Volunteer profile and their motives for participation in the Volunteer Programme during the FIVB Men’s Volleyball World Championship Poland 2014.

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Summary
The aim of following paper is to present silhouette and work of a sports volunteer during international sports events in Poland. Profile and participation motives in Volunteers Program were described based on FIVB Volleyball Men’s World Championship Poland 2014 example. Research process required use of following methods: text analyses, in-depth interview and undisguised participant observation of the market. The study showed that the largest group of volunteers was constitute by women (67.06%) between 19-24 years old. 70.59% participants of voluntary programme had advanced level of English and 70.25% declared knowledge of additional foreign language. Average time of working during tournament contained 6 hour in match day. Examinations showed that motives of participation in Volunteers Program has changed its basic altruistic role. Sports volunteers are linking personal passions resulting from an interest in given sports discipline with building of professional experience, with getting the classification and basic competence constituting the base to the further professional development. Voluntary programs might be treat as an internship.

Key words: Sports volunteering, volunteer activity, organization of sports events

Introduction
Volunteering is a much less common phenomenon in Poland than in Western countries. Lack of volunteering tradition handed down from generation to generation might be caused by the political situation in Poland existed from 1947 to 1989. According to Jolanta Zysko (2011), the tradition of volunteering in post-communist countries is different from that of countries not affected by this phenomenon. In times of Communism, community work, being the reflection of today’s volunteering effects, was compulsory and free of charge. Volunteering was treated as practice for learning a profession without reward (Lalak & Pilch). In countries of the post-Communist block (Poland, Romania, Bulgaria), voluntary services evoke negative associations, mainly because they have weak background activity of persons remembering that period in the area of action and they associate it with voluntary and work for free (Zysko 2011).

The purpose of following paper is to examine mega-event volunteer motivations of hosts in Poland based on the example of the FIVB Men’s Volleyball World Championship.

Volleyball plays an important part in Polish social culture and is sought-after by the community. This theory is strongly supported by high attendance at matches and newly-set viewership records. It is also one of the most generating disciplines regarding media value. One might claim that placement of volleyball on the Polish sports market is unusually powerful and has become recognized and respected all over the world.

In 2014, Poland was the host of the FIVB Men’s Volleyball World Championship. Carrying out such a great sports event is a big challenge both for logistics and finance. Its success is dependent on many factors, including human commitment, dedication and hard work.

Voluntary work in sport
Volunteering comes from the Latin word voluntas, which means free will and unforced choice. It is considered as an altruistic activity during which an entity or group provides services for no financial gain to benefit another person, group or organization (Wilson 2000). Contemporary researchers have been trying to set down the basic borderline between formal and informal volunteering. Formal volunteering has been defined as taking place as part of the volunteer’s involvement in an organisation while informal volunteering has been regarding as ‘helping’ out a friend or a neighbour on an individual basis (Harper, 2015).
The International Labour Organization (ILO, 2011) defined volunteering as, “unpaid non-compulsory work; that is time individuals give without pay for activities performed either through an organization or directly for those outside their own household”. Volunteering is a free and conscious act for other people or organizations that goes beyond family and friendships. The positive effects are found in the educational and occupational attainment promoting active participation in social life (Cichocki 2008). Volunteering is a type of activity that is carried out deliberately, voluntarily, for the benefit of others or the whole community, without getting paid (Zyśko 2011). Volunteers can be anyone in any area of social life and wherever this kind of help is needed (Jordan & Ochman 1997).

Regulating the area of volunteering activities assumes different forms in various countries. They mainly stem from national legislation in this area and the historical and cultural traditions of the respective country. Poland belongs to a group of countries with legal regulations in relation to voluntary organizations (Zyśko 2011). The Ministry of Sport and Tourism of the Republic of Poland distinguished two forms of sports volunteering. The first includes short-term sports volunteering. The second is involved with permanent voluntary activity in sport (Ministry of Sports and Tourism, 2010). Volunteering activities are regulated in Poland through the Act of 24 April 2003 on Public Benefits and Volunteering. This act defines the conditions for carrying benefits out by volunteers and receiving these benefits by organizations (Act from 24 April 2003 on public benefitting action and voluntary work). The volunteer is not an employee within the meaning of the Labour Code, and the beneficiary is not an employer (Wojnowska 2005). The role and significance of sports volunteering has been recognized by the European Union, which, by concluding in the Treaty of Lisbon, emphasizes its special nature, voluntary structure, social and educational function. According to this statement, it contributes to promoting sport ventures in Europe (Traktat Lisboński).

