

A **Future** FOR
THE **Sport**



Marketing to Engage Today's Volunteer

2025 USBC Convention

Objectives



Objective 1

Explore new marketing techniques to attract and retain volunteers for your events.



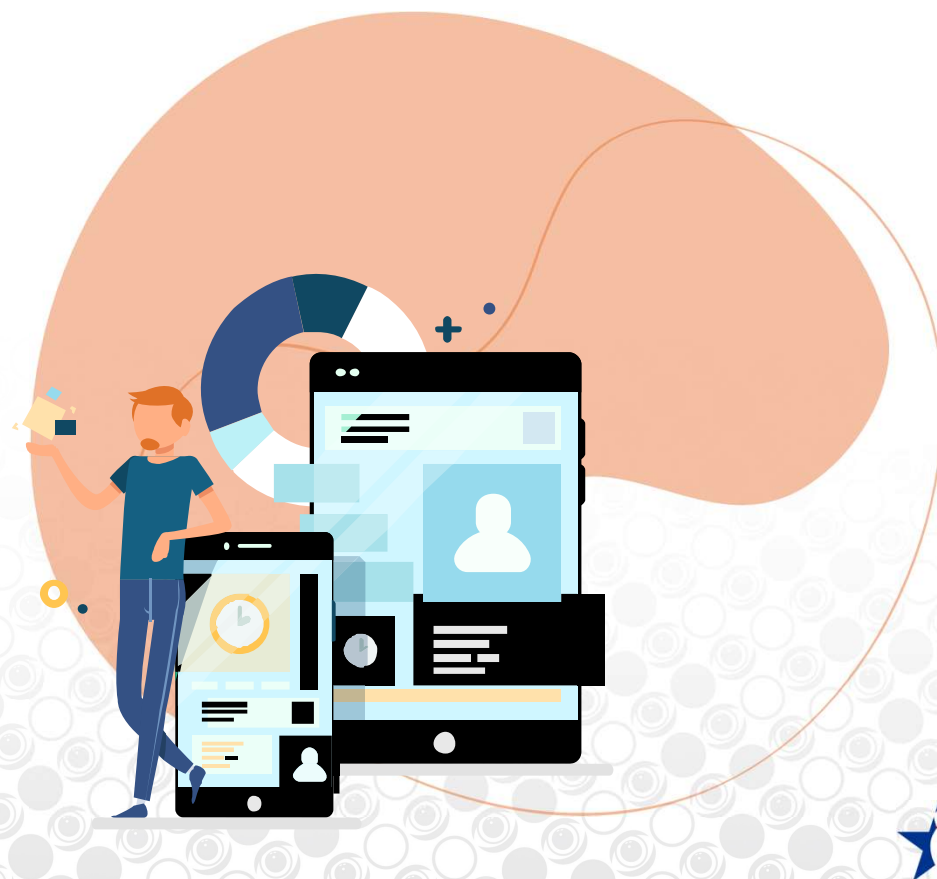
Objective 2

Craft/Refine



Objective 3

Design and promote volunteer roles that appeal to different demographics and skill sets.



