



# Volunteer Top Tips

A guide to building a great  
volunteer team

Version 1.8 - February 2026





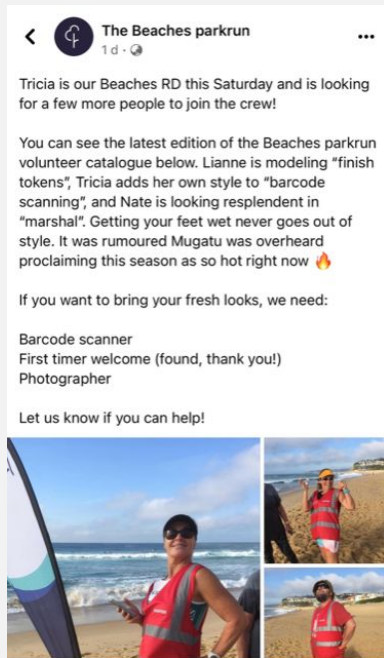
Volunteering at parkrun is so much fun

# VOLUNTEERING IS FUN

Use social media channels, the news page of the event website and the event report to show the parkrun community how enjoyable volunteering can be.

Who wouldn't want 'in' when it looks like so much fun?!

# PROMOTE VOLUNTEERING IS FUN ON SOCIAL MEDIA



# HAVE A PAPER ROSTER OR WHITE BOARD AVAILABLE SO THAT PEOPLE CAN SIGN UP EASILY

Wave it around before, during and after parkrun to encourage your community to sign up.

If you have access to a table/park bench, have it double as a volunteer sign up desk.

Have your 'Want to Volunteer?' sign displayed, along with the roster and pens so participants can see it when they are having their barcodes scanned.



# GIVE EVERYONE WHO LENDS A HAND A VOLUNTEER CREDIT

Some roles are excellent gateway roles to help people gain confidence and for many people it's a stepping stone to other volunteer roles.

These roles can receive a walk/run and volunteer credit so are a great entry point: Event Day Course Check, Pre-Event Set Up, First Timers Welcome, Photographer, Token Sorting, Results Processor, Volunteer Coordinator, Tailwalker, parkwalker, Report Writer and Communications Person.



# INVITE WALKERS AND RUNNERS AS THEY FINISH TO GET INVOLVED

Opportunities to:

- Jump in and scan barcodes (they get automatically added to the roster)
- Assist sorting the finish tokens
- Help with packing down the event kit
- These roles are excellent gateway roles to help people gain confidence and for many people it's a stepping stone to other volunteer roles.



# SEND OUT A REGULAR VOLUNTEER APPEAL EMAIL

## Volunteer Emails ✕

Email type: Volunteer appeal    Template (optional): system default (appeal)

Subject: Volunteering opportunities at {eventlongname}

Message body:

Dear XXX

Thanks for being part of the XXX community. We have some great opportunities to volunteer over the next few weeks and would love to welcome you to help out.

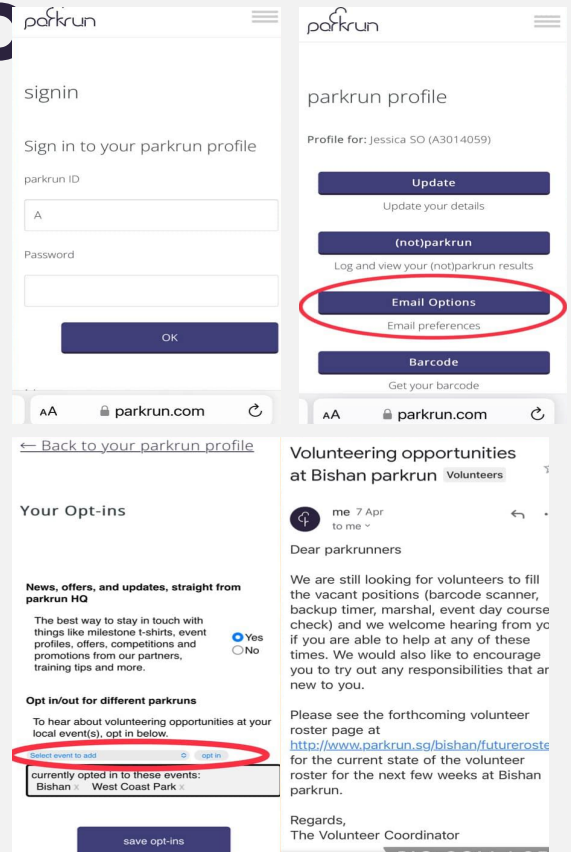
Please have a look at the future roster here and let us know if you'd like to be part of the volunteering team. It's heaps of fun

We actively encourage parkrunners to 'opt in' and hundreds of people do every week, so they are expecting to hear from you!

