

# Recruiting Volunteers

Recruiting volunteers is one of the most commonly stated challenges for any campaign. Even experienced organizers discuss how challenging it is to find potential volunteers and to recruit them to join the effort. While this document provides some ideas and guidance around this essential but challenging aspect of organizing, we recognize that there can never be a completed list of suggestions.

The Democracy Leaders Campaign Staffers Training described the following methods and recommendations:

## 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 is an ongoing process
- When making the volunteer ask, be specific about what you want them to do - date, time, and actions and ask for a 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 and the results

### HERE ARE SOME ADDITIONAL METHODS OF OUTREACH TO POTENTIAL VOLUNTEERS:

- Flyers - usually to advertise an event or meeting
  - » At community locations
  - » At community events
- Ask businesses, organizations, and institutions to help
- Connect to partner organizations and other coalition members
- Determine your type of recruitment
  - » Warm Body - Need a large number of people with minimal knowledge and qualifications
  - » Targeted - Focus on volunteers for specific reasons
    - Location
    - Skills
    - Helps with strategy in some way
  - » Concentric Circle - People who are directly or indirectly connected to your organization or campaign



### MORE HELPFUL HINTS:

- Consider who would make good volunteers
  - » Who is connected to your campaign?
  - » Who will be most positively impacted?
  - » Who might have time?
  - » Who might have skills your campaign would benefit from?
- Be prepared with what to say - keep it simple
  - » What will hook the person?
  - » Where is the conversation taking place?
- Start with people who have previously volunteered or expressed interest to volunteer
- Make sure to create a positive volunteer experience