

# Volunteer recruitment and on the day jobs



Recruiting an army of willing volunteers will help ensure your Sainsbury's Sport Relief Mile runs smoothly and also give you more of an opportunity to enjoy the day.



There are plenty of places to find brilliant volunteers, you just have to know where to look...

- Contact local sports clubs in your area to see if they would like to be involved.
- Attach a sticker/write on your Mile posters appealing for volunteers – don't forget to include some contact details.
- Local Scouts, Girl guides or Army cadets may well be keen to come along and help out.
- When sending out your press releases don't forget to mention that you are recruiting volunteers.
- Ask your local authority if they are aware of any volunteer networks in your area.
- Contact major local companies and ask them to put details of your Mile on their intranet or internal newsletters – part of the message can be a request for volunteers.
- Talk to other voluntary organisations in your area which may have a database of reliable volunteers you could tap into.

Once you have recruited your team of volunteers, include them in the planning of your Mile as much as possible. Not only will it make them feel more involved, it means less work for you!

Wherever possible assign volunteers to particular roles, such as:

- Planning and logistics
- Health and Safety
- First Aid
- Money Handling
- On the Day Entry
- Mile Control
- Stewards (along the course and at the start/finish areas)
- Press and PR
- General volunteers as information points/extra pairs of hands
- Running the information point, answer questions and be available to troubleshoot
- Act as a runner for the main event organiser
- Organise fundraising activities e.g. refreshment stall etc
- Coordinate the storage and distribution of entrants' water and medals
- Help to clear up after the event.



Consider the experience and expertise of your volunteers when assigning roles – play to their strengths and, where possible, try to give them tasks that they will enjoy doing. If they enjoy being a part of your Mile they may well be willing to volunteer again in the future.

**Remember to brief your volunteers either on or before the day ensuring that all volunteers are aware of:**

- Where the Sainsbury's Sport Relief Mile route is
- The Mile start times
- Who they should report to
- Where the First Aid/lost child point is
- What their individual role is.

Think about how you will communicate with your volunteers on the day.

And it sounds obvious, but don't forget to thank each and every one of them for their help.

## Starting your Mile

You need to think about how you will start your Mile.

**Tried and tested methods include:**

- Inviting a local celebrity to 'officially' start the Mile. You can really use your imagination here but you might want to try a local BBC Radio DJ, or MP.
- Using a megaphone, PA system or air-horn. Try borrowing them from a local organisation if you don't already have them available – schools, local authorities and event management companies should all have them and may be willing to lend them to you. It is for a good cause after all.
- Make your own 'Sainsbury's Sport Relief Mile' flag and wave this to signal your Mile start.

## Admin tasks and on the day entry

If you have indicated that you are willing to offer entries on the day and places are still available for your Mile, we will send you everything you need to enter Milers on the day. The process is that Milers will pay their entry fee at your entry desk and hand in their completed entry form at the same time. The entry team can then hand the participant their Miler number and write the number issued in the box available on the relevant application form. You will receive more detailed instructions nearer the time so please don't worry!

An On the Day entry desk and chairs will be useful, and a stash of pens is always handy. Also think about what other stationery you will need, such as sellotape, staples and clipboards.

You will need to fill in the Financial Summary Sheet supplied with details of the entry fee money and any donations you collected on the day. We will be sending you two paying in slips to pay this money into a bank. Please do this as soon as possible after The Sport Relief Weekend.

## Kit collection

For those Milers that enter in the last few days leading up to the Sport Relief Weekend, we will not have time to send their Welcome Packs out. We will provide you with a stock of Miler numbers to give to those people needing to collect them on the day. All you need to do is assign them a number, write the number you've given them next to their name on the spreadsheet we provide, and they'll then be ready to take up their starting position! Don't forget – Milers who've received their packs (and Miler numbers) before Sport Relief Sunday don't need to be registered on the day.







## Money handling advice

A secure cash box to store entry fees and entry forms (preferably lockable), a small float and a calculator may come in handy. You should also try to ensure two people are present whenever money is counted or changing hands.

Before the event you will receive a paying in slip which can be used to pay in your Sport Relief funds at your local bank. You can either pay the funds in as you have received them in cash, or your organisation can submit on cheque for the full amount.



The University of Surrey's Student Union has organised a Sainsbury's Sport Relief Mile since 2006 and it has now become the flagship event for the volunteer programme offered to students. Emma Beauclair is the volunteering and training co-ordinator at the Students' Union and helps students to volunteer with local and national charities.

Emma says “The volunteer programme provides our students with some great skills and experience that just looks fantastic on their CV. Being a part of such a huge national fundraising campaign and to be involved with a charity like Comic Relief is invaluable to them.”

The students take on all the work of organising the Sainsbury's Sport Relief Mile themselves, with occasional input from Emma and the team. The Mile is held on the university campus and in 2010 nearly 1,200 people took part raising a massive £43,981.68 – the Guildford Mile has been Comic Relief's top fundraising local Mile for the last two Sport Relief campaigns.

Emma Beauclair - Volunteering Co-ordinator, University of Surrey Students' Union [The Guildford Mile](#)