Personalise the emails to make them more readable, and consider sharing their content on social media too so that people who don't currently opt in can get a feel for what they say and start to understand the concept.

# INVITE PARKRUNNERS TO OPT IN USING THE VOLUNTEER REMINDER EMAIL

When you email the volunteers for the forthcoming week invite them to opt in to your volunteer appeal email. This is an especially useful tip for new events wanting to build up their 'opted in' list.



# MAKE THE VOLUNTEERS FEEL

## SPECIAL

Write the walkers, runners and spectators to show their appreciation for the volunteers at the pre-event welcome.

Thank the volunteers personally before and after the event.

Take a volunteer group photo and acknowledge their participation on social media and in the event report.

Remember their names and say hello next time you see them.



# VOLUNTEERS ARE ALWAYS WELCOME

We can always benefit from a few extra volunteers standing, smiling and clapping somewhere on the course.

The roster is flexible. It's absolutely okay to add extra roles at any time including parkrunday.

Turn them away and they may never offer again.

Adding extra Marshals, Tail Walkers or any volunteer role can make it twice as much fun!



# JOIN THE VOLUNTEER MILESTONE CLUB

Encourage the community to showcase and celebrate their volunteering achievements by wearing the milestone club merchandise.

This may also help start a conversation with others who may be interested in helping out.



# STRUGGLING TO ROUSE THE FIELD?

Try contacting the local college or University. They often have volunteering organisations with students keen to get involved in community events and it adds a line to their resume.

Contact the 'Friends of the park' group if there is one. They might be keen to help out.

Chat to your landowner and/or local council who may be able to connect you to community organisations that are keen to lend a hand.





# INVITE LOCAL GROUPS IN YOUR COMMUNITY TO HEADLINE THE ROSTER

It brings a carnival atmosphere to the day and aligns with some of the core principles we built parkrun on:

- We want more people to join groups and to become part of a formal group structure.
- We encourage parkrunners to explore and be involved in other community events.



# INVITE A LOCAL WALKING/RUNNING CLUB TO HEADLINE FOR THE DAY

Volunteering at parkrun provides a great opportunity for local walking/running clubs to get involved in their local community, meet new people and let parkrunners know about other active options in their local areas.

Clubs can support all volunteer roles and are also great at providing pacers. Whilst pacers aren't an essential volunteer role, it can be nice to put on a pacer event occasionally if you wish.

It's almost guaranteed to bring a few extra PBs and it helps to break down the perception that clubs are just for fast people.

Please offer a broad range of target times - parkrunners come in all shapes, sizes and speeds!

# SHOWCASE SOME POSITIVE STATISTICS

A recent survey showed that people who volunteer at parkrun feel an improved sense of happiness compared to those who walk or run only. [Read more about that here.](#)

You can find some volunteering stats relating specifically to your event on the wiki. Here's Shellharbour [parkrun](#) as an example. See the last two rows.

	Ever	Past Year	Year To Date	Past Month	Month To Date	Past Week
<b>Registrations</b>	5965	186	78	44	22	7
<b>Runs</b>	64321	3070	1577	890	444	196
<b>Participants</b>	7194	1092	649	464	308	178
<b>Volunteer Occasions</b>	6288	300	149	89	42	21
<b>Volunteers</b>	669	111	68	54	34	21



**Those who volunteer at parkrun reported the greatest improvement to their happiness. 84% said volunteering at parkrun made them feel happier**

# BRING A FAMILY MEMBER OR FRIEND ALONG TO HELP OUT

Why not bring along a friend or a group of friends and volunteer together.

Families can also volunteer together.



# INVITE PEOPLE TO CARRY OUT THE VALUABLE ROLE OF TAIL WALKER

This can be a great role to get new volunteers started plus it earns them a volunteer credit and a walk credit too (need to bring their barcode).

Have more than one and they make new parkrun friends!





