Class Agenda

**Week 6: Volunteer Structures and Recruitment**

**TIME ALLOTTED:** 3:00-5:50 pm

**INSTRUCTOR(S):**

**MATERIALS NEEDED:**

* PowerPoint presentation
* Projector and Screen
* White board and markers

**PRINTED MATERIALS NEEDED:**

* Worksheet: Snowflake Organizing

**GOALS FOR THE SESSION:**

* (K) Understand the traits of a sustainable volunteer structure
* (S) Be able to identify what roles will be needed for your campaign, and to make an ask to effectively recruit a new volunteer
* (A) Be ready to write the Volunteer Recruitment and Structure section of your issue campaign plan

**SKELETAL AGENDA:**

**3:00-3:15 Report-back on Tactics added to issue campaigns**

**3:15-4:00 Volunteer Structures**

**4:00-4:45 Creating a Structure for Your Campaign**

**4:45-5:00 Break**

**5:00-5:30 Making the Volunteer Ask**

**5:30-5:50 Recap, Close, and Q&A on Assignment 2**

**ANNOTATED AGENDA:**

**3:00-3:15 Report-back on Tactics added to issue campaigns**

**3:15-4:00 Volunteer Structures**

* [Slide 10] **[Discussion]** Your experience as a volunteer (5 mins)
* [Slide 11] Volunteers are strategic assets (2 mins)
* [Slide 12] The Obama campaign and the merging of political and community organizing (5 mins)
* [Slide 13] The Obama model of volunteer organizing was born in part because it was cost-effective (1 min)
* [Slide 14] But just telling volunteers you need them because you want to save money is not going to work. (1 min)
* [Slide 15] **[Discussion]** Going back to your experience as a volunteer (5 mins)
* [Slide 16] Volunteer retention is actually a huge and widespread problem (1 mins)
* [Slide 17] It is your job to create a volunteer infrastructure that cuts cost AND retains volunteers. (1 min)
* [Slide 18] Volunteers return when… (5 mins)
* [Slide 19] Let’s look at some volunteer models.
* [Slide 20] The Magnet Model. **[Discussion** about pros and cons] (3 mins)
* [Slide 21] Three key problems with the Magnet Model (2 mins)
* [Slide 22] Here’s another model.
* [Slide 23] The Drum Circle model. [**Discussion** about pros and cons] (3 mins)
* [Slide 24] Three key problems with the Drum Circle model. (2 mins)
* [Slide 25] Let’s look at another model.
* [Slide 26] Snowflake model. [**Discussion** about pros and cons] (3 mins)
* [Slide 27] Four key strengths of snowflake model (2 mins)
* [Slide 28] The team model is cost effective (1 min)
* [Slide 29] The team model is sustainable (1 min)
* [Slide 30] And in the Obama reelection campaign, we saw that the volunteers who organized as part of a team actually gave more time, because they felt more invested in the cause. (2 mins)

**4:00-4:45 Creating a Structure for Your Campaign**

* [Slide 32] **[Worksheet]** Create a volunteer structure for your campaign
  + Explain activity (5 mins)
  + Work in groups with coaching (20 minutes)
* [Slide 33] **[Report back]** Volunteer structure for your campaign
  + Report-backs and live feedback (20 minutes)

**4:45-5:00 Break**

**5:00-5:30 Making the Volunteer Ask**

* [Slide 36] Up-front: People won’t just come to you. You have to ask them! (1 min)
* [Slide 37] **[Role play]** Turn to your neighbor and practice asking each other to volunteer. (2 mins)
* [**Report back]** (5 mins)
* [Slide 38] Five things to remember about the ask (5 mins)
* [Slide 39] **[Worksheet]** Practice writing a script for your volunteer ask (5 mins)
* **[Role play]** Practice making asks of the same partner and see how things have changed or improved. (5 mins)
* **[Report back]** How did it go? What were key traits of a strong ask? Weak ask? [Make a list of “What to do” and “What not to do”] (7 mins)

**5:30-5:50 Recap, Close, and Q&A on Assignment 2**

* [Slide 41] **[Discussion]** We’ve been over volunteer structures and volunteer asks. Any key takeaways or light bulb moments you’d like to share?
* [Slide 42] Next steps
* (If we end a little early) We’ll use the rest of this time on Assignment 2. You can either use it to check in with your team or to ask me questions.