraid. Ask away.
(If you're thinking it, someone else
probably is too!)

Resources

- LMSC Handbook with Org Chart and Position Descriptions
 - <https://www.pacificmasters.org/c/6403675/file/handbooks/Pacific-Masters-Swimming-Administrative-Handbook-2024-final-041724.pdf>



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Tom Moore

Tom has served in a variety of volunteer roles at the local, LMSC, and national level. Tom leads the Blake-Learn-To-Swim program at the Blake School in Hopkins MN which provides free ALTS lessons to families at the school, then invites those participants to volunteer to teach ALTS lessons to underserved communities. Tom has served as the Secretary, Vice Chair and Chair of Minnesota Masters Swimming and was the co-meet director for 2017 Summer Nationals in Minneapolis. Tom currently serves on the LMSC Development Committee. Tom is a former USMS at-large director from the Breadbasket zone and also participated in the Volunteers Task Force.



Presenter

John King

John has served as a Board of Directors member at the club, LMSC, and national level. He currently swims with the Walnut Creek Masters where he serves on their BOD. He is an official for USMS, USA, NCAA, and NFHS (high school). He currently serves on the USMS Officials Committee and received the USMS Officials Excellence Award for 2023. He also currently serves on the USMS grievance sub-committee. John lives in Walnut Creek, California and has four children and four grandchildren. He loves swimming, wakeboarding, and snow skiing.