# IF YOU HAVE A SPECIFIC VOLUNTEER ROLE THAT IS VACANT:

Share the applicable, short how-to video from YouTube on your Facebook page to show what the role is about and how easy and fun it is.



**ENCOURAGE  
PARKRUNNERS  
WHO ARE NOT  
WALKING OR  
RUNNING TO SLIP  
INTO THE HI-VIS**



# ENCOURAGE JUNIORS TO VOLUNTEER

They are learning life skills!

[Click here](#) to read more about children at parkrun.

# ADD NAMES TO THE VOLUNTEER ROSTER IN ADVANCE

It helps make the event look vibrant and enables people to see what spaces and opportunities are available in forthcoming weeks.

Future volunteer roster

	27 May 2023	3 June 2023	10 June 2023	17 June 2023
<b>Run Director</b>	Kelly DUGGAN	Kelly DUGGAN	Tanya QUEALE	Tanya QUEALE
<b>First Timers Welcome</b>	Kelly DUGGAN	Kelly DUGGAN	Tanya QUEALE	Tanya QUEALE
<b>Timekeeper</b>	Haydn CHEN	John SWAYNE		
<b>Finish Tokens</b>		Ali BAYNE		
<b>Finish Token Support</b>	Thulani MAFICO	Daniel EMENY	Genevieve MCNIE	
<b>Photographer</b>		Simon PURKISS		
<b>Barcode Scanning</b>	Lachlan RIDGE	Phillip WOO	Julie STANTON	Ingrid MADDOX
<b>Barcode Scanning</b>	Isabelle WOODARD	Greg BEERLING		Lachlan RIDGE
<b>Barcode Scanning</b>	Isabella DREW	Chris LEGG		Genevieve MCNIE
<b>Barcode Scanning</b>	Genevieve MCNIE	Taylor MIDDLETON		
<b>Marshal</b>	Ross PATERSON	Robert KING	Kim WHITEHEAD	
<b>Token Sorting</b>	Ali BAYNE	Isabella DREW	Peter BRADY	Michelle SINN
<b>Token Sorting</b>		Matt BUTCHER		Nigel ROBBINS
<b>Tail Walker</b>	Louise O'NEIL	Lea WOODARD	Bronwyn WHITEHEAD	Shauna MACLEAN
<b>Tail Walker</b>	Margaret WHILLIER	Isabelle WOODARD	Ria WARREN	
<b>Event Day Course Check</b>	Danny MOORE	Danny MOORE	Danny MOORE	Danny MOORE
<b>Other</b>		Chris LEGG	Charlet WARREN	
<b>Other</b>		Genevieve MCNIE		
<b>Funnel Manager</b>		Daniel HITCHCOCK		
<b>parkwalker</b>	Shauna MACLEAN			

# CHECK THE WEEKLY VOLUNTEER CLUB REPORT

You can find the report on the wiki [here](#):

Celebrate new Volunteer Clubbers in your event report, on social media and in person.



# FEATURE LOCAL PARKRUNNERS ON SOCIAL MEDIA

Encourage volunteers to say a few words about why they love volunteering and post this along with a happy smiling photo on the event social media channels.



Umbagog District parkrun

September 26, 2022 · 🌐



In this week's Monday Meets, we introduce Trish, another new volunteer at parkrun! Thank you for joining our crew Trish! (and also for bringing Bob along to join the fun too!)

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Meet new volunteer Trish

"I volunteer at Umbagog because I ran out of reasons not to do it.

It gets me up early on a Saturday morning, I meet somebody different each week to chat to, I love encouraging people on their own journey and I come away smiling.

I have yet to perform all the positions as a volunteer, however I am working my way through them."

Thank you Trish!

We're glad you ran out of reasons not to come too!

[#thankyou](#) [#welcome](#)

