

Volunteerism in Sport

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"I was also there"





Contents of the Presentation

- The social and psychological aspects of the voluntary work
 - The motivation and incentives of voluntary involvement
 - The altruism related to voluntary work
- Empirical research on the motivation of volunteer in sport event
- Research findings on the motivation of board members in sport

A Contemporary Definition of "Volunteerism"

- **Volunteerism Implies Active Involvement**
- **Volunteerism is (Relatively) Uncoerced (intrinsic motivations)**
- **Volunteerism is Not Primarily Motivated by Financial Gain**
- **Volunteerism Focuses Upon the Common Good**

(Merrill, M., Safrit, R., 2000)

The social significance of volunteerism

- A source of credibility and legitimacy
- Serves the public relations functions
- Provides objective and constructive evaluation
- Release the inactive human resources
- Development of active citizens

Volunteerism in Greek Sport

- Local Sport Clubs (over 10.000)
- National Sport Federations (44)
- Organization of Sport Events (national/international- Athens 2004)
- Various Associations (players, coaches, referees, officials)

Why do people volunteer?

- Utilitarian benefits (gain experience, help the child)
- Affective incentives (friendship, prestige, fellowship)
- Normative/ (helping others, to do something good)
- Unselfish concern for the welfare of others opposed to egoism

Who volunteers in sport?

- Men more than women
- 35-49 (58%)
- Married with children (83%)
- With university education
- Full time employees
- Average income

Source: Canadian Olympic Association



Olympic Volunteerism

- Essential meaning of participation and contribution
- National celebration
- Symbolic significance for Olympic Games
- A significant criterion of organization success

Volunteerism and Athens 2004

- The national dimension of voluntarism (Athens as a ecumenical home of peace, of culture, of hospitality, of reason and creativity)
- develop tradition in volunteerism
- change in social attitudes (to be preserved after 2004)

Volunteer Programme of Athens 2004

- 60,000 volunteers
- Total budget of 74 Million Euro
- Involves
 - the Olympic Education Programme,
 - the Cultural Olympiad and
 - the Olympic Torch Relay
 - special promotional events
 - special web page on the Internet
 - Olympic champions as Messengers of Volunteerism
 - Special Phone Line for Volunteer Candidates
 - system of certification and rewards
- Embraces the Greeks Abroad

The volunteer development procedure

- ⑩ Production of educational material
- ⑩ Campaigns to collect applications
- ⑩ Interviews with candidates
- ⑩ Training of the trainers
- ⑩ General and specialised training in the facilities
- ⑩ Practice at the test-events

The Profile of the Olympic Volunteer (Sample of 30.000)

- 57.7% Greek
 - 12.7% Greeks abroad
 - 2.01% foreigners from abroad
 - 25.96% foreigners living in Greece
 - overwhelming majority young
 - 54.8% women
 - 45.2% men
 - willing to offer their services for at least the 15 days
 - expressed interest in all aspects of the Games
- (Source: www.athens.olympic.org)



Study 1

Motivation to Volunteer in the Olympic Games

- To test the validity of the Special Event Volunteer Motivation Scale (SEVMS) for the Olympic games
- Developed by Farrell, J., Johnston, M. & Twynam, D., 1998
- Confirmatory factory analysis
- Exploratory factory analysis

The literature on sport volunteerism

- unidimensional model (Cnaan & Goldberg-Glen, 1991) - 22 motives
- two factor models (Gidron, 1978) - extrinsic and intrinsic motivation of volunteers
- three dimensions of motivation (Caldwell & Andereck, 1994) - purposive, solidary and material benefits
- three motivation dimensions (Backman, Wicks & Silverberg, 1997)
 - internally satisfying rewards (seeking personal improvements)
 - altruistic and
 - co producing satisfying rewards (seeking material gains)
- four factor model (Farrell et al., 1998) - purposive, solidary, external traditions and commitments

