

Recruiting and Engaging Team Volunteers



It Takes A Village

The Washington Student Cycling League is based on volunteer participation and without our volunteers it would be impossible to deliver such a great program and have the community that we do.

It really does take a village. Especially when riding bikes on an open trail system – it takes about 1 adult volunteer per 4 to 6 students to facilitate a safe and fun team ride. Volunteer recruitment, engagement and retention is a key element to the success of your program.

Time is a valuable commodity, so often it can be challenging to find enough coaches/volunteers for your team.

Recruit

Here are some ideas to help you recruit:

- Put up a flier at your local bike shop
- Ask bike shop employees if they can help
- Put up a flier at local trail heads
- Put an ad in your local neighborhood newspaper
- Advertise via the PTA at your school
- Ask friends and parents of your current students

Engage

Once you have your coaches/volunteers, it is important to create clear job descriptions and expectations for each volunteer position. There are many positions and needs within every team and don't feel like one person needs to be in charge of everything. Spread out the work load so that everyone has a specific job to help with.

See [Team Organization and Tasks](#).

Keep in mind that not every volunteer needs to be a cyclist. If you have parents that do not ride, ask if they would like to help with team organization tasks. And don't be afraid to ask for help – many parents enjoy helping with the off the bike tasks so they feel more involved with the team.

For those volunteers assisting on team rides, confidence can be a factor in their level of engagement. One of the best ways to foster confidence is to have your volunteers take any courses offered by the League. This will also ensure that all of your volunteer coaches and team volunteers are operating on the same page with a common understanding of League principles and methods which translates to your team. Just like working with your students, make sure that you are aware of the riding experience and comfort level of your team volunteers and encourage them to work within their comfort zone.

TIP: Try to match adult ride volunteers with groups of riders whom they have something to offer. If you have newer riders as volunteers, ideally pair them up with more beginner or slower riders. Same goes if you have more advanced rider/racer volunteer ride leaders. Place them with the faster groups of students.

Remember – it is important to make your volunteers feel valued and appreciated.