AFL PLAY

VOLUNTEER ONBOARDING

SAMPLE EMAIL & SMS TEMPLATES



EMAIL 1. IMMEDIATE FOLLOW UP (WITHIN 24 HOURS OF SIGN UP)

Purpose: Thank them, confirm their choice matters, set excitement.

Subject: Welcome to the [Club Name] Volunteer Team!

Email/Text:

Hi [Name],

Thank you so much for putting your hand up to help [Club Name]. We're thrilled to have you on board as part of our volunteer team.

Your role as [Role Title] will make a real difference, and we'll support you every step of the way.

We'll check in again before your first shift/game, but if you have any questions before then, just reply here.

Thanks again,

[Volunteer Coordinator / President Name]

SMS 1. WITHIN 24 HOURS

Hi [Name], thanks for volunteering with [Club Name]! We're excited to have you as our new [Role Title]. You'll make a big difference – can't wait to get started!

EMAIL 2. WEEK 1 CHECK-IN

Purpose: Reinforce their contribution, offer support, answer questions.

Subject: How's your first week going at [Club Name]?

Email/Text:

Hi [Name],

We just wanted to check in after your first week with us. How are you finding your role as [Role Title]?

Your help is already making a difference. If you've got any questions or ideas, we'd love to hear them. We want to make sure you feel supported and enjoy being part of our team.

Thanks for everything you're doing,

[Volunteer Coordinator / President Name]

SMS 2. WEEK 1 CHECK-IN

Hi [Name], just checking in – how's your first week as [Role Title] going? Thanks again for your help, we really appreciate you!

EMAIL 3. 30 DAY CHECK-IN

Purpose: Deepen connection, reinforce value, invite feedback.

Subject: A Month in – Thank You & What's Next

Email/Text:

Hi [Name],

Can you believe it's already a month since you started volunteering with us? We're so grateful for the time and energy you've given as [Role Title].

We'd love to hear your thoughts: what's working well, and any ideas you have to make things even better.

You're an important part of [Club Name], and we look forward to continuing this journey with you.

Thanks again,

[Volunteer Coordinator / President Name]

SMS 3. 30 DAY CHECK-IN

Hi [Name], can you believe it's been a month already? Thanks for all you've done as [Role Title] – you're making a huge impact! Got any feedback or ideas?



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