

Volunteer Engagement

Volunteers are helpful and even necessary in a campaign's pathway to victory. In many cases, volunteers should be engaged throughout the campaign. Sometimes, they should be involved in public actions and, in other cases, it might be more strategic to involve them behind the scenes. The key to engaging volunteers is to ensure that it moves the campaign forward and is respectful of volunteers' time and effort.

Campaign Activities/Actions/Tactics that Volunteers can Help with:

- Canvass
- Phone Bank
- Text Bank
- Calls/emails into their legislator
- Phonebank/canvass/text to get other constituents to call/email legislator
- Participate in lobby day
- Testify at public hearings
- Write letters to the editor
- Participate in rallies, attend press conferences and other public events
- Host house parties
- Distribute yard signs
- Amplify social media posts
- Organize materials for distribution (stuff folders, envelopes etc.)

Engagement Best Practices:

- Keep volunteers engaged throughout the entire campaign and not just for large events to retain interested people
- Get to know the volunteers and build relationships with volunteers
- Make sure that volunteers always feel valued
- All volunteer activities should include a plan to recruit volunteers for the event and from the event
- All activities should be organized and well-thought out with clear signage, communication, materials and more
- Events should be inclusive and accessible
- Be clear about the goal/why of the event/action and communicate that with the volunteers
- Capture contact information with sign-in sheets
- Train volunteers and give opportunities to ask questions and role play
- Debrief at the end of any event/action, including what went well and what could be improved
- Celebrate accomplishments frequently
- Thank them, thank them, thank them
- Check in with volunteers in between events with 1:1s, updates, meetings
- If available share free swag with volunteers like t-shirts, hats, and buttons
- Work to develop volunteer leaders by giving them more responsibility and ownership with proper training and support



DOs:

- Remind volunteers that they are part of something bigger (a greater cause)
- Always have a next ask
- Thank them, thank them, thank them for their time, commitment and action
- Provide snacks and beverages when possible
- Match actions/activities with the volunteers by using their skills, interests and abilities
- Showcase the volunteer support you have built
- Make sure that volunteers are comfortable representing the campaign

DON'Ts:

- Don't waste volunteers time
- Don't ignore volunteers after they sign up or come to an event
- Don't forget to have the next ask ready at all times
- Don't keep campaign information and strategy away from volunteers

