

2010



## SPORT & COMMUNITY

–How do you recruit and retain voluntary leaders?

### THE PROCESS

The problem was addressed during a two-day innovation workshop. Students worked in groups and were guided by professional innovation consultants. The process was based on a humanistic innovation method in which people and human needs are crucial for successful innovative thinking. Students were introduced to theories and practical exercises in the fields of user innovation, needs analysis, social media and strategic concept development.

### FACTS

Course: JobLab Humanities  
 Participants: Master's students from the Faculty of Humanities  
 Duration: 2 days  
 Principal actor: DGI Metropolitan Area  
 Facilitator: Martin Hesseldahl, Katalyst and Mikkel Dahlbæk Sigurdsson, Faculty of Humanities Study and Career Guidance Centre

DGI Metropolitan Area is a sports organisation consisting of numerous, variously sized and voluntarily managed community groups. These groups have already managed to expand and create new platforms with the help of social media.

The challenge presented was to investigate how DGI Metropolitan Area could support and create opportunities to recruit and retain young volunteer leaders using social media.

### RESULT

All results were clearly marked by the involvement of diverse target groups: existing and potential volunteers, as well as athletes. Some groups developed concepts targeted for volunteers from within DGI Metropolitan Area's local association, while others took up the challenge to recruit athletes from across all DGI local associations on a national basis.

All of the solutions focused on the pre-, during and follow-up experiences of social media usage. The strategy was to establish small and large Facebook communities from the bottom up, so that members could experience a sense of ownership of the social space.