**Annotated Agenda**

**Recruiting and Managing Volunteers**

**TIME ALLOTTED: 45 Minutes**

**PRESENTER(S):**

**MATERIALS NEEDED:**

* Projector / PPT
* Butcher paper & markers

**GOALS:**

* Learn best practices for recruiting new volunteers
* Develop and practice your hard ask
* Feel confident approaching volunteer recruitment for your upcoming events

**AGENDA**

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| **0:00 – 0:06** | **Introductions** |
|  | 0:00 – 0:03 | Personal Story* **[Slide 1]** [Trainer should give a two-minute version of their personal story as relevant to this module. Don’t forget to share challenge - choice - outcome and practice it like any other section! It’s especially important with this module that those three elements of your story are clearly identifiable and that your story is no longer than two minutes.]
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|  | 0:03 – 0:05 | Introduce session and goals* **[Slide 2]** As an organizer, you’ll need to empower volunteers to take ownership of their chapter. Most volunteers will not show up on their own, so developing a good ask is essential.
* Coming out of this session, you will:
	+ Learn best practices for recruiting new volunteers
	+ Develop and practice your hard ask
	+ Feel confident approaching volunteer recruitment for your upcoming events
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|  | 0:05 – 0:06 | * **[Slide 3]** Here’s a breakdown for what we have planned for the rest of the session. [Trainer will give brief synopsis of each agenda item]
	+ Introductions
	+ Why people volunteer
	+ Tactics for volunteer recruitment
	+ The hard ask
	+ Volunteer retention and management
	+ Debrief
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| **0:06 – 0:10** | **Why people volunteer** |
|  | 0:06 – 0:10 | Personal experience* **[Slide 4]** [Ask for examples of organizations that people have volunteered for in the past.] Why did you join those groups? What were you hoping to get out of the experience.
* [Write examples on butcher paper.]
* **[Animation cue]** We hit on most of those, but here are some additional motivations for volunteering. [Pick out examples that were not mentioned previously.]
* **[Animation cue]** Most importantly, people will volunteer because someone asked them for their help and their talents.
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| **0:10 – 0:20** | **Tactics for volunteer recruitment** |
|  | 0:10 – 0:12 | Intro and Assessment* **[Slide 5]** So how do we actual get someone to go from being a supporter to taking action and volunteering with us? First, we have to identify what our current needs are and assess our current capacity.
* **[Slide 6]** Once you begin to assemble a team of volunteers, you’ll never want to be without them again. Volunteers expand your group in every way, offering new connections, new ideas, and more general capacity.
* **[Animation cue]** You’ll want to create materials to help you recruit volunteers. In doing so these are some questions that will help guide you. [Facilitate discussion on these questions.]
* Your outreach should be targeted. This means tailoring your methods and materials to different groups that you may be catering to. You can put flyers out on a campus, but the content of those will be very different from the content of what you say to the Lions Club, who you will probably want to visit in person.
* Building lists with SmartVAN will allow you target specific groups of supporters. We won’t get into the details of how that works here, but know that we have a lot of valuable data that can be used to help you recruit volunteers.
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|  | 0:12 – 0:14 | Recruitment Resources* **[Slide 7]** It’s important to know that you aren’t starting completely from scratch. You have many resources at your disposable.
* **[Animation cue]** Your existing networks are incredibly valuable. Invite your supporters, your partners and friends to volunteer. At worst you have an extra pair of hands. At best it will deepen their commitment to help your cause.
* **[Animation cue]** The OFA network: the call lists you’ll find in VAN represent people who have already expressed interest in OFA or have been involved in the past.
* **[Animation cue]** Our local partners can also help us certain issue campaigns. These include Rotary Clubs, VFWs, Unions, Neighborhood/Parent groups, etc.
* **[Animation cue]** Use your social media networks! You have all those Facebook friends for a reason.
* **[Animation cue]** Find local community calendars and tap into existing online platforms for volunteerism such as idealist.org, volunteermatch.org, allforgood.org, etc.
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|  | 0:14 – 0:20 | * **[Slide 8]** Let’s brainstorm some ideas for possible tactics that we can use to recruit for our next event.
* Spend a minute thinking of some ideas silently, and then we can come together and see what we have.
* [Allow time for silent reflection] Ok, let’s shout out some ideas for getting more people to come to our event.
