

Volunteer Marshal Recruitment Kit - Pitch Script

Introduction

Tips to Remember:

- Be welcoming.
- Be conversational without being too pushy.
- Give them the opportunity to speak/ask questions.
- Try to find out what part of racing interests them to help navigate your specialty area discussion.
- Use the flyer to give them an idea of what specialty areas are available for volunteering without reading each description verbatim.
- If a conversation isn't going to happen, offer a flyer to review later.

Examples:

- Hey there, have you heard of the SCCA? We're an amateur motorsports organization offering opportunities for folks like you to get behind the wheel or behind the scenes to make auto racing competitions happen.
- We have a road racing event next month, and we'd love to have you join us as a volunteer marshal. There are several areas where you can volunteer your talents to help put on the races. Are you familiar with any of these specialties?

Specialty Overview

Tips to Remember:

- Keep your descriptions fairly simple and avoid using racing jargon that may not be recognized by folks not familiar with the SCCA and/or motorsports.
- You don't need to go over each of these, pick a couple that may be of interest based on your initial conversation.
- Refer to the flyer to allow them to dive further into each area.

Specialty Descriptions:

- Corner Marshals help communicate track conditions to the drivers and officials during on-track sessions. They use a combination of flags and radio calls to allow drivers to avoid dangerous situations and help the officials understand the incident. This position is often called the best seat in the house because of your proximity to the action. Being a corner marshal at SCCA Road Racing events can ultimately lead to volunteering for IMSA, IndyCar, and even Formula 1 events around the country and the world.
- Starters do exactly what it sounds like, they start (and finish) races. They are considered an extension of the Corner Marshal team and help during a race should an incident happen in their area as well.

- Grid Marshals get an up-close and personal look with the cars and drivers making sure they are ready and lined up in the correct order before their on-track sessions.
- Tech Volunteers or Scrutineers understand the technical rules and safety requirements for cars and ensure they are being followed. Pre- and post-session inspections give these marshals an opportunity for an up-close look at the cars and technology of the racecars and driver safety gear.
- Registrars are the first face to greet participants each race day, and they make sure that drivers, teams, and officials have signed the proper documents and paid the necessary fees to ensure the event can run smoothly.
- Timing & Scoring Volunteers ensure that each driver during an on-track session is scored in the correct position and timed for accurate lap times. Because computers are the primary tool to ensure these marshals can do their job this is a great opportunity to put your skills to use.
- Sound Control Volunteers use technology to ensure that cars aren't too loud for local requirements and the event regulations. These marshals spend their days trackside getting an up-close, and hopefully not too loud, perspective on the racing action.
- Paddock Marshals ensure that the area the drivers set up their cars and trailers is organized and within local regulations while Course Marshals assist in a variety of ways depending on the region. Some assist emergency services teams with returning cars to the paddock and some help ensure the marshals and officials have the necessary equipment needed to execute their duties and tasks during an event.
- Race Chairs are the behind-the-scenes marshals who make sure the event is planned to succeed and ensure that any issues are handled during an event. Some of these tasks included ensuring equipment is ready and available for the various volunteer specialties, organize meals and social gatherings, and often interface with the race tracks on operational needs. In addition, there's usually paperwork before and after the event that also falls to these organizers.
- Stewards are responsible for making decisions to ensure a safe and fair event is taking place. Many stewards have spent years as a driver or marshal in other specialties before moving over to this leadership and advisory role.

Call to Action & Follow Up

- Encourage them to fill out the Volunteer Interest Form at www.scca.com/trackside (if you have tablets or a laptop available for them to do it on the spot, even better!). This will allow prospects who aren't from your area to still connect with their local region to get involved.
- The flyer will include a QR code to the trackside website, and your region is encouraged to include your logo, website/contact info, and upcoming events list, if there's room.
- If they are local to your region, and you have a mailing list, ask if they would like to join to stay connected on upcoming events.
- You are welcome to provide them Sydney's contact information for follow up questions: syagel@scca.com.