



RECRUITMENT COORDINATOR MANUAL

Introduction

Firstly, thank you for putting your hand up to serve as your club's Recruitment Coordinator, we greatly appreciate your time and commitment to growing the sport.

This manual is intended to provide you guidance through a timeline of completable tasks, and some templates to assist with the delivery of these tasks.

Baseball Queensland is here to support you throughout the process, and our Game Development Manager and Club Support Coordinator are on hand to answer any questions that you may have. Their contact details are available on the last page of this document.

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ABOUT AUSSIE T-BALL/BASEBALL5

What will you use?

Aussie T-ball and Baseball5 are the primary targeted school recruitment programs utilised by baseball in Australia. The Aussie T-ball and Baseball5 School program has the support of the Australian Sports Commission, Baseball Australia and Baseball Queensland (BQ).

Aussie T-ball and Baseball5 are targeted at recruiting children to clubs, directly from local Primary schools.

There are several different means by which clubs can succeed in recruiting players, these can include paid social media marketing, advertising in school news letters, the use of promotional tools such as the MLB inflatable equipment, shopping centre stands, intensive school clinics.

The single most effective method of recruiting has proven to be intensive school clinics linked to Come and Try days, however the other above-mentioned methods are also necessary for the program to achieve its full potential.

You will want any methods that you employ to lead directly into conversion events, being your Come and Try days.

Historically, successful clubs have the following characteristics:

- 1.They took an active, ownership role in player recruitment
- 2.They planned a structured and detailed approach
- 3.They assisted the state body in the process of player recruitment

The overwhelming theme stemming from numerous case studies of the program from varying areas with various demographics is:

Recruitment programs are not successful if clubs fail to take an active role and ownership of the program.

Clubs can now book equipment kits and the inflatable tunnel for their school clinics, come try days and club recruitment: <https://bit.ly/bqbookings>



RESPONSIBILITIES

At a Club level

Clubs will be required to:

1. Complete the Club Recruitment Planner by June 8 (SEQ). This planner will include:
 - A target number of new recruits expected as a result of the program.
 - Strategies to achieve this target.
 - Club / regional investment to the program (monetary, personnel etc.)
 - Assistance sought from BQ.
 - Time frame for targeted recruitment drive.
2. Appoint an Recruitment Coordinator responsible for the coordination of recruitment strategies at their club.
3. Provide realistic and achievable strategies by which they will increase junior registrations.
4. Provide volunteers to run and assist in the running of school clinics.
5. Link all recruitment drives with either a club Gala Day or Sign-on Day.
6. Develop promotional material, promoting the club Gala Day or Sign-on Day.
7. Complete a final report and database of all schools attended, number of students involved in the program, number, names and contact details of all new registrations stemming from the recruitment process.

Baseball Queensland Responsibilities

Baseball Queensland will support your club wherever possible and specifically in the following manner:

1. Train volunteers in delivering recruitment clinics.
2. Assist in establishing a link between clubs and local schools.
3. Provide equipment to run clinics.
4. Provide staff to deliver five days of school recruitment clinics FOC.
5. Provide staff as requested to deliver additional recruitment clinics for a fee.
6. Providing teacher and coach education programs.



RESPONSIBILITIES

T-Ball Coordinator's Responsibilities

In your role as Club Recruitment Coordinator you will be responsible for the execution of the following tasks:

1. Liaising with BQs Game Development Manager and completing a club Recruitment Planner to secure support for your club recruitment program.
2. Identifying and recruiting volunteers/employees to assist with school clinics.
3. Register volunteers as members on Game Day to ensure they are covered by the sport's Public Liability (Damage caused to others) and Player Accident Insurance (Personal Injury to your volunteers).
4. Liaising with BQ to organise free training for your volunteers.
5. Making contact with local schools with the aim of developing relationships that allow you to organize school recruitment visits.
6. Coordinating with schools, club volunteers and BQs Game Development Manager to ensure school clinics are executed.
7. Organise a Come and Try day to coincide with the school recruitment clinics.
8. Complete a report on program outcomes to be submitted to Baseball Queensland.

Although the responsibilities of the above duties lie with you; the Club Coordinator, this does not mean that you have to carry out each of these jobs. It will become essential for you to delegate responsibility where and when the situation calls for it. This will allow you to act more as a manager or human resource coordinator, making you more efficient and effective.



