VOLUNTEER RECRUITMENT AND RETENTION

WORKSHEET

Volunteers return when…

* Organization matches volunteers’ skills with appropriate assignments
* Organization recognizes the contributions of volunteers
* Organization measures and reports on the impact of volunteers
* Organization provides volunteers with training and professional development
* Organization trains paid staff to work with volunteers

Creating a Sustainable Volunteer Structure

1. Assess Needs: Thinking about your issue campaign plan so far, consider what you need volunteers to do.
2. Assign Roles: Based on your needs, determine what volunteer roles you need to fill.
3. Assess Resources: What capacity does your coalition have to manage volunteers?
4. Design a Structure: Based on the roles you need and the management capacity you have, how will you structure your volunteer organization? Create an organizational chart.
5. Establish Metrics: How will you measure and report back on the impact made by volunteers?

Making a Volunteer Ask

Use the framework below to write a script for a volunteer ask for your campaign.

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| Introduction   * Who you are * What your campaign is about * Why you are part of it |  |
| Theory of Change   * Why you believe your campaign can win |  |
| Urgency   * Why the person should commit to get involved now – not tomorrow, next week, or next month |  |
| Ask   * What specific action you want the person to take * Where, when, why * Hint: give two options and ask *which* they will do |  |
| Backup Ask   * Should the person decline your first ask, what is another action they can take to be helpful * Where, when, why * Hint: Again give two options and ask *which* they will do |  |

Tips to Keep in Mind:

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| --- | --- |
| Dos: | Don’ts: |