Contemporary volunteering fulfills the following functions: psychological, social, educational, educational, and economical. The psychological function is related to satisfying the needs of belonging, self-fulfilment and recognition. The social function is oriented towards establishing social bonds. The educational function includes activities related to the active form of searching for a place on the labour market and the socio-occupational position. Economic function is understood as participation in establishing specific infrastructure (Sosnowski 2008).

The length of a volunteer’s service is often described as long-term, short-term or episodic (Connors, 2011). Long-term volunteers are involved in an organization for an extended period of time without a specified end date of working. Short-term volunteers devote a limited amount of time to an organization. This type of volunteer is often described as a one who , ‘provides service regularly for short periods of time. Episodic volunteers rarely provide services to an organization, they usually last a single day or concern a multiday event” (Macduff, 1999). There is no, one stiFF template of defining episodic volunteering. Some volunteers involve themselves one time in a task on one specific occasion (like a major sporting or cultural events); others commit themselves to a series of events over a period of time; and the third group links episodic volunteering with long-term involvement within the same or another organisation (Macduff, 2005).

Sports volunteering is a combination of two areas. The first is the idea of volunteering in itself, and the second is the activity of broadly understood sport (Lipiec 2011). Organizations, associations or sports clubs, on account of financial barriers, seek for volunteers who can support their action and be engaged into their development. The work and help of people who do not receive financial benefits are the basis for the organization of worldwide sports events, irrespective of the greatness of their rank. Much research shows that mega sporting events like the Olympic Games, the FIFA World Cup or the NFL Super Bowl would not be possible to manage without the recruitment of a large number of volunteers (Giannoulakis et al., 2008). Volunteers have always played a significant role in the sport and physical activity sector. Without them, most activity would not happen. Therefore, episodic volunteers are engaged into the organizing process.

### Sport Event Volunteer Motivations

A large number of contemporary theories have been applied to understand the nature of volunteer motivation. Initially, volunteering was considered as an altruistic act reflecting a caring approach towards the community. Many studies show that motivation to volunteer is multi-dimensional and arises out of the divide between altruism and self-interest.

The Motivation to Volunteer (MTV) scale created by Cnaan and Goldberg-Glen (1991) showed that motivational aspects can be both egoistic and altruistic. The Volunteer Function Inventory (VFI) scale developed by Clary et al. (1998) contains six different sets of motives: altruistic, skill development, career opportunities, social networking, self-esteem and personal development. Farrell et al. (1998) and Twynam et al. (2003) place volunteer motives into four categories: purposeful, solidarity, external traditions, and commitments. Purposeful motives may follow from a willingness to assist the community and the event. Solidarity motives are involved with desire of acquiring practical or education experiences and building a platform from social exchange. External tradition motives refer to the use of free time and family traditions. Commitment reasons relate to prestige and self-satisfying factors. Expanding the research by Farrell et al. (1998) and Twynam et al. (2003), Strigas and Jackson (2003) added a fifth motivational category called material rewards, connecting the rewards and stimulus volunteers received from working the event.
MacLean and Hamm (2007), making of use the five dimensional model developed by Strigas and Jackson (2003), added *love of sport* as a factor of volunteer motivation. In their research, they showed demonstrated, as they called it, *egoistic factors* (discover new interests, improve skills, meet new people and interact with others) and *leisure factors* (fill free time, relieve stress) were the leading motivators.

According to previous research, Bang and Chelladurai (2009) built the Volunteer Motivations Scale for International Sporting Events (VMS-ISE). The model included 6 categories: *expression of values, personal growth, career orientation, extrinsic rewards and interpersonal contacts*. The sixth, new factor, *patriotism*, was concerned with the pride from one’s country. After deeper studies, Bang and Ross replaced the VMS-ISE category of *patriotism with community involvement*, understood as a desire to create a successful event connected with gaining prestige from hosting the event.

