VOLUNTEER RECRUITMENT

As organizers, we constantly ask in order to build our organization. We ask volunteers to attend events. We ask whether a volunteer would like to become a Team Leader. ***You get what you ask for and not much of what you don’t.***

While some very committed and passionate volunteers will say yes to anything you ask, others will need an extra push. Before you start recruiting, consider the following questions:

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| **What kind of volunteer are you recruiting?** |
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| **What can you do or say that would attract them?** |
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| **What existing resources can you build off of?** |
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An effectively crafted Hard Ask can help you persuade them! When crafting your Hard Ask consider the following:

A Hard Ask recognizes the self-interest of the person being asked. What is at stake for the person being asked? What is in it for him/her?

**SELF INTEREST**

Do not give up with a simple No. Offer the person being asked other options. *You can’t come on Monday. How about on Tuesday? When does it work for you?*

**BE PERSISTENT**

Be specific as to what it is that you are asking. Only offer one specific option and frame the question as Either/Or. *Can you phonebank on Monday or Tuesday?*

**BE SPECIFIC**

Your ask should explain why what you are asking for is important at the moment—why now and not later? Why volunteer in the summer rather than waiting until October?

**BUILD URGENCY**

Tailor your ask and the context you provide to your audience. Recognize the values of the person and craft your Hard Ask around things that specifically talk to his/her heart.

**KNOW YOUR AUDIENCE**

Don’t just present a question. Provide context demonstrating why the person should respond to your Hard Ask positively. Why is doing what you ask so important?

**CONTEXT**