

# VOLUNTEER RECRUITMENT WORKSHEET

Campaigns need to cultivate volunteers (people who not only support the campaign but are also willing to take action) to move the campaign forward and closer to potential victory. While all volunteer support is helpful, your recruitment should also focus on those who can offer strategic impact for the campaign, such as volunteers who have connections to key stakeholders or associations or are constituents of key members of the legislature. Recruitment is very time consuming. Ideally, your campaign will focus time or dedicate a full-time person for recruitment.

## RECRUITMENT METHODS:

- Reach out to those who make up your current network
- Provide an online method to sign up (website, social media posts, etc)
- Hold regular volunteer recruitment events like phone banks and house parties
- Leverage key moments in the legislative session to identify volunteers (like prior to a hearing, committee vote, crossover, etc)
- Hold campaign events - tabling/canvassing at community events, rallies, etc.
- Present at community group meetings, associations, high school and college classes, etc.
- Encourage volunteers to invite/bring others

## RECRUITMENT RECOMMENDATIONS:

- If someone signs up to volunteer, follow up as soon as possible
- Take the time to make a connection, consider holding a relational meeting
- It's best to recruit towards a particular event or kick-off
- It is easier to recruit people into a campaign launch than in the midst of a campaign
- Recruitment should be an ongoing process
- When making the volunteer ask, be specific about what you want them to do - date, time, and actions and ask for commitment
- Think about it as giving people an opportunity to make change!
  - » If volunteers says no, determine if it is not now vs. not ever
- If not now, have an alternative ask
- Make confirmation calls/texts to volunteers who signed up for a specific task
- Recruit two times the number of volunteers needed as typically only half of the people will show
- Track your outreach efforts and contact with individuals
- You might want to focus your efforts in areas with constituents of your targeted legislators



**EXAMPLE PLAN:**

Key moment/dates	Volunteer activity
Campaign launch	<ul style="list-style-type: none"> <li>• Event</li> <li>• Webinar</li> <li>• Rally</li> <li>• Press conference</li> <li>• Summit</li> </ul>
Bill introduction/month	<ul style="list-style-type: none"> <li>• Social media posts</li> <li>• Thank you email and social media posts to cosponsors</li> <li>• Rally</li> <li>• Op-ed</li> </ul>
Before committee vote/month	<ul style="list-style-type: none"> <li>• Rally</li> <li>• Phone calls and emails to legislators</li> <li>• Lobby day / Constituent visits</li> <li>• Testifying at hearing</li> <li>• Amplifying social media and quotes from hearings</li> <li>• LTEs</li> </ul>
Committee vote	<ul style="list-style-type: none"> <li>• Thank you email and social media posts to those who voted yes</li> </ul>
Crossover	<ul style="list-style-type: none"> <li>• Phone calls and emails to legislators</li> <li>• Lobby day / Constituent visits</li> <li>• LTEs</li> </ul>



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