COORDINATOR'S SCHEDULE OF TASKS

April to May

APRIL TO MAY

Liaise with Baseball Queensland.

The first task in your new role will be to make contact with Baseball Queensland, to notify them of your appointment as Recruitment Coordinator for your club. Our Game Development Manager will be able to answer any questions you may have and will be available to provide assistance as required.

Complete a Recruitment Planner.

You will also need to begin planning your recruitment program. To assist you with this stage of your planning, a Club Recruitment Planner will have been issued at the same time as this document, the planner is also included in this document.

To assist in the management of the program we ask that you forward a copy of your completed Club Recruitment Planner to Baseball Queensland prior to June 30. This also provides us with an indication of your expectations for your recruitment program and allows Baseball Queensland to order equipment and arrange staff accordingly.

Recruiting Volunteers.

Part of your new role involves the management of volunteers, for this reason it also involves recruitment of those volunteers. You will need to begin recruiting people to assist with and conduct school clinics. People who may be able to volunteer their time include: Pensioners, University students, Self employed/work from home, stay home mums/dads etc.

Baseball Queensland's Development Officers will assist with school clinics as often as possible, however we can only allocate five (5) day of school visits per club, per season.

Planning Dates for "Come and Try" Day/s.

Part of your planning phase will include setting dates and general planning for a "Come and Try" day(s). You should plan to conduct a come and try day after every week of school visits. This is so you have an event to direct the children to, from the school visits. These Come and Try days should be held at your club grounds. It is vital that your club registrar or another volunteer is available to take registrations and fee payments on the day of your Come and Try. It's also beneficial to have your President to hand to meet and greet and coaches to run skills stations or games for the participants to engage in.

COORDINATOR'S SCHEDULE OF TASKS

May to June

MAY TO JUNE

Develop and Produce a Flyer/Brochure.

You will need to develop an information flyer to be handed out to kids at school clinics. Some important information to include on this flyer would be:

- A contact phone number at the club
- Times and dates of "Come and Try" days
- Any special offers available to new members
- The flyer needs to be eye catching
- The name of your club and the address of your facility

Baseball Queensland will have a flyer template on the [Club Hub Recruitment page](#).

Training Your Volunteers.

Once you have an adequate number of volunteers to conduct your program you will need to ensure they have a current Working with Children – Blue Card.

If you will require these volunteers to deliver clinics we recommend they hold a current baseball coach accreditation. If not, a Blue card will suffice.

Initiate Contact with Local Schools.

Now that you have your recruitment plan completed you will have a better idea of the schools you want to target, you can now begin to make contact with the schools in the local area with the aim of initiating a relationship that will allow you to organise school recruitment visits by your volunteers and BQ's Development Officers. In the back of this guide you will find a copy of a generic letter that can be used to distribute to local schools.

Coordinate School Visits.

You will need to develop a calendar to coordinate your Recruitment Officer's time, the availability of the BQ DO's and the schedules of the schools that are interested in the program, to ensure that each school visit is either attended by a BQ DO or a Club Recruitment Officer. Ideally, any clinic conducted by a BQ DO will also be attended by a club volunteer/club Recruitment Officer who has access to flyers and other club promotional material to be handed out on the day of the school visit.

You will notice that the document we provide for you to send to schools also has an accompanying nomination form which asks the school to nominate three dates that best suit the school. Once the schools return the nomination form you can then provide your club recruitment officers and Baseball Queensland's Game Development Officer with three dates that best suit them. Eventually you should end up with a date that is agreeable to all parties and when this conclusion is arrived at you will then need to confirm dates and times with the schools. We have also provided a generic confirmation document for this purpose. This document can also be found in the back of this guide.



COORDINATOR'S SCHEDULE OF TASKS

June to October

JUNE TO OCTOBER

Manage your Volunteers.

You may want to provide your volunteers with a club uniform to wear to school recruitment clinics, it could be something as simple as a club cap and a polo shirt or you could have them in a club baseball uniform. It is up to you. You must ensure however that any club representative that attends school clinics is attired appropriately i.e.; covered footwear, socks, clean clothes and some form of hat and sun screen. A free club hat and polo shirt might be all the recognition some volunteers need to put their hand up to help again next year.

You will need to ensure that volunteers also have access to enough flyers to issue one to every child that attends the clinic. If your volunteers run out of flyers you are wasting their time having them complete any more clinics until you organise more flyers for them.