AGENDA

1

Volunteers: Then vs Now

2

Volunteer Recruitment Methods

3

Crafting a Recruitment Strategy

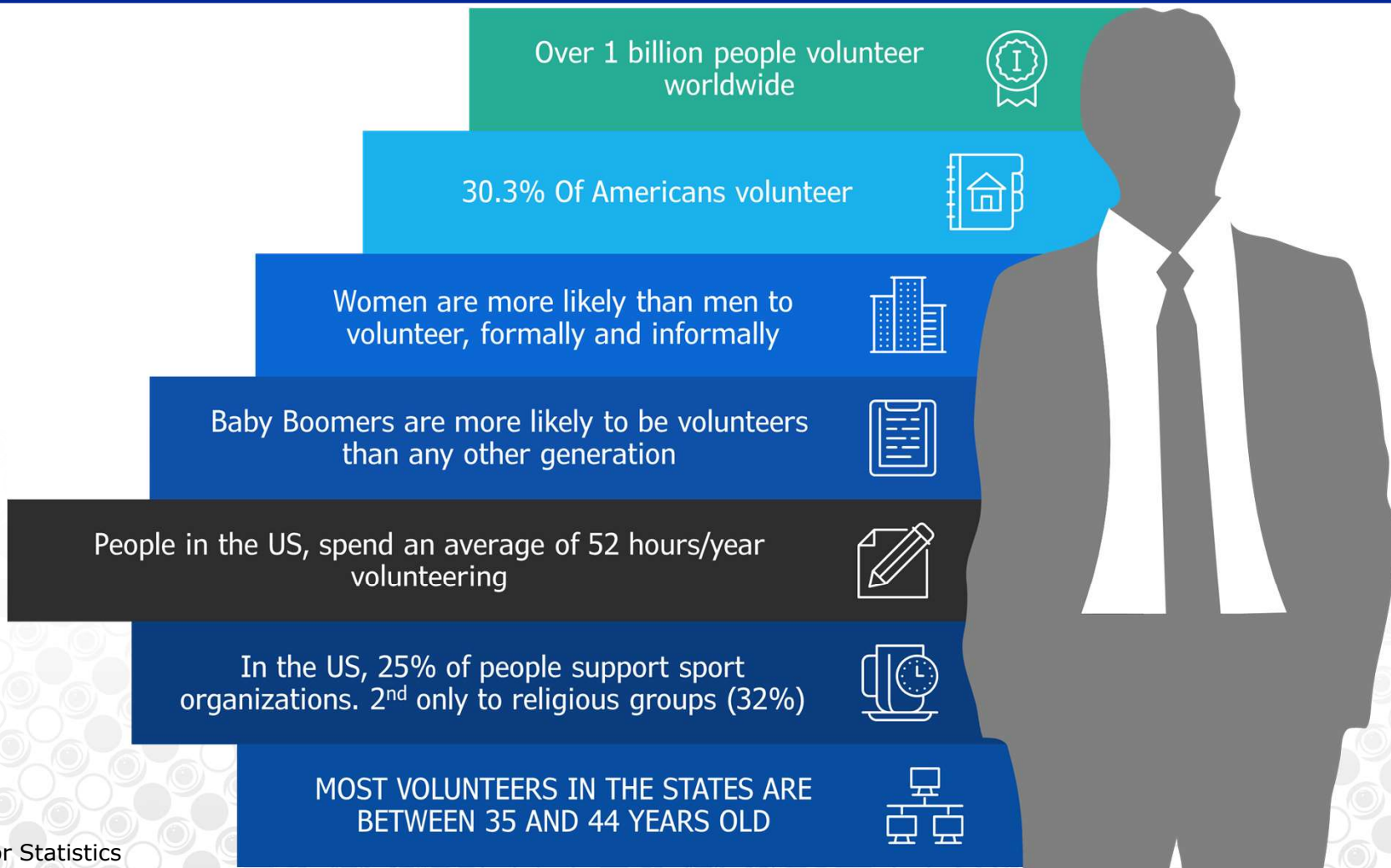
4

Volunteer Evaluations

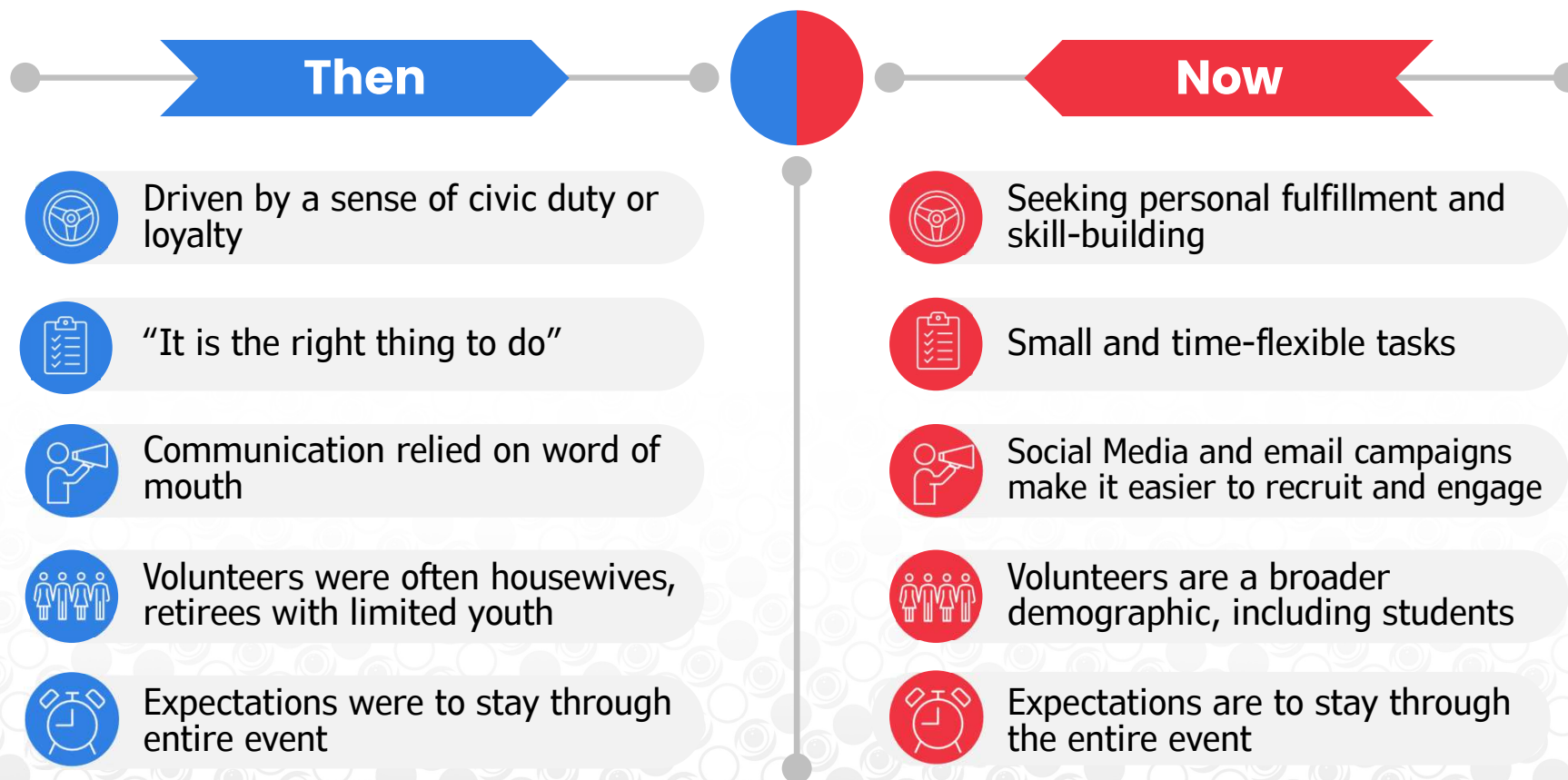
5

Summary

Volunteerism Data



Volunteerism: Then and Now



USBC Membership Survey Data

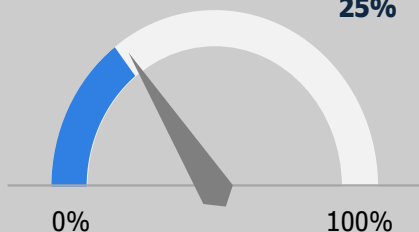
Serve on Board

10%



Wanting to Serve

25%



Willing to Volunteer

70.0%

60.0%

50.0%

40.0%

30.0%

20.0%

10.0%

0.0%

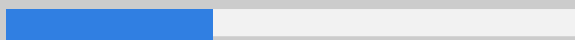


