

Recruiting Volunteers for Your Chapter



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RECRUITING VOLUNTEERS

All chapter leaders, particularly presidents, have gone through the frustrating experience of trying to get volunteers to work in the chapter—people to serve on committees, people to serve as stewards, people to plan programs, and on and on. This section is designed to assist chapter leaders to get people involved, to gain more commitment from members, and ultimately to build stronger chapters.

WHAT IS A VOLUNTEER?

A volunteer is one who performs tasks or participates of his/her own free will; one whose actions are founded not on any legal obligation but rather on personal choice. It is obvious then that one cannot force people to become volunteers but must determine those factors that motivate people to volunteer and then build a volunteer recruiting program around them.

WHY PEOPLE VOLUNTEER

The following are some of the principal reasons people choose to give of their time on a volunteer basis:

- **People Like to Be Involved**
Studies show that it is basic human nature for people to desire consciously and subconsciously to be a part of activities and events that involve other people.
- **Issues or Causes**
Involvement levels will increase when individuals are presented with an issue or cause with which they can identify.
- **Friend or Peer Influence**
Friends and colleagues have substantial influence in motivating individuals to get involved.
- **Social Involvement and Reward**
Just as some people will get involved because of an issue or cause, others will do so for the social interaction with others. In addition, many people are attracted if they can expect a reward (e.g., recognition, position status, etc.).
- **Pride and Ego Gratification**
Most people take pride in doing something successfully and in belonging to a group that does things successfully. This can be a strong motivating factor in getting people involved.

ENLISTING VOLUNTEERS

Success in getting people involved will be greatly enhanced if the president and other leaders plan in advance their approach to a potential volunteer.

- Identify those jobs and activities for which you need volunteers.
- Determine what the specific responsibilities for each job or activity will be, including commitments needed for each.
- Generate the names of people that are potential volunteers for these tasks.

Finding Names of Potential Volunteers

Following are some suggestions for developing lists of potential volunteers:

- Form a diverse group of leaders and members to: (1) brainstorm names of potential volunteers; (2) develop the individual approach that will be needed for each volunteer (based on factors that will motivate that individual).
- Locate names by reviewing lists of past leaders—chapter representatives, committee members, presidents—and participants in previous chapter activities. In addition, utilize the group to generate names of people who might be willing to get involved if properly approached.
- Request chapter leaders and members to “nominate” people they believe would be good prospects for involvement. **Note:** This technique should always be used as part of a total plan. Never use it alone.
- Use an application form that will allow the individual to nominate him/herself. Make the form interesting and emphasize the importance of the job described. List only specific jobs or activities. Again, this technique should only be used as part of a total plan.

Recruiting Volunteers

Personal contact is the only really effective method for enlisting volunteers. A personal, one-on-one meeting will generate far more success than a letter or an announcement placed in a mail box. The actual contact needs to be planned in advance. Make certain that you have identified the specific job the person is going to be asked to do, including what the responsibilities will be and the time commitment needed.

SOME DOS AND DON'TS

DO:

1. Consider why people volunteer
2. Preplan your approach
3. Use various techniques to identify volunteers
4. Use other people to help recruit the volunteers
5. Generate ways/incentives to reward volunteers
6. Say, “Thank you” — frequently

DON'T:

1. Believe volunteers will call you first
2. Use mail boxes to recruit
3. Begin until preplanning is done

➤ **How Do I Get People To Do a Job?**

Ask them. Few people will volunteer their services. People wait to be asked.

Be positive, be prepared, and be sincere.

Use, "I believe you are the right person for this position because..."

In your conversation express the reason you believe the individual should want to volunteer (an issue, cause, pride, etc.). Tailor your message to the situation. For a veteran use, "As an experienced chapter member, your value to our organization is very high. Will you...?" For a rookie use, "We need new people with new ideas in our union. No experience is necessary, just your enthusiasm, energy and commitment. Will you...?"

➤ **Who Should Ask Them?**

If possible, someone they know and trust, someone whose influence they respond to. But if you can't arrange for someone else to ask, do it yourself.

