

11/13/2024

Manitoba Horse Trials Volunteer Year End Report 2024

2024 Season

Roles covered

Recruiting and assigning volunteers to roles (ideally prior to competition day)

On competition day when required

Orienting volunteers to roles, answering questions

Coordinating rewards for volunteers

Working on website content to help recruit and orient volunteers to roles available

Tracking hours completed and reporting to members

Promoting incentives

Issues identified going into year

Challenges filling volunteer positions

Wish for online sign up for volunteering positions

Challenges retaining volunteers for season

Better communication requested from membership regarding hours completed throughout the season

Volunteer Recruitment/ Retention

New things tried this year:

Paid positions

Unsure if this was at all effective as it was not advertised

Tiered reward system

Require feedback to determine if members and non-members were aware of same and if this helped them decide to volunteer

Random drawn volunteer prize at each competition day

Require feedback to determine if members and non-members were aware of same and if this helped them decide to volunteer

Suggesting competitors bring a friend to volunteer

- Pre-existing Incentives

Snacks and drinks on competition days

Require feedback to determine if members and non-members were aware of same and if this helped them decide to volunteer

Reimbursed volunteer cheque

A few members reached out to determine how many hours were required to reach that required for reimbursement so this was effective for some members

Other things that worked

Recruiting volunteers from the crowd (going to trailers on competition day and recruiting attendees to volunteer)

Challenges

Coordinating support for volunteers on non-competition days to have enough information and appropriate equipment to complete tasks

Communication

Recruited primarily via email, facebook and instagram pages

Most responses via email, few via facebook

New things this year:

Thank you and update emails (or texts, facebook messages) sent to members and non-members reviewing hours completed and incentives

Unclear if these were received/ reviewed/ useful - require feedback from members to determine if this was useful

Time required to personalize messages with accurate data may not have been well-spent if not useful to members

Things that didn't work

Sign up sheet requests contact and most people put cell phone numbers which isn't efficient or easy to do from a personal cell phone number (from MHT email is easier)

Tracking Hours

Google sheets is irritating to use as it doesn't allow accurate copy-paste into gmail to make sending email updates easy

Website

Work was done to create a volunteer "inventory" for the season (on the drive) so that job descriptions and time commitments could be loaded onto the website to allow people to sign up online.

This was done for a few events but few sign ups were completed making the amount of work likely not worthwhile - though possibly would be if more effectively promoted with members to sign up online

Overall season strengths/ challenges

Lots of good ideas for incentives

A few cheerful volunteers who put in loads of hours throughout the season and a few lovely people who volunteered on the spot when asked!

By the last event, all volunteers were recruited from the attendees on the day of the event.

Ideas for next year

Review with members if incentives were effective

Better promotion of paid positions, incentives and online sign up if these continue