AGENDA

- Make the most of where society (and volunteerism) is at right now by pinpointing where opportunities exist
- Use proven step-by-step formulas for communicating a compelling, heart-centered appeal to serve
- Use volunteer objections to strengthen, not weaken your appeals
- Share your messages to reach your ideal volunteer

MAKE THE MOST OF THIS MOMENT
The Great Resignation is becoming a "great midlife crisis". 

Before COVID Mean: 4.8 (approx. 101-250 active volunteers) 
Fall 2020 Mean: 3.9 (approx. 51-100 active volunteers) 
Fall 2021 Mean: 3.9 (approx. 51-100 active volunteers) 

Average Monthly Hours Per Volunteer 


3 Core Human Needs

Safety
- Avoiding Harm
- Emotional
- Physical

Satisfaction
- Approaching Rewards
- Purpose
- Progress

Connection
- Attaching to Others
- Belonging
- Friendship

Offer an Alternate Experience

Clarity
Respite
Trust + Meaning + Purpose
Community
Equity

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How can you make volunteering easier not harder?

**Old School vs. New School**

**Traditional Recruitment**
- Appeals to the General Public
- Filling Volunteer Shifts
- Cold Calling
- Broadcast Email Blasts
- Outreach to Service Clubs
- Hanging up Posters
- Tabling
- Newspaper Advertising
- Word of Mouth Networking

**Modern Recruitment**
- Targeted Campaigns
- The Volunteer Journey
- Building a Following
- Automated Email Series
- Strategic Partnerships
- Web Pages Optimized to Convert
- Social Media Sharing
- Search Engine Optimization
- Volunteer Ambassadors

**Recruitment Campaign Framework**

**Planning**

**STEP 1: ENVISION**
Create your big vision & assess your volunteer needs & goals

**STEP 2: FOCUS**
Pinpoint your ideal volunteer persona(s)

**STEP 3: DEVELOP**
Create your unique offer & messaging

**STEP 4: LAUNCH**
Deploy, assess, adjust through your chosen channels

**STEP 5: ONBOARD**
Welcome & onboard newcomers

**Traditional Recruitment Formula**

1. What’s the Problem?
2. What’s the Solution?
3. What’s Involved?
4. What Do You Need Me to Do?

**People don’t volunteer because they enjoy working for free. They volunteer because they want to change the world.**
Your Org’s True Purpose

We [activity]...
Which produces [output – the “what”]...
We do this so that [immediate outcome]...
So that [intermediate outcome]...
So that [intermediate outcome]...
So that [intermediate outcome]...
So that [ultimate outcome – the “why”]...

“People don’t buy what you do, they buy why you do it.” ~ Simon Sinek

Pitching From the Inside Out

1) WHY (what we believe – Our True Purpose)
2) HOW (we embody what we believe)
3) WHAT (what we are offering)
4) HOW MUCH (what we’ve achieved)


For Example

HOW MUCH: Last year, [XXX volunteers] [insert key results].
Bonus: Here’s what they had to say about their experience [insert testimonial].
WHAT: You are invited to help protect & support seniors in our community by [insert call to action].
HOW: Neighborhood volunteers help [insert specific role] with compassion and care to people in need.
WHY: We believe that everyone has the right to age in place with dignity, and the community is a powerful partner in this mission.

HANDLE VOLUNTEER OBJECTIONS
Handling Objections

• Write down FIVE reasons why volunteers might be hesitant or worried about getting (or staying) involved.
• Then analyze each concern with an open, empathetic mind.
• Make sure you really understand what the objection is
• Pinpoint exactly what’s in the way
• Validate their concerns in your content
• Offer solutions that address the barrier
• Feature testimonials by volunteer who overcame the barrier

The Perfect for You Method

Challenge-Style Checklist Example

Volunteering IS for You If …
• You are passionate about supporting people in need and want to make a meaningful difference
• You are willing to invest time to help community members and their families thrive
• You are ready to work as a team to make your local office the best it can be

Volunteering IS NOT for You If …
• You'd rather stand by on the sidelines and watch others live into their values of service
• You're not interested in shaping the future of support for people in need in our community
• You are not ready to learn how to transform your skills and commitment into a role with purpose

People won’t follow you if they can’t see or understand where you are going.

Messages that Inspire Action

• What is Possible? Paint a Renewed Vision of Hope
  • Think broadly - What are the current challenges for your volunteers?
  • What is a bright new future that you envision for your community?
  • What is the better world that will come about because of volunteer support?

• What Transformation Will Volunteers Bring About? Explain Why Volunteers Matter
  • What will you achieve that you could not achieve without their help?
  • Why transformation will occur (project goals, renewed activities, quality of life for people)?
WHERE TO SHARE MESSAGES

The “Big Six” Recruitment Channels

WHERE TO SHARE MESSAGES

Effective Marketing is ...
Less of this...
And more of this...

Volunteer Persona

Jorge
Male, widower, just relocated to the neighborhood, was an IT Manager & now transitioning into part-time consulting, uses Facebook daily to keep track of his grandkids, loves animals & keeping active

Connecting with Jorge
• Where can he likely be found?
• Who does he trust for information?

Build relationships while you sleep.
Email Still Rules

Email
- You own your list
- 4.1 billion worldwide
- Average open rate: ~15-25%
- Average CTR: ~2.5%
- Average CTO: ~20-30%
- More privacy confidence
- Content mostly stays within your email list

Social Media
- They own your list
- 2.8 billion worldwide
- Facebook CTR: ~0.7%
- Estimated fan base that sees your organic posts: 5.2%
- Less privacy confidence
- Content can be shared & "go viral" (in rare cases)


Content on Purpose

1. Myth Buster
- Misunderstandings about your cause
- Misperceptions about volunteering
- Misinformation that impacts what you do
- Examples?

2. Mindset Shifter
- Calling out limiting beliefs
- Widening or narrowing the lens
- Future pacing (AKA "what ifs?")
- Examples?

3. Confidence Booster
- Instilling new beliefs about capabilities
- Reassurances about available support
- Hero's journey stories
- Examples?

Content Campaigns

Volunteer Recruitment Campaign

Baby Steps, Not Silver Bullets

- Make a COMMITMENT!!!
- Attend a live info session
- Complete an application
- Talk to someone on the phone
- Complete an interest form
- Download a fact sheet
- Watch an Info video
- Attend a live info session
- Make a COMMITMENT!!

Connection >> Bravery >> Healing >> Hope >> Resilience

Q&A
Podcast Resources

- Episode #002: How to Recruit Volunteers by Building a Following First
- Episode #005: 8 Ways Your Nonprofit Website is Failing to Attract Volunteers
- Episode #020: How to Design Irresistible Online Volunteer Opportunities
- Episode #021: Engage Volunteers with a Win-Back Campaign

What are Your Next Steps?

Add Your Voice: Survey Closes Nov 22
https://volpro.net/volunteer-management-progress-report/