After this has been done, be sure that the new recruit is welcomed.

The effective combination, therefore, is being asked by someone the person already knows, being welcomed by whoever the person already knows, and being welcomed by whomever leads the activity.

➤ **What Do I Tell Them?**

Make clear what job you are asking them to do, and be sure it has a definite beginning and end.

Ask people to do things they can do well, especially in the beginning. People are more willing to begin tasks they know they can do.

Tell each person how his/her job fits in with the rest. People want to understand things that they are part of, and they work best when they know that others are depending on them.

Let each person know that her/his help is needed. If a person feels that you are "just looking for people," she/he also will feel easily replaceable and less responsible for doing a job.

Discuss with volunteers their personal goals and how they fit into those of the campaign. You must help people keep their expectations realistic; otherwise you won't be able to meet them.

Do these things in person; don't rely only on printed circular, letters, or phone calls. There is no substitute for face-to-face communications. It lets people know that you consider the discussion important, and it gives you a chance to get acquainted with each volunteer.

You have a right to be enthusiastic about the importance of your work. Don't apologize or belittle it. Your mood will get across to the people you talk to, and they'll respond to it.

HOW CAN I KEEP VOLUNTEERS?

Simply gaining the commitment of volunteers is not enough. The objective should be to keep them active and interested.

- Set high standards of activity. Members will take their cue from you.
- For each activity, get agreement on group goals. Achieving them will give everyone a real feeling of accomplishment.
- Develop time tables and set priorities.
- Use a planning calendar and keep records.
- Get enough people to do the job. Overworked volunteers stop volunteering.
- Be willing to delegate, and make good use of talent.
- Be sure members know their jobs and positions in the group.
- Establish tasks and priorities that are:
 - realistic
 - exact and clear
 - manageable and understandable
- Do things at meetings. Transact business; make decisions; review past work; plan new tasks.
- Be a prodder and get the job done.
- Pay attention to people who don't meet committee standards and expectations. If you ignore their failure, other members will follow them. If a member doesn't live up to committee standards, speak to the volunteer personally, asking what the problem is. Be encouraging; offer help. Reassign the person to another job if necessary.
- Recognize good work and reward it. The resources available will depend on the local situation, of course, but you can always commend good workers at meetings, express your appreciation in person, write letters of thanks, and publish volunteers' names in your chapter's newsletter.

RECRUITMENT GUIDELINES

I. Sources of Volunteers

- A. CSEA Members/CSEA Retirees/Staff
- B. Family (yours, candidate's, members', etc.)
- C. Friends
- D. Clubs (Elks, Kiwanis, etc. — that candidate belongs to or has contacts with)
- E. Other Unions
- F. PTA
- G. Student Groups
- H. Ethnic Organizations
- I. Women's Groups
- J. Other organizations that have endorsed candidate
- K. Local political organizations
- L. Retiree Groups

II. How to Recruit Volunteers

- A. Be Enthusiastic — Your Attitude is Critical
- B. Bring Candidate to Meetings
 - 1. Introduce candidate by appealing to common interests and goals.(Volunteer Rap)
 - 2. Candidate should make personal appeal.
 - 3. Get volunteers signed up immediately.
 - 4. Make sure you follow up as soon as possible.
- C. Phone Banking
 - 1. Develop phone script to appeal to targeted volunteers.
 - 2. Develop plan to recruit the necessary number of volunteers.
 - a. For every 100 calls = 50 contacts = 5 volunteers
 - b. One phone can make 12 completed calls per hour
 - c. Each caller, working a 3-hour shift, completes 36 calls per shift
 - 3. Utilizing these formulas, you can determine how many callers are needed to recruit the necessary number of volunteers (or number of calls to voters)
Example: 100 volunteers needed
100 calls = 5 volunteers (or 20 calls = 1 volunteer)

- For 100 volunteers, $100 \times 20 = 2000$ calls needed
- At 36 calls per 3 hour shift, 55.5 total shifts are needed (2,000 total calls, divided by 36 calls per shift, equals 55.5 shifts)
- This could be achieved numerous ways:
One person working 55.5 shifts, 55 people working one shift, 10 people working 5.5 shifts, 28 people working two shifts, etc.

