

[VOLUNTEER RECRUITMENT ESSENTIALS]

Your Volunteer Offer: What to Say to Inspire Action

Instructor: Tobi Johnson, MA, CVA
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@volpronet
#volunteerpro

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Volunteer Engagement 2.0
Ideas and insights changing the world

VOLUNTEER NATION Podcast
Tobi Johnson

VOLUNTEER MANAGEMENT progress REPORT

TIME + TALENT Podcast
Bold + Bright Ideas to Engage Today's Volunteers

Tobi Johnson
President & Founder
Tobi Johnson & Associates | VolunteerPro
tobi@volpro.net
<https://volpro.net/>
<https://tobijohnson.com/>

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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

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MAKE THE MOST OF THIS MOMENT

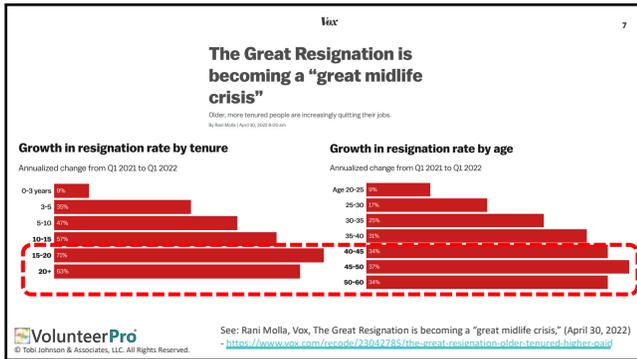
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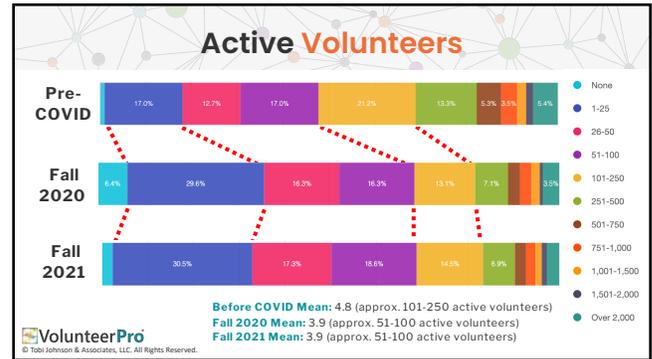
Americans Are Overworked And Over Work

'Pandemic epiphanies' could be one reason people are quitting their jobs in record numbers

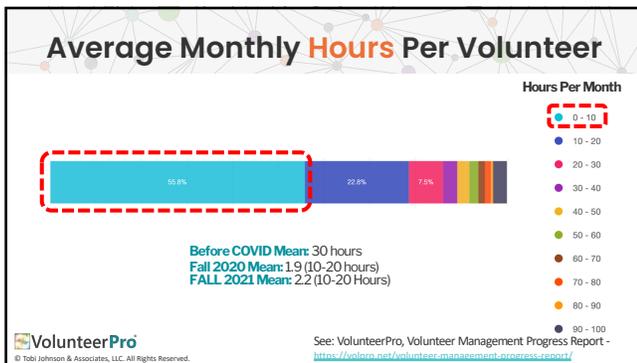
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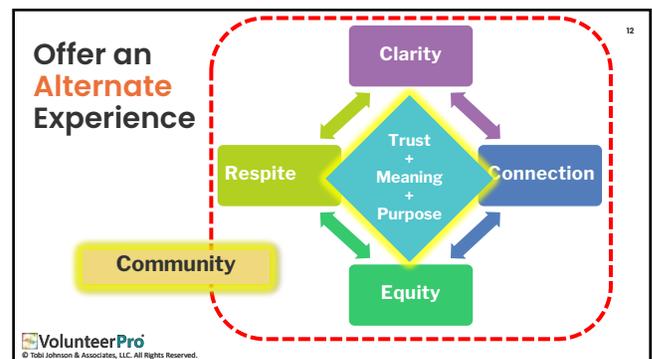
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Old School vs. New School

Traditional Recruitment	Modern Recruitment
<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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

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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

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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?