* [Have designated note taker write down ideas on butcher paper.]
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| **0:20 – 0:35** | **The hard ask** |
|  | 0:20 – 0:23 | Life is asking* **[Slide 9]** We came up with some great ideas for finding volunteers. In order to implement any of these, we need to work on one critical skill: a hard ask.
* Has anyone heard of this concept of a hard ask before? [Get feedback from crowd]
* **[Slide 10]** You probably have experience with a hard ask without even knowing you were doing it. We ask for things all the time in our everday lives.
* What are some examples of things that you have asked for recently? [Facilitate discussion using questions on PPT slide.]
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|  | 0:23 – 0:25 | Organizing is Asking* **[Slide 11]** We need a lot of help from our supporters. What do we ask them for, as opposed to people in our everyday life? [Facilitate discussion on things we ask of supporters.]
* **[Animation cue]** With all of these things that we need, it’s important to note that we won’t get them unless we EXPLICITLY ask for them.
* Don’t assume that someone will take the inititative and get everything done that’s on your checklist. This leads into our next point: the components of a successful ask.
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|  | 0:25 – 0:35 | Seven Steps to a Good Ask* **[Slide 12]** An ask is more than simply posing a question to someone. If you need something big, it’s important to frame your ask using these tips.
* **[Animation cues]** [Go through each step, explaining what the step means and providing an example if necessary to highlight the importance of that step.] We’ll be practicing our asks in a few minutes so start thinking about how you would incorporate these into your work.
* **[Slide 13]** Now let’s try practicing our hard asks. Keeping in mind those 7 steps, everyone will pair up with someone and ask them to come to our next local event AND commit to bringing a friend. [Customize this exercise to an event that is actually happening in your area.]
* Once one partner has practiced their ask, switch roles and the person who just practiced their ask will become a supporter who needs to be convinced to attend the next event.
* As you are listening to your partner’s ask, try to locate the 7 parts of a good ask.
* [Allow 5 minutes for pairs to work.]
* Whose partner made a great ask? What made you feel compelled to say ‘yes’ to their ask? [Facilitate discussion on good asks.]
* [If these points don’t come up in discussion, make sure you bring them up:]
	1. Additional aspects to a good ask: backup asks (“You can’t make it on Sunday? Great, how about Friday then? That doesn’t work either? When are you free?”)
	2. You’re not bothering them and asking them to complete a chore; you’re giving them an opportunity to be a part of something important
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| **0:35 – 0:41** | **Volunteer retention and management** |
|  | 0:35 – 0:37 | Best practices* **[Slide 14]** Getting a volunteer through the door initially is only the first step. If they never come back to help again, you’ll never be able to sustain a team of volunteers.
* **[Slide 15]** What are some ways to keep people coming back? [Get a few examples from the crowd.]
* Those are great! Here are some more that we’ve found are really helpful.
* **[Animation cues]** [Go through each best practice and give example of how that can help keep a volunteer coming back.]
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|  | 0:37 -0:39 | Volunteer management* **[Slide 16]** The volunteer relationship can be similar to relationships you already have in your life, but it is different in some important ways.
* How is it different from a boss/employee or teacher/student relationship? [Get responses from crowd.]
* Does anyone have experience with this kind of volunteer relationship? If not, how do you expect this relationship to work?
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|  | 0:39 – 0:41 | Myths of Volunteer Management* **[Slide 17]** It’s probably becoming clear that managing volunteers requires some of the same time commitments and responsibilities as managing employees or paid staff.
* Let’s go through some of these myths that you may have heard about running a volunteer program.
* [Facilitate discussion on why these myths persist.]
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| **0:41 – 0:45** | **Debrief** |
|  | 0:41 – 0:45 | Review goals* **[Slide 18]** As we wrap up, let’s see if we met the goals that we set out to achieve.
* **[Slide 19]** How do we feel about these goals now? [Go through each goal and get a thumbs up, thumbs middle, thumbs down.]
* **[Slide 20]** Like a good ask, these training sessions won’t be successful unless they lead to a specific action. What’s a takeway that someone will use this week?
* Who has another takeaway that will help them with recruiting volunteers for our next event?
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