D. Elements of Recruiting

1. Goal

Know what your purpose is. Define your purpose clearly so you know where you are going.

- “We are going to recruit 20 volunteers to walk precincts on Saturday in order to get Bob Jones elected to the Senate.”
- “We are going to recruit 100 volunteers to work to elect Bob Jones to the school board.”

2. Recruitment Rap

- a. **Identify Yourself** — Tell them who you are and how you got their name.
- b. **Hook** — Tell them a story they can relate to regarding why you need their help. Tell them why you are volunteering.
- c. **Problem** — Tell them a problem that will get them angry enough to care.
- d. **Solution** — Tell them how they can help solve the problem. Give them hope for a solution.
- e. **Crunch** — Ask for a specific time commitment.
- f. **Stop** — Wait for an answer.
- g. **Confirm** — Make them write the commitment down.
- h. If they say **NO** — Ask what the problem is, then **solve** the problem. Crunch again.

3. Remind Volunteers

- a. Call them back to remind them of their commitment.
- b. Give them a progress report on the campaign, remind them of the importance, confirm the commitment.
 - Let them know how many other volunteers or members have committed to come.
 - Let them know if “guest stars” are attending (state officers, movie stars, etc.)
 - Let them know if you’ve made significant progress (we just got the Governor’s endorsement; did you see the article in today’s paper?)

- c. Be brief, direct, positive, and urgent.
 - “I wanted to make sure you had the right address.”
 - “I wanted to make sure you had directions.”

SAMPLE TELEPHONE CALLS

Recruitment Rap

Hello, may I please speak to _____?

Hi, my name is _____. I'm a CSEA member and we're calling fellow members about the upcoming school board election.

The current school board has no respect for classified employees. They are trying to take away our health benefits and contract out our maintenance work to prisoners.

That's why CSEA is supporting Mary Smith for school board. Mary believes classified employees are equal partners in our schools. She supports maintaining health benefits and opposes contracting out.

To elect Mary we need 20 people to help us phone voters on Saturday. Can we count on you to join us on Saturday at 10:00 a.m.?

- If **YES**: Great. Do you have a pen handy? Good, the address is 10 Main Street. We'll see you on Saturday at 10:00. Thanks.
- If **NO**: Is there a problem with helping on Saturday?

"Saturday I coach Little League."

We're also calling on Sunday, all day, and Monday through Friday in the evening. Which day is good for you?

– **OR** –

"I'm not sure I want to help."

The election is really important to classified employees. If we don't elect Mary we may lose our health benefits or even our jobs. But if we win we can show the board and the teachers in this district that we have power. You can spare a few hours to help us out, can't you?

– **OR** –

"I've never done this before."

No problem. We'll train you and you'll be working with other CSEA members. It's really a lot of fun and afterward we all go out to lunch together. You can help us out, can't you?

Reminder Call Rap

Hello, may I speak to _____?

Hi, this is _____ from CSEA.

My notes show that you're scheduled to help us call voters at 10:00 a.m. on Saturday and I wanted to let you know 15 other CSEA members are coming. I'm just calling to make sure you have the address of our headquarters.

Right, that's 10 Main Street. Then we'll see you on Saturday. Great, thanks.

CALIFORNIA SCHOOL EMPLOYEES ASSOCIATION
Volunteer Recruitment Phone List

Volunteers Recruited to Do Phoning on _____
Date

Name	Phone	Reminder Call	Confirmation Call	Showed	Comment
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					

Instructions:

- Fill out a separate sheet for each day of phoning.
- List the names and phone numbers of each person who volunteered. (Get number where they can be called during the day.)
- Make reminder calls the night before and check (✓) the column when the person is reached.
- Make confirmation calls the same day they are supposed to come phone and check (✓) when the person is confirmed.
- If the person does not arrive for their designated shift, call them within 30 minutes of the time they were to be there.
- Check off everyone who showed up. Do a special follow-up call to all no-shows and get them rescheduled to another shift.