Methodology

- Sample: 194 volunteers from two Greek volunteer service associations who expressed interest in providing services for “Athens 2004”
- Instrument: The Special Event Volunteer Motivation Scale (SEVMS) of Farrell et al., (1998)
- 28 items for four dimensions: Purposive, Solidary, External Traditions and Commitments

Table 1. Structure of the Three-Factor Model of Volunteer Motivation

<i>Volunteer Motives</i>	F	F	F	
Solidary	1	2	3	ALPHA
Broaden horizons	.747			
Opportunity to work with different people	.754			
Obtain educational experience	.746			
Opportunity for developing relationships	.886			
Opportunity to interact with others	.779			
Gain practical experience	.495			.84
Purposive				
Help make the event a success		.724		
Put something back in the community		.599		
Feel part of this community	.400	.556		
Volunteering in Olympic games makes one feel better about oneself		.751		
Help out in any capacity		.754		
I am expected to volunteer		.462		.82

Table 1. continued

External traditions				
A chance of a lifetime		.438	.606	
Continue a family tradition			.646	
Nothing else to do with time			.580	
Opportunity to watch the games			.447	
Skills in providing relevant services			.410	
Opportunity to vary activities			.474	.74
Eigenvalue	3.877	2.883	2.230	
Variance explained (Total: 49,94%)	21.53	16.01	12.38	

Means for the Total Sample

- I want to do something worthwhile (M=**6.19**)
Purposive
- I want to make the Olympic games a success (M=**5.94**)
Purposive
- I want put something back in the community (M=**5.90**)
Purposive
- I want to work with different people (M=**5.87**)
Solidary
- I want to interact with others (M=**5.80**)
Solidary
- I want to develop relationships with others (M=**5.76**)
Solidary

Implications for practitioners

- The primary motive for volunteering is purposive followed by solidary
- Recruitment efforts should focus on the significance of the contribution, the opportunities for interaction, socialization, experience, relations development etc



Implications for practitioners

- The placement of the volunteer should provide the followings:
 - Opportunities for work experience
 - Group work
 - Networks development
- A successful match between the role and the volunteer's interest
- Marketing strategies which emphasize contribution to the community and to the success of the games

Study 2: Reasons for voluntary serving on the Greek Board of Directors in sport

- How important are a set of five composite factors to the board of directors of Greek sport organizations?
- To what extent needs are differentiated based on the level of volunteer involvement and basic demographic variables?

(Mavrommati, C. Papadimitriou, D., & Leivadi, S., 2002)

Voluntary Board Members in Sport

SAMPLE:

The sample consisted of 210 board members voluntarily working in 42 Greek Horse Riding Clubs.

131 usable surveys, i.e. (62 % response rate)

Methodology:

A questionnaire proposed by Inglis (1994). This was a five- point Likert- type scale with 17 item asking the board members to rate degree of importance.

Profile of the Board Volunteer

- 51% male, 49% female
- 64% 36-55 8,5% 56+
- 74% independent employee, 14,5% retired
- 28% fans of the sport, 29% previous athletes, 32% athletes' parents