Time Devotion



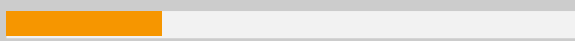
1-2 Hours/wk

30%



1-2 Hours/mth

22%



1-2 Times/yr

40%

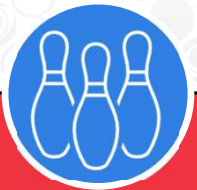


Volunteer Recruitment Methods



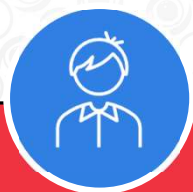
Your Bowlers!





Youth Bowlers

- Flyers at Youth Leagues
- Speak with Parents
- SMART Funds



Partnerships with Community

Board/Committee Members

Get them in on the action.

Sponsorships

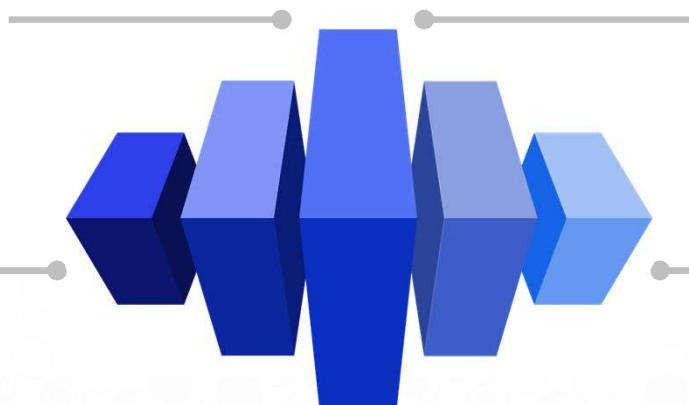
Sponsors are NOT just money!

