



PLAY

VOLUNTEER REGISTRATIONS

PROMOTIONAL TOOLKIT 2026

OVERVIEW

Volunteers are the heartbeat of community football – they bring passion, energy, and connection to every part of the game, helping clubs thrive both on and off the field.

With volunteer registrations opening November 1, early promotion is key to help us:

- Encourage returning volunteers to secure their roles for 2026
- Attract new volunteers to get involved in their local clubs
- Help clubs plan ahead with strong volunteer teams
- Empower volunteers with the tools and confidence to grow their volunteer team.
- Ensure everyone is ready to hit the ground running ahead of Round 1

This is your opportunity to help spread the word and inspire others to join in. Together, we can build stronger clubs and welcome more volunteers than ever in 2026.

We've provided a suite of ready-to-use assets and copy to make it easy for you to promote volunteer registrations across your channels.

WAYS TO PROMOTE:

- Share the provided posts directly to your social media channels
- Tag your local clubs, and [@AFLPLAY](#) to amplify the message
- Include the [registration link](#) on your website or in any digital communications
- Print the flyers and posters, and distribute them to local clubs

SUGGESTED MESSAGING

CALL TO ACTION: Register now, visit [PLAY.AFL/CLUBHELP](#)

TAGS: [@AFLPLAY](#)

COPY/CAPTIONS:

GENERIC:

There's more to volunteering in 2026. Whether you're returning to your role or getting involved for the first time, there's a place for everyone – no matter how big or small. Find your passion and help your club thrive. Register at [PLAY.AFL/CLUBHELP](#)

NEW VOLUNTEER:

Thinking about volunteering in 2026? There's a role for everyone – from volunteer coordinator and canteen, to committee and game day support. Find your fit, follow your passion, and make a difference at your club. Register at [PLAY.AFL/CLUBHELP](#)

EXISTING VOLUNTEER:

We're back for another season! You know how rewarding it is to be part of your club. Now's the time to lock in your role for 2026, and tap someone new on the shoulder to join the team. Register at [PLAY.AFL/CLUBHELP](#)

RECRUITMENT POST:

Now is the perfect time to start talking to others about volunteering. Maybe it's a friend, a parent, a sibling, or someone you've noticed supporting on the sidelines, they might be looking for an opportunity to get involved. Every conversation you have could help the 2026 season bigger, better, and more fun for everyone.

PROMOTIONAL ASSETS



Social Media Tile (1080x1080)

Include any additional text in the caption of your post, rather than on these images for better engagement.

Use the editable file to drag and drop an image of local volunteers you want to shout out.

[DOWNLOAD HERE](#)

[EDITABLE TEMPLATE HERE](#)



Social Media Story (1080x1920)

It is recommended that a link sticker is added to each social media story directing clicks to

<https://play.afl/clubhelp>

[DOWNLOAD HERE](#)

[EDITABLE TEMPLATE HERE](#)



Flyers (A5 & A3)

Print these out and circulate within your local communities to raise awareness of volunteer registrations being open.

[DOWNLOAD HERE](#)



Training Modules - Social Assets

This year, we've launched our first President Module – designed to empower current and aspiring club presidents to lead with confidence and create lasting impact in their communities. We recommend you posting this onto your social media to encourage everyone to complete the module on: play.afl/clubhelp/president-module

[DOWNLOAD HERE](#)



We are looking for... - Social Assets

Recruitment begins in the off-season. Now's the perfect time to start reaching out and inviting others to volunteer. Share this post to highlight the roles and opportunities your club has available.

[EDITABLE SOCIAL TILE TEMPLATE HERE](#)

[EDITABLE SOCIAL STORY TEMPLATE HERE](#)

****When using the editable template, remember to click “use template for new design”. Then save it with your state’s details.**

MICRO-VOLUNTEER RESOURCES

In 2026, a key focus will be educating clubs on the recruitment of micro-volunteer roles. While these roles are often less well-known, they are the backbone of every local club, ensuring games run smoothly and the community thrives.

Micro-volunteer roles are designed for smaller time commitments, making them ideal for friends, family, and club members who are already attending games or looking to get involved but are limited by time. From assisting on game day to supporting specific club tasks, these roles provide meaningful ways to contribute without a major commitment.

These positions are vital – they keep clubs running, support players and coaches, and strengthen the local football community. By promoting and educating about these opportunities, clubs can tap into a wider pool of helpers, ensuring everyone who wants to contribute has a way to do so.

Use these resources to help educate your club, promote micro-volunteer roles, and inspire members to step forward in 2026. Together, we can make every club stronger and more sustainable.

[DISCOVER ALL RESOURCES HERE](#)



Role Matching Framework

This resource helps clubs identify and match volunteers to roles that suit their strengths, interests, and availability.

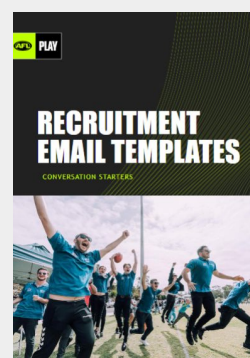
[DOWNLOAD HERE](#)



Volunteer Onboarding

This resource provides a volunteer communication plan, including emails and SMS at key touchpoints – immediate sign-up, first week, and 30 days.

[DOWNLOAD HERE](#)



Email Conversation Starters

This resource provides templates for a range of club roles to help clubs engage potential volunteers by highlighting their skills and showing impact.

[DOWNLOAD HERE](#)



How To Spot a Great Volunteer

The Club Checklist outlines the key qualities and behaviors of an effective volunteer. It helps clubs identify, recruit, and support volunteers.

[DOWNLOAD HERE](#)



Role Description Blurbs

This resource outlines a variety of volunteer opportunities, and helps promote roles, responsibilities, and attract volunteers of all skill levels and time commitments.

[DOWNLOAD HERE](#)