



Arizona Swimming, Inc. Club Officials Recruitment Ideas

(1 Official per 20 swimmers is average for clubs in Arizona, 1 per 17 is our goal)

1. **Link:** Link club membership to voluntary service hours: eg. 30 hours per year, and at year's end, they pay an amount for each hour not served.
2. **Take Credit:** Seek your Board's approval to credit your official's registration and background screen fees against their club dues or fund-raising goal.
3. **Keeping Watch:** Recruit swim meet volunteer timers. They have time & interest.
4. **Grandstanding:** Recruit swimmers' parents in the stands at meets, especially parents of 12 & Under good swimmers who are likely to stay in the sport for a long time. These parents have shown an interest in their child and already are at the meets.
5. **Au Pairs:** when one parent spends time at the meets, there's another parent often in the wings, left at home as a swim widower. Pairs make great officials because it becomes part of their family activity, rather than detracting from family time.
6. **Team-Up:** Have unique custom logo'd white officials shirts made for all your officials' crew; it will build unity and esprit.
7. **Stand-Up Parents:** Recruit swimmer parents at club meetings or social events. Try to speak individually with them, making them feel important to your club's success.
8. **Watch-Out:** Ask your coach to recommend new candidates from the ranks of parents who are involved with their child's swimming, and to help recruiting them.
9. **Call-out:** Award Volunteer Recognition Badges, Shirts or Hats to an official for each four meets worked.
10. **Point Man:** Appoint a club parent to be the Officials Director at your club. Select someone who is socially at ease, enthusiastic and shows interest in the club.
11. **Spread the Word:** Print and distribute recruitment pamphlets (using AZSi supplied artwork) at your club's events or in billing statements.
12. **On Board:** Ask current club Board members to identify and help recruit 1 officials candidate each.
13. **Just Due It:** Ask team parents to recruit 1 officials candidate, and for each recruit credit them eg. \$15 against their monthly dues for one year, or a free month's dues. Do the same if they become an official themselves.
14. **Make the Point:** Offer points towards club swim merchandise (T's, suits, goggles, parkas) for each official referred.
15. **Officials Drive:** Hold a drive with a theme, staff T's, progress chart, and awards to top referrers.

- 16. We're Tops:** Award personalized Club Officials Polo Shirts to your entire officials' crew if your club meets their OQ goal of 1 official per every 20 or 17 swimmers.
- 17. I Got The Word:** Create a series of "catchy phrase" T-shirts for your officials' crew to wear when they volunteer at each swim meet.
- 18. We Staff Yours/ You Staff Ours:** Establish a swim meet staffing reciprocity program w/ another similar sized/profile club, that ensures you have officials at home and away meets.
- 19. Swim Swag:** Offer your officials points or credit towards kids' swimming merchandise (parkas, goggles, suits, shirts, etc.) for each meet or hour served. (Again, let your swimmers know of this program. They will urge-on mom or dad so they can get the item.
- 20. A Good Call:** Incentivize (award) your club officials' recruiter for each new official certified.
- 21. Club Shirt:** Award each official a Custom Club Officials Shirt when they are certified.
- 22. The DQ Award:** Award a new club Official a Dairy Queen ice cream party for 10 - when they "soft" serve in four meets. Or make it a dinner out. (Be sure to let the team kids know about this one; they will "push" mom and dad.)
- 23. Kids Swim Free:** Award officials by reducing or eliminating their kids' monthly swimming fees for so many meets served.
- 24. Volunteer Gallery:** Erect a picture gallery, of officials and other volunteers, in a place where every swimmer and parent passes by.
- 25. Stand-Up Award:** Create an "Official of the Month Award" for the most active club official, and publicize it in your club's newsletter and at the pool.
- 26. The Right Call:** Conduct an officials Recruitment contest among club members, and award the winning member (most enlisted candidates) and their kids a tiered set of gift awards.
- 27. The Officials' Hour:** Host a monthly social 2-hour gathering of officials at a local restaurant that supports your Club.
- 28. Monthly Leader:** Award a special Yellow Shirt" or "Yellow Hat" to be worn on-deck, for the official who is leading your club with the most meets served.
- 29. Picture This:** Award family movie passes (which you can purchase discounted in bulk) to your officials at the end of each meet served.
- 30. Honor Roll:** At your swimmers' season-ending banquet dinner award "Hero" certificates, with # of meets served, to each Officials Crew member. This sends a message to the other parents, and honors the officials in front of their children and peers. And do not charge them for their meal.
- 31. Our Heroes:** Award officials a unique (aka military) meet pin or ribbon at each meet served. Each meet would have a unique pin, like those on a military uniform. Different meets would be different colors, for example.
- 32. First Class:** Have an "Officials Tent" at each meet for their swimmer kids' exclusive use, with a name screened on the tent, such as Honor Roll, the Wave, "etc.