RESULTS

Figure 1: Grand Means for the five composite factors

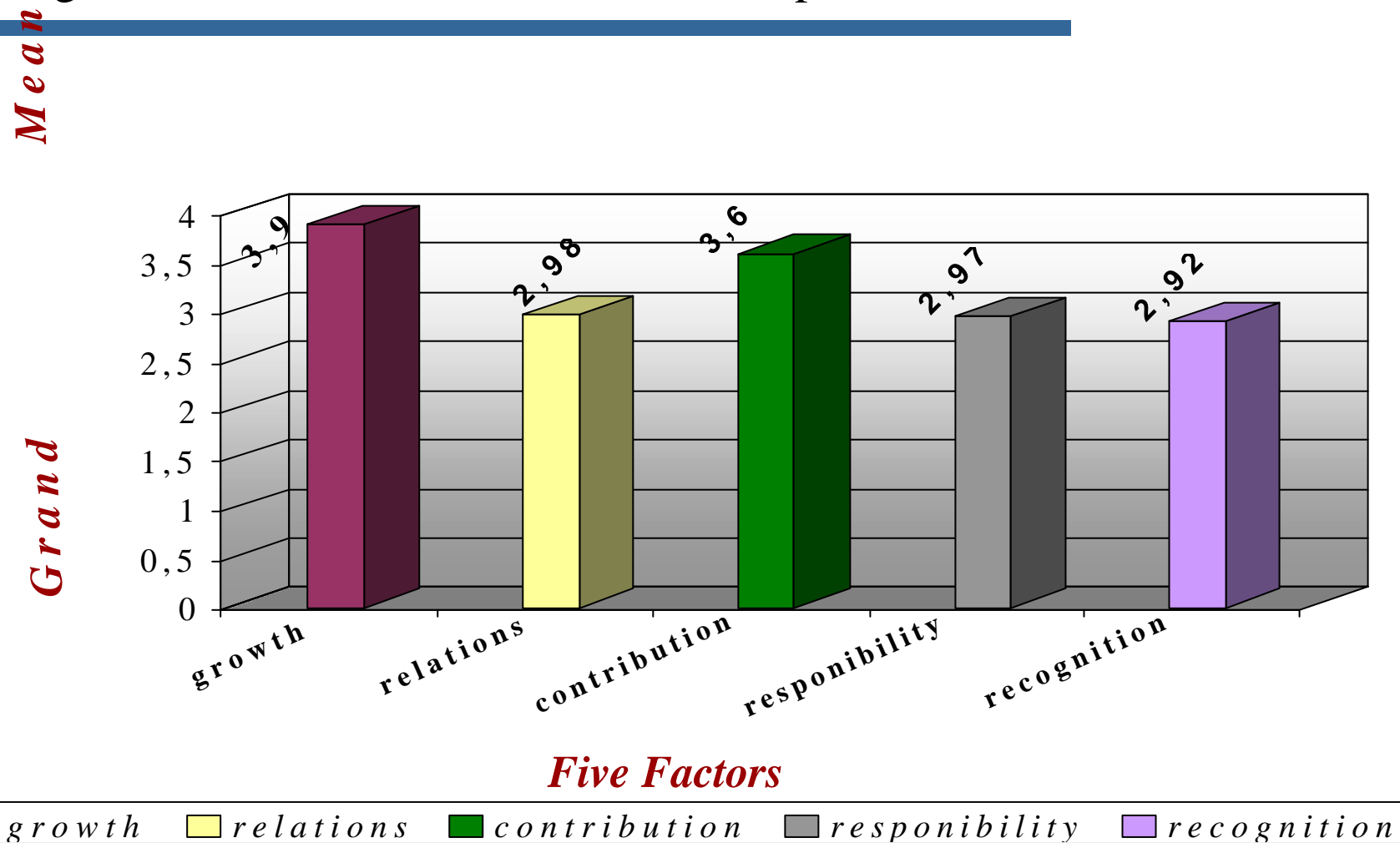


Table 1: Means, and one- way ANOVA results for the five factors by the level of volunteer involvement.

	Low Inv.	Medium Inv.	High Inv.			
Factors	Mean	Mean	Mean	F	Sig.	Alpha
Growth	2.81	3.10	3.37	4.63	.01*	.65
Relations	2.78	3.15	3.01	1.89	.15	.84
Contribution	3.45	3.51	3.85	3.87	.02*	.78
Responsibility	2.81	3.01	3.11	.95	.39	.74
Recognition	2.97	2.90	2.89	.07	.93	.84

* Significant at $p < .05$.



Four Challenges for Volunteer Management

- **Time Poverty** (To design smaller, easier, more flexible options, to consider shared responsibility and shared leadership, to create family and friends options)
- **Responsiveness** (The challenge is to find ways to communicate information and resources quickly and equitably to all volunteers)
- **Technology** (To create unique challenges for combining high-tech methods of doing business with the high-touch needs of people)
- **Changing Expectations**