Civic Groups

Key players in community development.
Valuable source for volunteers.

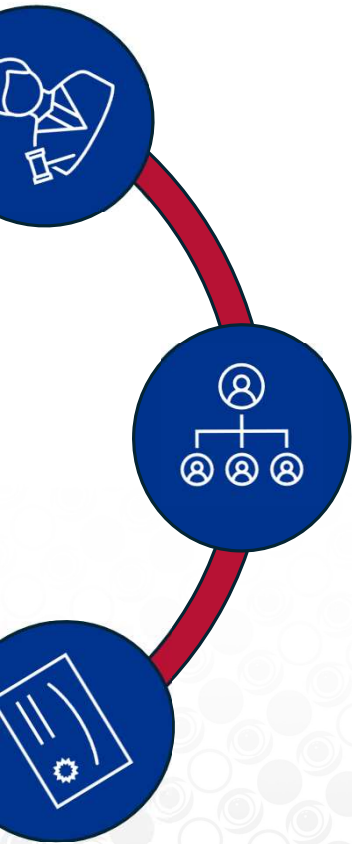
Cross Promotion

Partner with a group/business in
the community and promote their
events. Reciprocation is key to
growing community.



What Do These Have in Common?





What Are Volunteer Grants?

- Monetary grants companies give to nonprofits where eligible volunteers apply
- Companies support volunteer efforts of their employees
- Grants incentivize employee volunteerism while assisting nonprofits
- Several types of grants



Volunteer Grants

Benefits for Both Parties

- Additional Funding
- Increased Volunteer Engagement
- Strengthened partnerships
- Positive brand image for both



Volunteer Grants

Bank of America Grant

- Grant is made to the nonprofit of volunteer's choice once an **employee or retiree** has volunteered a minimum of 50 hours/ calendar year.
- 50 Hours/year of volunteerism = \$500 grant to the organization
- Maximum of \$1,000/ calendar year granted per employee/retiree



Volunteer Grants

Companies with Volunteer Grants



Crafting a Volunteer Recruitment Strategy

Crafting the Appropriate Strategy



Define Needs

Set clear expectations for your volunteers. What are they doing, when do they need to arrive, etc.



Targeting Right Audience

Identify the types of volunteers you need



Utilize Multiple Channels

Leverage a mix of traditional and digital outreach (word of mouth, social media, email)



Ease of Sign up

Use online registrations platforms and keep the process simple



Online Volunteer Registration

- Volunteer registration site
- Sends reminder emails to volunteers
- Tracks impact of individual volunteers
- Cost: FREE



Creating a Positive Volunteer Experience

Meeting Them at Their Level 01



Identify what they are going to be doing.

Devoting Time for Training 02



Orientate your volunteers before and when they arrive.

Specify Duties 03



Be as detailed as possible when providing instructions on their duties.

Recognize/Incentivize 04



Let your volunteers know they are a valuable part of the event. Take pictures and provide them with recognition.



Evaluations After Event

Future Events

Evaluations allow for volunteers to highlight what went well and potential areas of improvement



Enhance Experience

Helps tailor roles, training and support to increase engagement

Identify Training Gaps

Feedback can provide areas where volunteers felt unprepared and helps association improve training

Testimonials

Positive feedback can be used for marketing, future recruitment and showcasing volunteer impact.



Seminar Summary

Engage Volunteers

Show your volunteers the passion you have for the sport of bowling

Effective Recruitment

Use your members and community groups as sources

Volunteer Grants

Companies offer grants when employees volunteer a certain number of hours

Crafting a Strategy

Utilize automated volunteer registration and provide smaller lengths of volunteer time

Call To Action

Create/refine your recruitment strategy, engaging new volunteer sources, and leveraging digital tools to enhance outreach.

Encourage participation, recognize contributions, and build a strong volunteer community!



A **Future** FOR
THE **Sport**



Marketing to Today's Volunteer

2025 USBC Convention