**Methodology and data collection**

The present paper is an attempt to analyse voluntary work in sports during international sports events in Poland and the volunteers’ motives for participation in the Volunteer Programme. The profile was described on the basis of the example of volunteers working during the FIVB Men’s Volleyball World Championship Poland 2014 in Cracow.

The research process required use of following methods: text analyses, in-depth interview and undisguised participant observation of the market. The first method involved literature concerning genesis and development of voluntary work in sport, which provide a theoretical background. Undisguised participant observation was conducted over the duration of the FIVB Men’s Volleyball Championship Poland 2014 group stage (group D, Kraków Arena in Cracow), where the author worked as a volunteer coordinator. Active participation in the management field during the sports event creation allowed to conceptualize the real image of the organizational side. In-depth interview executed in cooperation with volunteers appeared to complete and enrich the researched materials.

**Socio-demographic characteristics of volunteers**

According to the Polish Volleyball Federation announcement, 3,978 candidates applied via the online registration system to work as volunteers during the FIVB Men’s Volleyball World Championship Poland 2014. Of these, 700 candidates were chosen. The highest amount of applications (846 willing) was received by the host city Cracow. 84 of them were chosen to be volunteers (http://poland2014.fivb.org).

Socio-demographic characteristics of volunteers were described based on application form. As a volunteer coordinator, the author had full access to data.

84 volunteers worked during the first round of the FIVB Men’s Volleyball World Championship Poland 2014 in Cracow. Cracow was the host city of the first round where 6 national teams took part in D Group games: France, Italy, the United States, Belgium, Iran and Puerto Rico. Matches were played in the round-robin system. The system of conducting games included 3 matches per day. They were held every other day at fixed times: 1:00 p.m., 4:30 p.m. and 8:15 p.m. During the first round from the 31st of August to the 7th of September 2014 in Cracow, 15 matches took place (http://poland2014.fivb.org).

It is important to emphasize that the massive volleyball involvement in Poland and the scale of the show is evidence of the fact that the D group games at Cracow Arena enjoyed no less interest among fans that the matches of Polish national team. The “Group of death” attracted a total of 114,250 supporters to Cracow Arena. Statistics showed that the attendance record (14,100 spectators) was recorded during the match between the USA and Italy (http://www.pzps.pl). This colossal attention emphasizes the role and significance of volunteers during the organizational process of this sports event.

The volunteers’ main task was to support the organizers in particular areas of functioning of the mass sports event. Volunteers were divided into the following sections:

1. Information services
2. Accreditations
3. Marketing
4. Communication and new media
5. Press office
6. Medicine
7. Anti-doping
8. Animation
9. Leader

The largest group of 50 volunteers representing 59.52% of the entire group working during the Men’s Volleyball World Championship Poland 2014 in Cracow performed direct tasks associated with the functioning of information services. This group had direct contact with spectators on the sports arena. Validating tickets at entrances, checking their genuine value, providing all necessary information concerning places in sectors, entries and evacuation routes were included in their tasks. Volunteers of information services cooperated directly with the security company employed to protect the arena. 9.52% of volunteers (8 people) worked in the marketing department. 8.33% of the volunteers supported the press office. 7.14% of the volunteers were involved in the communications and new media sector (6 people). 4.76% (4 people) were involved in anti-doping work. Informing the competitor of the drug test results and escorting them to the consultation room were included in the volunteers’ tasks. 3.57% of the volunteers (3 people) supported the accreditation department. About 2.38% of the volunteers (2 people) were involved in medicine, animation and leadership.
The data shows 57 volunteers were women (67.06%) and 17 were men (32.94%). This trend characteristic for Poland is confirmed by the research conducted in 2014 among 60 Poles, who at least once, participated in mass sports events as volunteers. The results of corresponding research show that 60% of sport volunteers in Poland are women (Matuła & Nessel 2014). The opposite proportion occurs in most European Union countries and Australia, where about 62% of sports volunteers are men (Downward et al. 2009). 80.95% (68 people) participants in the Volunteer Programme were between the age of 19 and 24, 9.52% (8 persons) of volunteers were between 25 and 30. 5.98% (5 persons) of respondents were between the age of 25 and 30. During the recruitment process, the necessary condition was to be of age, therefore the lack of volunteers under the age of 18. Only 3.57% of the necessary condition was to be of age, therefore the lack of volunteers under the age of 18. Only 3.57% of people were 18 years old. Similar results were obtained in 2014, in which a group of 60 Poles who had ever participated in sports volunteering were examined. The surveys showed that 65% of respondents were between the age of 21 and 25. Individuals above the age of 30 and below 20 were significantly less common (Matuła & Nessel 2014).

