



Er was eens... een communicatiegroepje

Luc Punte
Rick Bolscher
Ellen Keur
Joris Kamphuis
Eric Dijkstra
Hans Kers
Jeroen de Wals



“Gezelligheid en prestatief volleybal samen beleven”

Willen we...

“kennis en informatie correct uitwisselen, zodat een positieve houding ten aanzien van Volley ‘68 tot effectief en gewenst gedrag zal leiden binnen en buiten de vereniging.”

COMMUNICATIE MATRIX VOLLEY '68

	Bestuur	Leden	Teams	Recreanten	Senioren	Ouders van jeugleden	Jeugleden	Nieuwe leden (<1jr)	Scheidende leden	Vrijwilligers	Trainers/coaches	Scheidrechten	Potentiele leden	Nievolbo	Gemeente Loozer	Sponsoren	Nievolbo scheidrechten	Bescheiden leden	Nieuwe leden
Bestuur	P,T,E,A	E,P,T,A,WV,N	P,E,T,A	P,E,T,A	P,E,T,A	P,E,T,A	E,P,T,A,WV,N	P,WV,K	P	P,T,E,WV,N	P,T,E,A	P,T,E,A	WV,N,Z	T,E,A,WV	P,T,E	P,T,E,WV			
Leden	E,P,T,WV	P,T	P,F					P		P	P,T	P,T,E,A	WV,N,Z	WV			P,T	P,T	
Teams	E,P,T			P,T								P,WV,T,E,A	WV,N,Z	WV					
Recreanten	E,P,T					E,P,T,A	P				E,P,T	P,WV,T,E,A	WV,N,Z	WV					
Senioren	E,P,T						P						WV,N,Z	WV					
Ouders van jeugleden	E,P,T													WV					
Jeugleden	P,T,E	P,F,W																	
Nieuwe leden (<1jr)	E,P,T																		
Scheidende leden	E					E,P,T,A													
Vrijwilligers	E,P,T,WV		E,P,T,A					WV		WV	WV	WV	WV	WV					
Trainers/coaches	E,P,T,WV																		
Scheidrechten	E,P,T,WV																		
Potentiele leden	WV,T,E	E,WV																	
Nievolbo	P,T,E																		

P = Persoonlijk
 T = telefonisch
 E = e-mail, brief
 F = Facebook
 A = Whatsapp
 WV = Website volley '68
 Wn = Website Nievolbo
 N = Nieuwsbrief
 K = lokale krant
 Tr = Trainer
 C = cursussen en seminars
 R = Raceme
 Z = overige acties
 WV = actiepunt communicatie

Een communicatiematrix...



Een communicatie checklist

Communicatiebeleid	in %	Interne communicatie	in %	Externe communicatie	in %
Algemeen	85	nieuwe leden	71	brochure	0
Communicatiebeleid	55	website	80	profilering via ver	30
PR en Com.	50	clubblad	0	profilering via act	36
Interne communicatie	34	com.middelen	70	profilering door ver	55
Externe communicatie	74	contact leden	0	samenwerking	75
Sponsoring	79	info leden	65	sponsoring	30
-		procedures	39	media	60
-		activiteiten	80	website	36
-		overleg	45	-	
-		info kader	14	-	
-		overig	100	-	
Eindscore in %	58	Eindscore in %	50	Eindscore in %	39

Met 8 aanbevelingen...



1. Voor iedere doelgroep een geschikt communicatiemiddel.
2. Een **nieuwsbrief** via de mail, die iedere 3 maand verstuurd wordt. (agenda, nieuws bestuur, jeugd, senioren, recreanten, activiteiten etc.)
3. Een **geupdate website**
4. Een **informatie brochure voor nieuwe leden**.
5. Een **taakomschrijving maken voor nieuwe kaderleden**.
6. **Groepsappen** per doelgroep aanmaken (bijvoorbeeld teams, scheidsrechters, trainers)
7. Een **tevredenheidonderzoek** onder de leden en een **exit-enquete** voor mensen die stoppen,
8. Een **jaarlijkse evaluatie** van het communicatie beleidsplan aan de hand van een communicatie checklist (jaarlijks 2 uren door 2 vrijwilligers).

Verbeterd Volley '68 de communicatie



Onderdeel	Nu	2016
Communicatiebeleid	58%	67%
Interne communicatie	50%	70%
Externe communicatie	39%	64%

En zo kunnen we...

*“Gezelligheid en prestatief
volleybal samen beleven”*



**WAAROM
MOEILIJK DOEN
ALS
HET SAMEN KAN**

Loesje

POSTBUS 1045

6801 BA ARNHEM

GIRO3254768

A black and white photograph of a large, round, mesh-covered microphone on a stand. The microphone is positioned in the center of the frame. In the background, there are two large, bright stadium lights, one on the left and one on the right, creating a strong contrast with the dark surroundings. The background is filled with a blurred crowd of people, suggesting a large event or concert. The overall atmosphere is dramatic and focused on the microphone.

Vragen, opmerkingen, suggesties?

2015 Calendar

January 2015 <table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td></td><td></td><td></td><td></td><td>1</td><td>2</td><td>3</td></tr><tr><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td></tr><tr><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td></tr><tr><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td></tr><tr><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td><td>31</td></tr></table>	S	M	T	W	T	F	S					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	February 2015 <table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr><tr><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td></tr><tr><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td></tr><tr><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td></tr></table>	S	M	T	W	T	F	S	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	March 2015 <table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr><tr><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td></tr><tr><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td></tr><tr><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td></tr><tr><td>29</td><td>30</td><td>31</td><td></td><td></td><td></td><td></td></tr></table>	S	M	T	W	T	F	S	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31					April 2015 <table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td></td><td></td><td></td><td>1</td><td>2</td><td>3</td><td>4</td></tr><tr><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td></tr><tr><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td></tr><tr><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr><tr><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td><td></td><td></td></tr></table>	S	M	T	W	T	F	S				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30																							
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er is een afgevaardigde vanuit elk verbeterde bestuur noodzakelijk.

Hiervoor is een afgevaardigde vanuit elk verbeterteam en bestuur noodzakelijk.

Communicatieplan



Gezellig prestatief volleybal gezamenlijk beleven