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**SPORTS VOLUNTEERING SOLUTIONS**

C O N S U L T I N G

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**SPORTS VOLUNTEERING SOLUTIONS**  
CONSULTING

# THE SPORTS VOLUNTEERING INDUSTRY

“Voluntary contribution to sport is of such a scale that when quantified it outstrips all other voluntary activity and dwarfs the amount of paid workforce in sport.” Patrick Carter chair, Sport England (1)

- ★ The majority of a sports event's workforce is made up of Volunteers. For example, 85% of UEFA EURO 2012 and up to 90% for Rio Olympic Games 2016. (2)
- ★ History shows that the success of an event depends largely on the organizers' ability to assemble into a team a group of people with different origins, skills and profiles, and then to manage them effectively.(2)
- ★ Research demonstrates that sport volunteering has a real economic and social value in the community .
- ★ Sponsors are seeing the potential to use volunteerism in their Corporate Social Responsibility (CSR) programs as a vehicle for personal development, integration, and social progress.

An event with a professionally managed Volunteer Program will benefit of having the right people, in the right place, at the right time.



More than 200,000 applications were received for the Olympic Games Tokyo 2020

- Survey conducted in Olympic Games Tokyo, 2020 revealed that 90% of volunteers would like to invest more of their time in volunteering at future events. 70% out of which assured that they particularly are motivated for sports volunteering. (3)

# CHALLENGES

OF MANAGEMENT OF VOLUNTEERS

## STRATEGIC CHALLENGES

- Setting a specific strategic planning for volunteer management
- Recognition of the importance volunteer management functional area
- Volunteer performance impacts overall event success

## OPERATIONAL CHALLENGES

- High number of volunteer turnover
- Mismatch of volunteer's skills and roles attributed
- Difference in management approach of volunteer vs. workforce
- Lack of volunteer recognition
- Volunteer performance impacts overall event success

# To Address The Challenges, You Need To Be...

## **FOCUSED**

On the understanding of the importance volunteer management and develop a well-timed strategic planning prior to the event.

## **INFORMED**

About the suitable approach for operational aspects of volunteer management and its importance for overall success of the event.

## **DEDICATED**

Towards the management of the volunteers and delegate responsibilities. Have understanding and strategic skills to deliver it operationally.



# THE NR SPORTS VOLUNTEERING

## SOLUTIONS CONSULTING

NR Sports Volunteering Solutions Consultancy is a German company. Founded in 2020, the aim is to provide a strategic volunteering consultancy to Sports organizations; thereby strengthening, encouraging and empowering sports volunteers to perform their best in the operational field. The end results is to deliver successful events that leave a legacy at society and recognize the economic and social value of the volunteer program.

# VISION

To create a high-performance volunteering industry composed of inspired people with optimal silks-sets and ready to deliver successfully and world-class perceived events.



# MISSION

- 01** Bring effective solutions to sports events organizers in the area of the management of volunteers.
- 02** Leave an impact on volunteer's career path and inspire the volunteering culture globally.
- 03** Ensure that the Management of Volunteers functional area receives the necessary recognition compared to its contributions to the sports industry.

# OUR VALUES

## FOCUSED



- On providing strategic tailored service to organizing committee.
- On the mindset of being fully committed to the volunteer management functional area.

## INFORMED



- About the implementation of a scientific research and academic approach to the operational field.
- About cultural aspect of the sports event host country and people .

## DEDICATED



- Towards keeping volunteers as the centerpiece of all aspects when planning the event
- Towards proper operational execution of the event for an overall successful delivery.



# SERVICES

## STRATEGIC PLANNING



- Current sport and volunteer industry appraisal
- Define functional strategy
- Build an action plan
- Create risk mitigation procedure

## OPERATIONAL IMPLEMENTATION



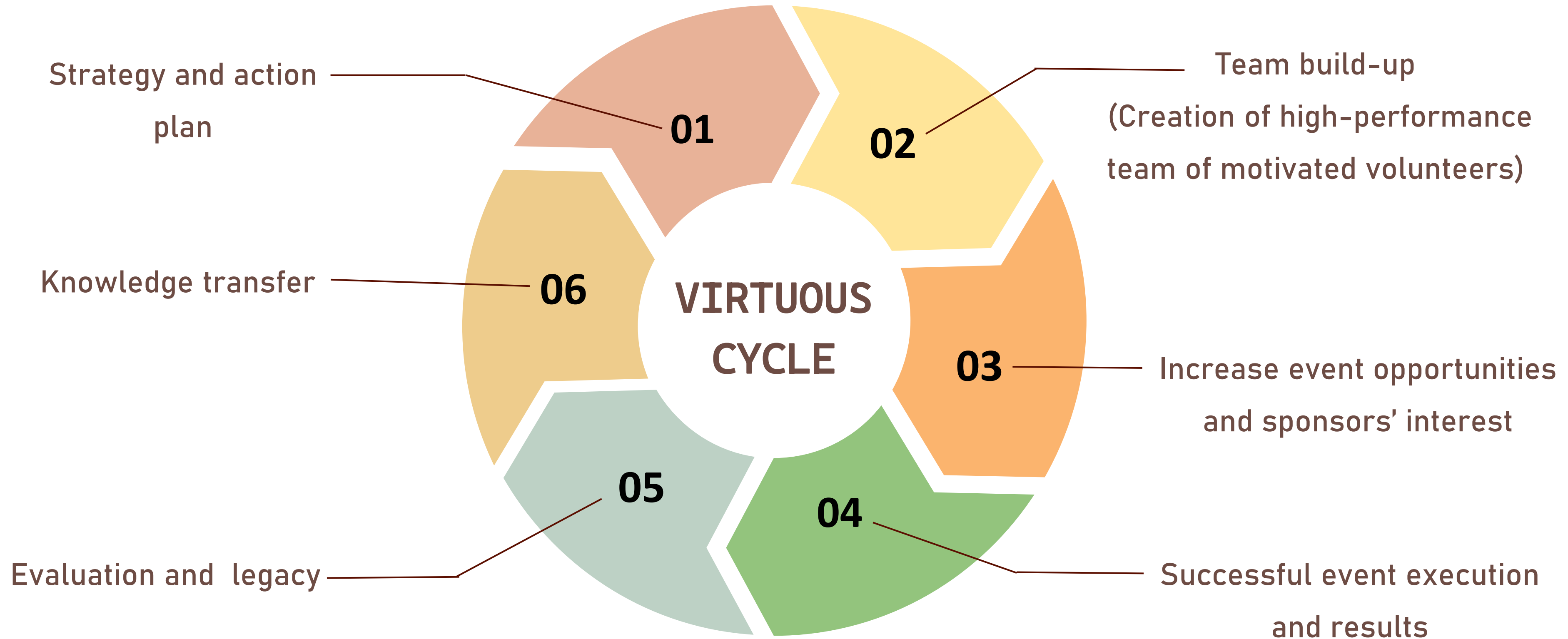
- Recruit the volunteers
- Screen and selection
- Orientation and Training
- Volunteer retention
- Motivation
- Volunteer recognition

