

How to Increase Volunteer Sign-up at Your YMCA

Discover how to get the help you need when you need it most.





Entice Your Community to Volunteer and Increase Sign-ups

Gain more volunteers with these great tips.

It can be easy for a YMCA to spend all its time focusing on attracting members and participants to your events. After all, they are your key revenue source. But having enough members is just half the equation. Your events, programs and classes are a team effort and can't be organized by you alone. Finding volunteers to help you run them is key.

Identifying those volunteers can be almost as difficult as drawing in members. To help you strive to build a winning team of volunteers, here are some ideas that have proven to be successful.

Discount Memberships and Event Registrations

You may want to analyze your price point and see if it would be possible to offer volunteers a discount. A free or discounted membership or registration is a great way to boost your participation numbers while also thanking those who give their time.

Exclusive Swag

Giving volunteers access to special gear that you don't give to anyone else can be a great way to get people to volunteer.

Make It Hard to Say No

If you do what you can to eliminate possible reasons for volunteers to say no, you might be surprised how many won't. Work around their schedules, offer flexible times and provide incentives for those who volunteer most.

Create a Loyalty Program

Many YMCAs see the same teams of people volunteering year after year. Create an MVP program that recognizes the volunteers you can count on year after year with a patch or reward that indicates how long they've been helping out.

Feed Them

We're all suckers for a free meal. Want to increase the number of volunteers you get? Feed the people who've said yes. Give them breakfast or lunch; often you can get these meals donated or greatly discounted by a sponsor, so the impact on your costs is minimal.

Let Them Volunteer for Specific Jobs

Instead of putting all your volunteers into a big pool, allow them to sign up for a specific task so they'll know exactly what they'll be doing. This helps create a sense of urgency for people to sign up to get the job they want before it is filled. Another personal touch to boost interest is to create job descriptions

ahead of time that provide details about the task at hand and the talents and skills needed to complete it.





Leverage Organizations Looking for Philanthropic Opportunities

Fraternities, sororities, large clubs and organizations—all of these groups are often looking for opportunities to serve. By partnering with one you can increase your volunteer count quickly.

Consider What Your Organization Is Capable Of

All of these tips are merely ideas unless you implement them, and implementation comes down to infrastructure. What does your registration management software allow you to do? The right solution enables you to pull off many of these ideas, but it also inspires you to come up with your own. Remember, the number of volunteers you have won't matter if the proper tools to organize and manage your events and programs aren't there.

Look at the infrastructure you have in place. Is it setting you up for success?

ACTIVENet Can Take Your YMCA to The Next Level

Save time and focus more on your organization and community with a premier recreation management solution that will set your YMCA up for success. ACTIVENet has everything you need to run your organization with ease. [Connect with us](#) today to see how ACTIVENet can help you organize, manage your programs and more!

Learn more about how ACTIVENet can help you organize and manage your programs.

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