

STUDENT VOLLEYBALL!



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spike!

VOLLEYBALL
ENGLAND

FRESHERS PACK

Freshers' Fair!

Making the most of Freshers' Week!

The best chance your University Volleyball Club has to attract new members is during Freshers.

This Guidance has been produced to help HEVO's and Universities during Freshers' Week(s) to promote their club and sessions and attract new members.

Before

- **Get support from your committee**
Make sure they are aware of the importance of the Freshers' Fair and their role for the upcoming year; spread the workload as a strong committee team is needed for a successful club.
- **Update your website/social media page(s)**
Are all contact details correct, are details of sessions visible, are there photo's to show how much fun the club is? Use the hashtag **#HEVOGoSpike** to widen your advertisement through Volleyball England's Social Media channels.
- **Put up posters**
Promote the club around campus, this can be discussed with your AU/ SU team. The key is to be more organised than the other sports teams!
- **Regularly check emails**
Members of the committee should also make sure that they are regularly checking their emails prior to Freshers' Week as often new students email wanting information about the volleyball club and how they can try it out.

During

- **Make yourself stand out**
Your club is competing with numerous other clubs for students' attention, time and money; therefore you need to make yourself stand out from the crowd. Think outside of the box for ideas that make your club look fun and exciting, this could include;
 - wearing fun t-shirts
 - laptop with inspiring video
 - playing volleyball/ giving people a go (use your Game in a Bag)
 - set a volleyball challenge for freshers with a leader board and an incentive prize for the winner (you could hire the Go Spike Speed Cage)
 - free stuff, pens, badges, key rings etc

It is vital that there is a big volleyball 'Presence' at Freshers' Fair



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- **Staff your stand**
Have 2-3 people on the stand all the time so that there are enough people to speak to potential members - make people feel at ease when they come and talk to you.
- **Be active**
It is important that any possible volleyball players see that the web / social media page is active so keep updating, particularly with info about sessions, competitions and possible trips etc. be as enthusiastic and excited as possible.
- **Get the look**
If your club has any footage or photos of club social events, competitions and club tours, try and show these on your stall. Use the template posters provided by Volleyball England.
- **Give out information**
Produce leaflets to give details of the first taster session, where to meet and any socials that may be taking place during Freshers' Week. It is often a good idea to combine a taster session and a social on the same day as this will help to get new students involved with the club.
- **Make a record**
Make sure that names, phone numbers and email addresses are recorded, and follow them up with a friendly call or email to see if they are coming to the first session.

After

- **More advertising**
Ensure that your sessions are advertised in as many places as possible - posters, website, social media, Freshers' Week guide and student newspaper. You will have email addresses and numbers from Freshers' Fair so make sure you use them!
- **Check your website/ social media pages**
Some students may contact you via Facebook to ask about the club, so keep checking and be positive and as helpful as possible e.g. arrange to meet at Freshers' Fair so you can discuss further.
- **Leafleting**
Hand out leaflets on campus throughout the week.
- **Demonstrations**
These have been a successful at other universities, use your Game in a Bag to set up anywhere - in the SU building, library, or around campus where there is a good flow of people walking past. This attracts attention and can get people interested in coming along to taster sessions by getting them to play a bit first.
- **Refreshers**
Does your university have a refreshers event in January? Think about planning for how you can re-enthuse your club and get more people through the door or those people who have dropped off to come back again.
- **Be imaginative**
Volleyball can be played anywhere!



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Tasters Sessions!

Taster sessions provide an opportunity for your club to show what it does; you raise awareness and get people excited. They need to be well organised and good fun.

Plan

- Where and when are you going to hold the session?
- What do you want out of the session? Is it for BUCS team players or to increase recreational players? You may want to hold two sessions?
- Session plan, if you only have 1 court - prepare a session plan beforehand which includes fun drills where you can host large numbers of people - be imaginative!
- Split the groups. Get a club member to take the complete beginners to one side to be taught the basics of volleyball, these drills do not always necessarily need a net - ensure that they are integrated with the whole group at the end of the session so not to isolate them.
- Play games. You can run 2v2, 3v3 or 4v4 small sided games over the net - 2 games can be going on at the same time over half a court with the player rotations taking place regularly. Be innovative in your delivery to keep everyone as engaged as possible
- **Be prepared for large numbers!**
- Where possible run your session on 2 courts - this makes it easier to separate the beginners from the intermediates.
- At the end of the session, take a couple of minutes to thank everyone for attending. Use the time to tell people how they can sign-up (when and where) and when the next session will be, competitions and upcoming socials.

Get support

- Get club members helping out at the session is a great way to be organised and ensure the sessions run smoothly.
- Talk to your Sport Development team at your Student Union/Athletic Union (these are the people who organise all your fixtures) they will have knowledge of what court time is available, be enthusiastic, make them aware of the benefits, and that your role as a HEVO puts you in a strong position with the funding that you have available to you.
- Get other volunteers and societies involved. You don't need to be a volleyballer to help at a session, ask your sports development team if there are other volunteers who can help take details and support the session. Link to other societies, they are already groups of like-minded people who may enjoy volleyball, or they could provide music at the sessions.



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Gain contact information

- Taster sessions are a good way to obtain contact information of possible members. If you take their name and contact information when they arrive for the session you can send them information about joining the club and generate a feeling of involvement in volleyball.
- Ask all players attending to complete a form with their name, contact details, level of experience/play/position etc. This will help you to group players so you don't end up with a beginner working with a high level player. Rotate players around regularly so they play with other people and experience all techniques (dig, set, spike, serve). Finish with a fun game or match so players experience a game situation.

Exit routes

- Have information available for those who may want to join your BUCS team. Tell them the commitment needed, including time, cost, matches and training sessions.
- Recreational sessions are a fantastic way of keeping people playing volleyball and will allow for a greater depth of players when selecting teams. Make the sessions fun and active to keep people coming back.
- Intra - mural leagues are semi - competitive leagues set up within a University; they can be teams of friends, course mates, societies or even other sports clubs. An intra-mural volleyball league is also another fantastic way of developing the participation levels of volleyball.
- Organise friendlies against local Universities, colleges and/or clubs, to allow recreational players the opportunity to play in additional competitive opportunities, or possibly enter a University team into a local league (if there isn't one, is there demand locally in HE and FE?)
- Link recreational sessions to a Wednesday BUCS fixture. Have a session before so those who have played can stay and watch the fixture.
- Often throughout a season you will need to bring in new/different players into your BUCS teams due to injuries and availability. This is why it is **vital to keep all players engaged in the club**, keep them involved in training and socials, as they may want to step up to the BUCS team later on!

Remember - the more people playing and participating in volleyball the better the future of the club



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Further Information!

Go Spike Speed Cage

The Go Spike Speed Cage is a fantastic way to promote volleyball and raise awareness of your club. It's a large inflatable (4m wide x 4m deep x 5m high) which allows participants to test the speed of their spike! It costs £50 plus transportation (dependent on distance from Loughborough). You will also need a trained operator, HEVO's will receive training at the HEVO conference. To book contact Volleyball England.



Game in a Bag

This is the most adaptable way to play volleyball whatever your age or ability. Whether you choose to play you can't help but have fun!

The ribbon is your net - tie it between two posts, hold it or even lay it on the floor. The ball is a blow up beach ball which can be inflated within seconds (you can add a Go Spike Ball to the kit if you like). The light weight ball is soft and easy to use. Please Note: This ball is not suited to outdoor windy conditions. Available from www.volleyballengland.org/shop.



For more information or any questions relating to Higher Education volleyball, please contact

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Visit www.gospike.net to sign up today!



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