## LEGACY



- Post event evaluation
- Empower volunteer social connection
- Encourage recurring volunteer

# OUR UNIQUE APPROACH



# PORTFOLIO

## YELLOW SHIRTS ASSOCIATION ROMANIA, 2021

- Provided Consultation service to "V4Volunteering" project funded by European Union.
- Created Training Material for event.
- Developed manual and volunteering management concept.

## EUROPEAN MOUNTAIN RUNNING CHAMPIONSHIP SKOPJE, 2017

- 170+ volunteers managed
- Applied observational research to understand local volunteer culture.
- Implemented strategic planning and volunteer management options helped reduce the obstacles.
- Delivered recruitment and training along with volunteer guide.
- Created a legacy of volunteer management which was exercised by Athletic Federation of Macedonia for future events.

## WIZZAIR SKOPJE MARATHON SKOPJE, 2018

- 450+ Volunteers managed.
- Delivered on schedule event preparation and strategic planning .
- Provided Consultation service.
- Supplemented recruitment process.
- Developed recommendation report targeting future events.

## UEFA SUPER CUP SKOPJE, 2017

- 90+ volunteers managed
- Served as a Deputy Volunteer Manager in decision making process.
- Implementing UEFA volunteer concept throughout recruitment, training and management of volunteers.
- Managed volunteer agreements and uniforms.
- Executed rewards and recognition for volunteers.

# CLIENT TESTIMONIALS

## Gabriella Horváth

Executive Committee Member at European Handball Federation and Secretary-General at Hungarian Handball Federation



" It has been a great delight to be working with Ms. Rochevska. A creative person who also has the capability to tackle stressful situations. I can confidentially recommend her to any sports organization where she can contribute on a high level. "

## Filip Popovski

Secretary-General of the Macedonian Football Federation and Strategic Management, Events Specialist



" Ms. Rochevska was a LOC project leader in the UEFA Super Cup 2017, Macedonia. I found her very professional and someone who has a very good sense of coordinating the activities prescribed for the volunteers involved. "

## Dejan Angelovski

Secretary-General at Athletic Federation of North Macedonia



" Ms. Rochevska possesses excellent skills in project planning, team building, strong interpersonal and communication skills, to deal with a diverse range of people in international teams; which was very crucial in the Event's overall success."

# MEET THE TEAM



**Expert of Sport Volunteering Management**

## NADA ROCHEVSKA

**Founder and CEO**

Nada Rochevska is an internationally recognized leader in sports event management and volunteer leadership. From passion and love for Volunteering to real-life fascination, she has carved out a professional and academic career in this field. She has a Master of Science degree in Sport Management with the focus of her thesis on Sport Volunteering Management at Mega Events. She has a wealth of volunteer operational management expertise, which she has demonstrated as the Volunteer Manager at WIZZ AIR Skopje Marathon 2018 where she was responsible for over 450 volunteers, as the Director of Volunteer Management at European Mountain Running Championship, Skopje 2018, as the Deputy Volunteer Manager at UEFA Super Cup Skopje 2017, among the others.



## DR. NIKI KOUTROU

**Expert of Sport Management and Volunteering**

Dr Niki Koutrou is a Senior Sport Management and Policy Researcher and Academic. Her research focuses on events management and Olympic studies, alongside mega-sport event volunteering, participation legacies, volunteer management, sports program evaluation and sustainability. She has held a Project and Research Manager role at PlayGreen. Her work on volunteer legacies has also been featured in the Royal Geographical Society Journal and has acted as the Workshop Facilitator and Coordinator at the European Sports Platform, European Youth Sport Forum and International Olympic Academy, among others.



## DANIELA NEGREDA

**Expert in Marketing and Business Development**

Daniela Negreda has over 20 years of professional experience in Marketing in both the corporate and sport industries. She is currently a consultant and lecturer. She has expertise in business development, branding, insights and project management in international organizations including the International Olympic Committee (IOC) and Kimberly-Clark Corporation (KC). She has a passion for volunteering and has participated in several events in her hometown.

# CONTACT US



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**THANK YOU**