Examination showed that the Volunteer Programme for the FIVB Men’s Volleyball World Championship Poland 2014 was most popular among those at a college age. This could be treated as a great opportunity to collect one’s first work experience.

The entire group used English. 70.59% of volunteers were fluent in both written and spoken form. 21.18% declared a good understanding of both written and spoken English. 8.24% had basic English skills. 70.24% of the volunteers declared the knowledge of a second foreign language: German (50.85%), French (27.12%) and Russian (22.03%).

Volunteers worked in shifts. They spent an average of 6 hours per day working. “Everyone could enter in terms suitable for them, which does not change the fact that we were spending all of our free time at the sports arena. For every volunteer, the Championship became a top priority at this time” said one of volunteers. This trend characteristic is confirmed by the research from 2014 in Poland in which 66% of the volunteers declared work between 4-8 hours a day (Matuła & Nessel 2014).

Motives for participation in volunteering

Participation motives were collected during in-depth interview, and consisted in presenting open questions to the respondents, leaving them complete freedom of expression. The method enables a personal and in-depth denomination that allows to obtain honest, sometimes surprising answers that may constitute new aspects of the issues under investigation. Open questions also allow to get information embedded in a certain context. Respondents were asked a lot of specific questions to compare their statements. All interviews were recorded. The author had full and daily access to the whole group of 84 volunteers. Data analysis in this study was based on volunteers’ declarations.

Volunteers were asked to give reasons for participating in the sports Volunteer Programme during the FIVB Men’s Volleyball World Championship Poland 2014. The respondents were asked open questions, which allowed for complete freedom of speech, enabling personal and in-depth confession, thanks to which they were able to identify new, previously unknown, aspects of research. Based on the volunteers’ statements, the author created 7 motivational factors.

Factor 1: Interest in sport and the desire to learn the process of creating sports events.

Participation in volunteering provides the opportunity to take part in a world-class event, from the organizer perspective. Desire to learn the process of creating sports events was the main force driving the decision to participate in the Volunteer Programme for almost every volunteer.

“Considering that I am working alone in “this sport” and organizing matches on a lower academic level, I wanted to see what it looked like in “big format”, get to know the structure, departments, organization and the multiplicity of activities”. “I have been associated with a sports event organization in Kraków for many years. As the Vice President of the Academic Sport Association at the University of Economics in Cracow, I have had many opportunities to take part in the creation of Polish Academic Championships and other events related to indoor sports. Participating in sports volunteering during the FIVB Men’s Volleyball World Championship Poland 2014 was a great opportunity to get to know the basics of organizing an international sports event. The desire to create the history of Kraków Arena and Polish sport was one of the main factors influencing the decision to volunteer”.

Factor 2: Building contacts in the sports industry.

Volunteering opens many doors and helps to develop new networks, through which one may hear about job openings. This fact was recognized by most people participating in the Volunteer Programme.

“Volunteering has given me the opportunity to meet and collaborate with people who work in sports associations, the media, which greatly facilitated my subsequent work at my club and broadened my knowledge in the volleyball industry”.

Factor 3: Getting to know new places, cities and sports facilities.

Sport infrastructure is still in the process of development in Poland. Before Kraków Arena was built, there was no sports facility that could host sports events at national or international levels. Volunteering was an opportunity to get acquainted with the newly opened sports arena for many of respondents.
"Since I was a child, I trained and was interested in volleyball, which later transferred to my organizing passion. The emergence of the new Kraków Arena was a significant event for people like me. Participation in volunteering during the championship allowed me to become part of the history of this facility".