## Meet volunteer Trish

*"I volunteer at  
Umbagog  
because I ran out  
of reasons not to do  
it.*



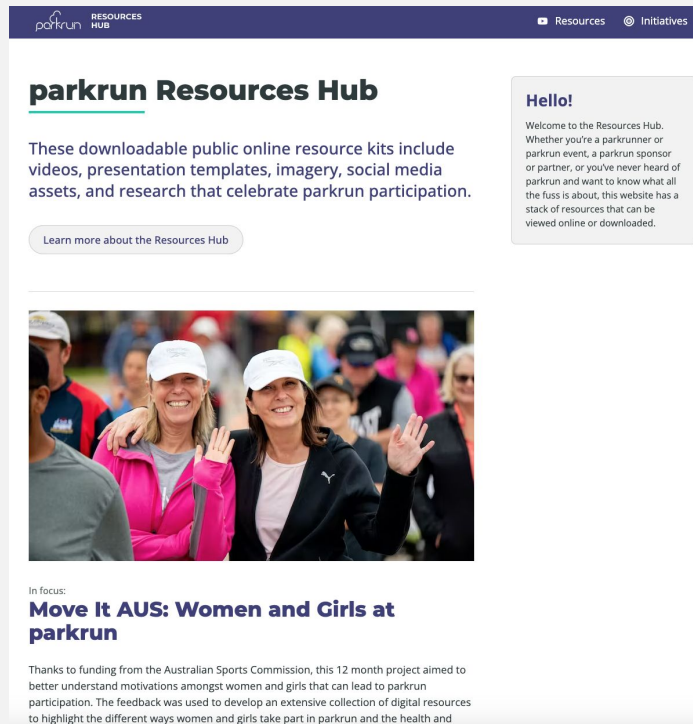
# RESOURCES

These downloadable public online resource kits include videos, presentation templates, imagery, social media assets, and research that celebrate parkrun participation.

Need some parkrun posters for your community or ready made social media posts? Check out the event team media resources folders of Australian, New Zealand and Global assets.

Click here to find out what volunteers do.

You can also refer people to the Getting Involved tab.



parkrun RESOURCES HUB

Resources Initiatives

## parkrun Resources Hub

These downloadable public online resource kits include videos, presentation templates, imagery, social media assets, and research that celebrate parkrun participation.

[Learn more about the Resources Hub](#)

**Move It AUS: Women and Girls at parkrun**

Thanks to funding from the Australian Sports Commission, this 12 month project aimed to better understand motivations amongst women and girls that can lead to parkrun participation. The feedback was used to develop an extensive collection of digital resources to highlight the different ways women and girls take part in parkrun and the health and

# OVERWHELM PEOPLE WITH POSITIVITY

- We want people to **volunteer for the love of it**.
- Always use **positive language** and photos when recruiting and referring to volunteers.
- Promote volunteering as a way to learn and **develop new skills**, and also as a way of applying your existing skill set.
- Invite people to **give** their time, not to '*give up*' their time. Volunteering is **fun**, not a chore.
- **Volunteering is voluntary** - we don't expect anyone to volunteer unless they really want to! There is no expectation to volunteer a certain number of times per year.
- Don't waste your energy being cross about people who don't volunteer. People are welcome to **participate in parkrun however they choose**.
- When you volunteer at parkrun you are part of an awesome team that is making a **significant contribution the local community**.

# **SAMPLE 6 WEEK SCHEDULE TO BOOST VOLUNTEER RECRUITMENT**

## **Week 1**

1. Update event website photos with bright, happy, smiling photos (email [eventsupport@parkrun.com](mailto:eventsupport@parkrun.com))
2. Update event Facebook cover photo
3. Take photos of the volunteer team to feature on your event Facebook page

## **Week 2**

1. Share a volunteer video or blog story once a week on your social media pages
2. Display your 'Want to Volunteer?' sign along with the future roster or have a confident volunteer walk around and ask participants (see slide 4).
3. Promote roles where you can volunteer and walk/run (see slide 6)

# **SAMPLE 6 WEEK SCHEDULE TO BOOST VOLUNTEER RECRUITMENT**

## **Week 3**

1. Send a volunteer appeal email (see slide 7)
2. Welcome and thank event day volunteers (see slide 9)
3. There is always room for more volunteers, always welcome anyone, anytime to help out (see slide 10)

## **Week 4**

1. Contact local community groups (see slide 13,14)
2. Bring a friend post (see slide 16)
3. For specific vacant role/s, share the parkrun how-to video (see slide 18)

# **SAMPLE 6 WEEK SCHEDULE TO BOOST VOLUNTEER RECRUITMENT**

## **Week 5**

1. Set up a volunteer reminder email (see slide 8)
2. Junior volunteers are always welcome (see slide 20)
3. Is the future roster up to date? (see slide 21)

## **Week 6**

1. Meet the volunteers post (see slide 23)
2. Access event team resources (see slide 24)
3. Always be positive when promoting volunteering (see slide 25)

# #lovevolunteering