Be aware that your volunteers are giving up their personal time, so they expect the club and the people managing them to make good use of their time. When you plan your clinics and your come and try days, assess how many people are realistically required to complete each job. Don't work them to the bone, but by the same token don't have them standing around twiddling their thumbs. As a rule of thumb, you should plan to have a minimum of two people at any one school at any one time. Obviously the more experienced and more confident they get at delivering school clinics, you may be able to get away with one person per school, per day.

Conduct Your Recruitment Program.

If you have carried out all of the aforementioned tasks, the program should run itself. You need to start

making final arrangements for your "Come and Try" days. Remember you will need volunteers for the

following activities in attendance at your "Come and Try" days:

- Your club registrar or someone who can guide people through the registration process and all fees
- Club Recruitment Officers to conduct on field activities to entertain the attending children
- Club committee members or other qualified people to talk to prospective new parents to your club, and answer any questions they may have. Essentially someone to convert the parents. The kids have been converted if they convinced the parents to bring them to the "Come and Try" day, the final stage is to convert the parents.
- For insurance purposes you will need to collect the registration details of all non-member attendees that take part in the activities at your Come and Try day. You'll just want to collect their name, email and phone number. This can be a digital form or a document that you print off for the day.

COORDINATOR'S SCHEDULE OF TASKS

June to October

Report on Program Outcomes.

To continue supporting clubs effectively, we require you to complete a report on the successes and difficulties experienced in coordinating the program on behalf of your club.

A template will be provided for this purpose. Please keep track of how many students attend any of your school clinics.



RECRUITMENT PLANNER

Club Details

CLUB DETAILS

Name			
Club ABN			

CONTACT PERSON/S

Club President

Name			
Phone		Email	

Club Recruitment Coordinator

Name			
Phone		Email	

Other Representative (If applicable)

Name			
Phone		Email	

Local Schools

School Name	Public/Private	Contact Name	Contact Info

TARGET AGE GROUP(S)

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Note: Year Levels 1-4 have the highest conversion rate.

Options for School Clinics

SPORTING SCHOOLS

Government funded.
School applies for the grant,
buys equipment
and facilitates delivery
(including staff)

BQ 5 FREE DAYS

You organise, BQ staff it.
Club organises with the school.
BQ sends a qualified
Development Officer.

Organise with Sam Cawdron
sam@baseballqld.asn.au

DIY CLINICS

You do it all.
Club is responsible for
organising and staffing,
including providing equipment.

BQ have equipment kits
available for hire.



GROWTH STRATEGIES

What will you use?

What growth strategies will you implement? (i.e. School clinics, social media marketing, newspaper article, shopping centre stands, etc.)

1	
2	
3	
4	
5	

How will these strategies be implemented? (Contact schools and coordinate with Sam, allocate responsibilities to volunteers, create assets)

1	
2	
3	
4	
5	

Club Member Involvement & Responsibilities

Who will be responsible for assisting in the running of this program from the club and what will the roles be?

Name	Responsibility

Resources

What resources does the club need to effectively complete this recruitment plan?
e.g. Source - Club, BQ, etc. - Name of Resource - Policy, Equipment Kit, Social Media tiles etc.

Source	Name of Resource



BUDGETING

Determine your budget, funding sources, income and expense

Income (e.g. Registration, Sponsorship, Grants, etc.)

Source of Funding	Amount
Total Amount:	

Expenditure (e.g. Social Media Ads, Equipment, etc.)

Source of Funding	Amount
Total Amount:	

Define your Fees

What will you charge for the upcoming season?
You'll want to lock in your fees as early as possible, so the information can be passed onto members.

Age Group	Fee	Weekly Cost
U8		
U10		
U12		
U14		
U16		
U18		



KEY MILESTONES

Define your timeline

Example

Activity	Timeline/Date
Appoint Coordinator	May 20
Confirm school involvement	June 11
Start Social Media Ads	August 1
Come and Try Days	August 12, 19, 26

Activity	Timeline/Date

Desired Outcomes

How many registrations do you hope to generate through this campaign?

What are your other goals?



