



## Engaging with parents

Building a team of parent/guardian/grandparent volunteers into your junior committee can not only help spread the workload, but it could provide a more diverse range of skills, new perspectives and a supportive and sustainable structure for junior development at your club.

We recommend having at least two parents on a junior committee in a formal capacity with a role description and regular, yet manageable responsibilities. Alongside this, you are likely to need a pool of parents you can rely on to help out as chaperones.

### Family involvement is key.

*"We have focussed heavily on family involvement. Our parents and grandparents are the best in the business, coming to help and supporting all juniors, not just their own. We have built a very happy team of helpers!"*

Peggy Remmington, Junior Organiser, Cosby Golf Club.



Another way to involve parents could be to have a separate 'parents committee' with one or two representatives feeding into the main junior committee. Again these parents would all help out in some way, they want to be involved and this forum allows for new ideas to be shared and feedback to be given. The group would not be as formalised as the main junior committee but they are listened to and their input helps to shape the direction of the junior section.

# Top tips to engage well with parents and recruit them as volunteers:

- When recruiting juniors to the club, encourage them to form strong social bonds which will in turn develop a social group of parents who are more likely going to help out together (volunteer peer support). Get them involved and interested from the very beginning, provide an opportunity for them to meet other parents and feel at ease in the club environment.
- When inducting new junior participants at the club (whether that's a member induction, or a PGA Pro getting them involved in coaching) it's worth ensuring you have a way to also induct the parents too. The parents in most cases will be the 'decision makers' for the child and it's therefore vital that they are welcomed from the start and taken on the journey.
- Providing opportunities that complement busy family/working lives. Ensure your plans are flexible and fit in with people's lifestyles. Make it easy for people to get involved – think about sharing the responsibilities, offering short-term or one-off opportunities. When they discover how rewarding it can be, they'll be back for more!
- Try to give volunteers roles within a junior cohort that suits them best - Targeting specific groups, girls/ younger juniors/ beginners/ older juniors/ elite.
- Fear of paperwork and litigation puts volunteers off so be positive and encouraging and help them develop a good understanding of the need for this. There is admin support from the Golf Foundation to help.
- Encourage people to get started by helping out informally or at events. Once they feel more confident they may commit to a specific role requiring more time.

**Recruitment of Volunteers through GolfSixes League:** 59% of parents volunteer at GolfSixes League events (scorer, caddy, team manager, admin). It provided an increased sense of connection between club and parents.



- Don't be afraid to look outside the 'golfing parents'. Non-golfers bring in fresh skills and ideas – not all roles will require a good understanding of golf. There are some fantastic examples of clubs teaming up with parents who work in marketing/ social media and they could really benefit your junior section.
- Talk about volunteering at awards evenings, events and social functions. Saying thank you to volunteers can raise awareness of the need for people to get involved.
- Share stories and spread the word– communicate what volunteers do and what they enjoy about their roles. A 30 second video about why a volunteer enjoys their role can work well on social media and websites (the Golf Foundation will have examples of these to help you!).
- Ask questions in surveys – ask about willingness to volunteer and any relevant skills or experience.