CSEA VOLUNTEER CARD

YES, I will help elect a CSEA-endorsed candidate in 1996

Name _____ Area _____ Region _____

Address _____

Telephone: Work: _____ Home: _____

Chapter _____ Field Office _____

School District _____

I can volunteer: Mon Tues Wed Thurs Fri Sat Sun
 ____ Mornings
 ____ Afternoons
 ____ Evenings

I want a candidate lawn sign Yes No

CALIFORNIA SCHOOL EMPLOYEES ASSOCIATION

CSEA VOLUNTEER CARD

YES, I will help elect a CSEA-endorsed candidate in 1996

Name _____ Area _____ Region _____

Address _____

Telephone: Work: _____ Home: _____

Chapter _____ Field Office _____

School District _____

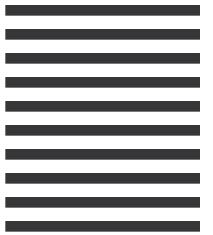
I can volunteer: Mon Tues Wed Thurs Fri Sat Sun
 ____ Mornings
 ____ Afternoons
 ____ Evenings

I want a candidate lawn sign Yes No

CALIFORNIA SCHOOL EMPLOYEES ASSOCIATION



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY MAIL

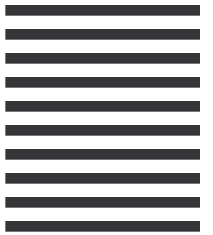
FIRST CLASS MAIL PERMIT NO 5432 SAN JOSE CA

POSTAGE WILL BE PAID BY ADDRESSEE

CALIFORNIA SCHOOL EMPLOYEES ASSOCIATION
1127 11TH ST STE 346
SACRAMENTO CA 95814-9933



NO POSTAGE
NECESSARY
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TRANSPARENCIES

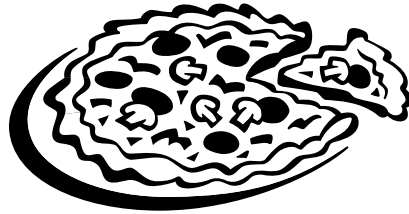
The following pages may be used to create transparencies:

- Incentives to Volunteer
- Suggested Tasks for Volunteers
- How to Make the Tasks Fun
- How to Say Thank You
- Thank You Card Messages

INCENTIVES TO VOLUNTEER

➤ **Get the right person to ask**

➤ **Food**



➤ **Camaraderie**

➤ **Competition**



➤ **Other**

SUGGESTED TASKS FOR VOLUNTEERS

- **Phoning**
- **Writing Letters**
- **Precinct Walking**
- **Literature Drops**
- **Voter Registration**
- **Working on Local Organizing Committees**
- **Record Keeping**
- **Coordinating Volunteers**
- **GOTV Activities**
- **Office Work**
- **Installing Lawn Signs**

HOW TO MAKE THE TASKS FUN

- **Provide Refreshments**
- **Maintain a Sense of Humor**
- **Provide Break Time and Relax**
- **Have Groups Volunteer Together**
- **Promote the Opportunity to Make New Friends**
- **Other**

HOW TO SAY THANK YOU

The most important task in working with volunteers is to say thank you! One way to encourage any person to return is to say thank you.

Each individual responsible for monitoring a volunteer activity should complete thank you notes/post cards during the event, and leave them for the office staff the next day.

Pre-printed thank you notes/post cards could be used; however, a personal note from the coordinator or chapter president is always the best thank you.

Hold a thank you social event after the campaign is over for all coalition volunteers. Provide food and a good time to celebrate the defeat of the voucher!

MESSAGES TO WRITE IN THANK YOU CARDS TO BE SENT TO VOLUNTEERS AFTER EACH ACTIVITIES SHIFT

- **Thanks for working on the <name of activity>. Your time and effort are appreciated!**
- **Thanks for participating in the <name of activity> on <date/day>. Your help is greatly appreciated.**
- **Thank you for the time you gave on <date> to <name of activity>.**
- **Great job! Thanks for your help with <name of activity>.**