DECLARATION

By signing this form, the club certifies that:

1. The club will provide Baseball Queensland with a final report and documentation defining attendance numbers for the club Gala / Come and Try day(s) and final membership capture within the Teeball and Rookie ball age groups.
2. This plan has the full support of the club committee.
3. The club will provide the following:
 - A. Database of every school attended including the following details:
 - School name.
 - Number of sessions run.
 - The age groups that were targeted/participated.
 - Number of participants per class.
 - B. Database of every new registration in the club, derived from the program, including:
 - Name
 - Address
 - Gender
 - Age group
4. The club will support the program by providing the following:
 - A program coordinator.
 - Volunteers to assist with school clinics (where possible).
 - An event (sign-on day, gala day etc.) linked to any promotional school activities.
 - A junior coaching director to ensure the clubs ability to cope with expected increases in junior numbers.

SIGNATURES

Club President

Club Secretary

Coordinator

ONCE COMPLETE:

Upon completion of this form, please send through to our Game Development Manager.

Sam Cawdron
sam@baseballqld.asn.au



DOCUMENT TEMPLATES

Adjust and adapt to suit your needs.

The templates below:

1. Schools Program Introductory Letter
2. School Visit Nomination Form
3. Confirmation Letter

IT IS IMPORTANT THAT THE FOLLOWING DOCUMENTS ARE ADAPTED TO YOUR CLUB.

Make sure you add your club logo and/or letterhead.

Add your name and details and make sure it's addressed to the school.

Alternatively, use the body of the text in an email.

Dear

My name is _____ and I am with _____ Baseball Club.
We are planning for our club recruitment program and would like to offer your school the opportunity to participate in the program free of charge.

Aussie T-Ball/Baseball5 are initiatives of the Australian Sports Commission, Baseball Australia and Baseball Queensland. The program is aimed at increasing organised sport participation levels and encouraging clubs to recruit new members.

Aussie T-ball and Baseball5 are great non-contact sports for all genders and can be easily modified to suit students of all abilities.

The clinics will be delivered by a Development Officer from BQ and/or a club representative. The one-day clinic is aimed at years 1 to 4 (but we are happy to accommodate other year-levels as it suits) at your school during class time and we do ask that teachers be present to help with class management.

This session is an active introduction to baseball and at the end of each session, students will receive information about our club.

Of course, there is no expense to the school- just somewhere to set-up.

If your school is unable to participate, I would like to ask if we could promote our club with an item in the newsletter and a flyer to send home with the students? We will supply an electronic version for the newsletter and all the flyers.

I appreciate your time towards this program and if you have any questions please do not hesitate to contact me.

Regards,

Recruitment Coordinator

Baseball Club

Phone:

Email:

SCHOOL VISIT NOMINATION FORM

School:
Address:

Postcode:

Contact:

Phone:

Our school is interested in participating in the Baseball Queensland schools pro-

Please indicate 3 (three) suitable date preferences below for the Aussie T-Ball/Baseball5 clinics to be held at your school.

	Date	Times	Year Level	Number of Students
Example	Friday, June 12	9:30 - 10:15 10:15 - 11:00 11:30 - 12:15 12:15 - 1:00	Year 1 Year 2/3 Year 1 Year 1/2	28 30 29 30
Preference 1				
Preference 2				
Preference 3				

CONTACTS

Where can you get support?

BASEBALL QUEENSLAND

CONTACT DETAILS

Head Office

Ph: (07) 3217 5072

Website: <https://baseballqueensland.com.au/>

Email: admin@baseballqld.asn.au

Address: 2.02 Sportshouse, 150 Caxton St, Milton, 4064

Game Development Manager

Game Development Manager: Sam Cawdron

Email: sam@baseballqld.asn.au

Sam is responsible for our Development Officers, Sporting Schools, School Clinics and Recruitment.

Please don't hesitate to reach out with any questions, concerns or ideas!

Club Support Coordinator

Club Support Coordinator: Nicholas Wyllie

Email: nick.wyllie@baseballqld.asn.au

Recruitment Resources are available on Club Hub.

<https://baseballqueensland.com.au/club-hub/>

Nick is responsible for assisting clubs in planning, governance, facilities, funding and council liaison.

He has also developed Club Hub as a base of support and templates for all volunteers.

Liase with your Region

Create a list of relevant contacts!

You'll want any regional contacts, potentially your regions President, Secretary and Director of Coaching.

You'll also want your own Club contacts, such as your President, Secretary, Registrar and Coaching staff.

Work with each other, don't go it alone! A successful club makes a successful region makes a successful sport.

Ask for help when you need it.