**Factor 4: Possibility to be in the middle of an event's action.**

Love of sport and the possibility to have a chance at being close to event action and sports heroes was a strong motive for participating in the Volunteer Programme for most of the volunteers. "One of the specific tasks entrusted to me during volunteering was to change points during the Italy-France match on scoreboard located on the court. This simple act proved to be a great challenge, with the awareness of the presence of 15,000 spectators and those in front of their televisions. I believe that this experience allowed me to get to know the feelings that accompany volleyball players being in front of a tremendous audience".

**Factor 5: Platform for friendship.**

Volunteers consist of people from all walks of life and constitute a great socialization platform. "Through volunteering, I met wonderful people who are, like me, passionate about volleyball". 63% of respondents were between the age of 21 and 25, social impact being greatly important for people at this age.

**Factor 6: Check yourself in new surroundings, develop passion and skills.**

Volunteering was also treated as a platform to learn new skills and try new things in a relatively risk-free environment.

"Starting from sending the application, till the last moments spent at the Arena, that whole time, I can call one big test! Sending the application - wondering if my candidacy would be good enough to be chosen. After that, the organizational meeting, separating people into groups focused on specific areas. Wondering if I could manage the tasks entrusted to me and my responsibilities".

Some speakers said that volunteering is a valuable way to either reinforce level of interest or possibly even discover a career path. It was a good ground to explore entirely new fields - possibly discovering interests of which one was previously unaware. "Associated tasks in volunteering is a tremendous amount of new experience. Learning to work in a group, working under the pressure of time, often inventing creative solutions to emerging problems, working in an international environment, one’s self, skills and linguistic development are the most important factors".

**Factor 7: Building professional experience**

"Participation in volunteering is a platform for me to gain work experience. I treat it as an internship". Volunteer work can broaden experience and provide new skill development in a way that is often not possible or available elsewhere. The fact of carrying about the community, possessing the time necessary to fit volunteer work into schedule, willing to learn new things are all attractive attributes for a prospective employer. In fact, voluntary work can be the building blocks of one’s resume.

**Conclusions**

The aim of the following paper was to present the profile and motives for participation in volunteer work during the FIVB Men’s Volleyball World Championship Poland 2014. Researchers showed that the largest group constituted women (67.06%) between the age of 19-24. 70.39% volunteers had an advanced level of English and 70.25% declared knowledge of an additional foreign language.

The study shows that Polish sports volunteers link personal passions resulting from an interest in a given sports discipline with building professional experience, getting the classification and basic competence constituting the basis for further professional development. However, seeing the game is not a part of volunteering responsibilities, "love of sport" is also one of the motivating factors (MacLean and Hamm, 2007; Giannoulakis, et. al., 2008). This factor is also important for Polish volunteers. The idea that working a mega sporting event would enhance one’s resume was one of the strongest motives among volunteers at the age of 30 and below. This motive was also involved the demographic to attempt gaining access to the sport management field for the first time. Volunteers with lower incomes and lack of experience were most strongly motivated by, "personal growth" and "career enhancement" opportunities that volunteering at a mega sporting event provide (VanSickle, Pierce, Diacin, 2012).

Investigation showed the lack of social initiative of people over age 40. This might be connected with the political situation existing in Poland from 1947 to 1989. The lack of voluntary service traditions concerns this generation, people born in the years 1961-1983 (or until 1985), called the generation of PRL. Voluntary work was treated as forced activity. One of the main barriers in the development of volunteering in Poland can therefore be considered lack of tradition of voluntary service, handed down from generation to generation.

Motives for participation in the Volunteer Programme have changed the basic altruistic role. Organization of sports events has multidimensional meaning, going beyond its sports role. The FIVB Men’s Volleyball World Championship Poland 2014 was not only a sports product but also an excellent platform for developing social activity and gaining professional skills and experience for volunteers. Sports volunteering is an excellent platform for gaining social and professional competences. It allows to develop new interpersonal relationships, pursue passion, teach synergies and
provide a sense of meaning and belonging. Volunteer programmes allow organizations to use the skills and commitment of volunteers, reducing the costs of hiring a large number of employees. The work of sports volunteers is the foundation of existing international sports events and contributes to improving their image through the implementation and promotion of social activity.

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