



**Find Them,
Keep Them,
Make Them Happy!**

The mystery of building the volunteer ranks.

The Session

-  An interactive session on the mystery of building the volunteer ranks.
-  Today's ever changing world offers many opportunities to snap someone's time, so do the basics of engaging volunteers remain the same?
 - What is the secret to hold someone's interest?
 - Do we need to consider demographics and flexibility?
 - Do you hold the answer to why someone would want to volunteer to be a Race Official?

Your Assistance Please!

Here is the Report Out from the Attendees!

 Here is what the attendees had to do:

- Share one idea from each table
- Rotate the topics:
 - Soliciting new volunteers
 - Energizing the existing troops
 - What rewards are required
(non-monetary; remember the A-B-C's)



8:30 AM Session Notes

Mingle with public

- Car show
- Brochures
 - Show all region in NorPac schedules
 - SCCA
- Solo II Outreach
- Learning about Regionals with flyers at car dealers
- Get media attention

Thank current workers

- Social crew focus

High Schools / Community Colleges Outreach

- Competition among high schools

Board of Directors lend responsible person to make this happen

8:30 AM Session Notes



Soliciting new volunteers

- Communicate
- Club Ambassador Program
- Car shows
- High Schools / Colleges
- One on One



Energizing the existing troops

- See ideas within rewards



What rewards are required (non-monetary; remember the A-B-C's)

- Say thank you
- Say good job!
- Asked what they learned that day
- Give pins at end of day (or points , etc.)
- Acknowledge. Give appreciation efforts praise
- Many areas paying for socials at end of day
- Tell folks about the benefit ... it is a way to see racing without having to pay
- Email one on one (make it personal)













11:00 AM Session Notes

- 🏍️ Advertise – Tell people to get involved with SCCA (this may also mean more value added advertising when there is commentary on SCCA):
 - On Speed Channel
 - SCCA Pro (get their assistance and speak up on SCCA Regional/National or Solo Stuff)
 - Print flyers
 - Place at locations where car folks go
 - Give to drivers and ask them to give to someone not already involved
- 🏍️ Have an “Open House” such as a non-race weekend at Laguna Seca
 - Print on billboard an Ad on SCCA
- 🏍️ Get SCRAMP’s help (a Laguna Seca situation)
 - Ensure people understand the difference of SCCA volunteers versus SCRAMP volunteers
 - Get more SCRAMP folks to support/work with SCCA on non-SCRAMP weekends
- 🏍️ Awards:
 - More SFR year end “Board Awards”
 - Have RDC Scholarship open to more than one person in SFR
 - Comment: Currently it looks it goes to one person and only if that person can work more than one track
 - Have Worker of the Weekend be a broader range of recipients or ensure those “behind the scenes” are included in the possibility of receiving the award
 - Comment: Currently it looks like it goes to people that have many years of volunteering, so a new volunteer may not have a chance
 - Comment: Currently it looks like it goes to those people “visible” such as a flagger who has been standing outside for 10 hours and that is understood.



Where do we go from here? *Engagement*

-  E – Engage
-  N – Natural to want to help
-  G – Greet people
-  A – Ask for their assistance
-  G – Great attitude
-  E – Energize versus criticize
-  M – Make it inclusive
-  E – Easy
-  N – Need to be needed
-  T – Thrive . . . Think outside the checker flag

A Look Back

- 🏍️ Today's ever changing world offers many opportunities to snap someone's time, so do the basics of engaging volunteers remain the same?
 - *Yes! You must interact and build a relationship with you, your crew, and racing. This should be easy and natural as it is your interest!*
- 🏍️ Is there a secret to hold someone's interest?
 - *Yes! Ask them! Be flexible as not one thing pleases all. Keep safety and firmness in mind. Look out for the good of the crew. If one person doesn't fit in, see if there is another way to engage them.*
- 🏍️ Do we need to consider demographics and flexibility?
 - *Yes! Be flexible if you get kids in school as they have many interests and at some point leave home. However, they can be one of your best resources if they are having a great time.*
- 🏍️ Do you hold the answer to why someone would want to volunteer to be a Race Official?
 - *Yes! Just invite them in.*

Yes!



What's next?

E

N

G

A

G

E