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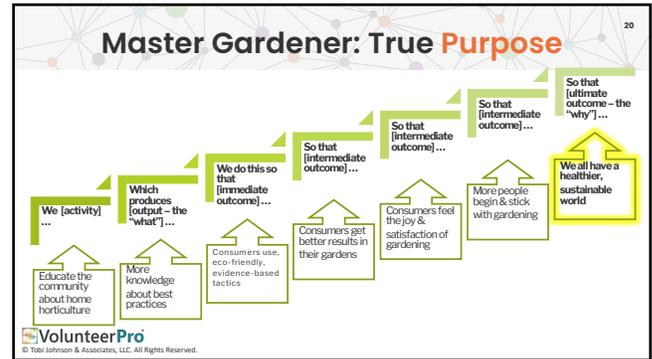
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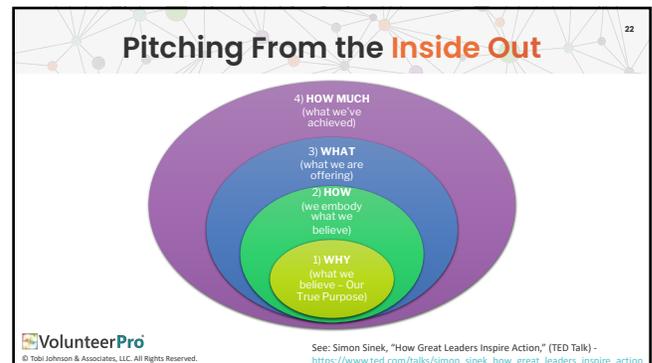
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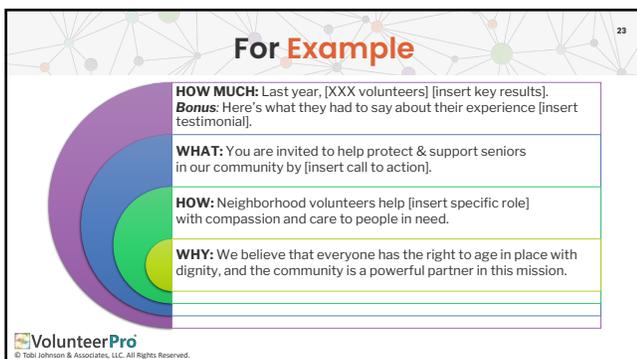
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Handling Objections

- 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

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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

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Future Pacing

1. **Acknowledge where they're at** - "At this moment, you may doubt your ability to make an impact."
2. **Future pace** - "But, imagine if ..."
3. **Celebrate the change** - "That would be amazing, wouldn't it?"

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Messages that Inspire Action

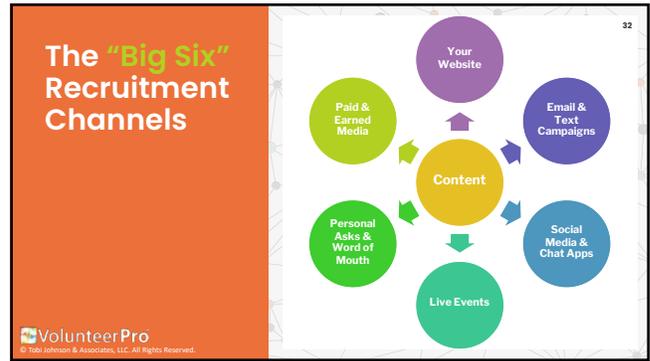
- **What is Possible? Paint a Renewed Vision of Hope**
 - Think broadly - What are the current challenges for your volunteers?
 - What is a bright new future that you envision for your community?
 - What is the better world that will come about because of volunteer support?
- **What Transformation Will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

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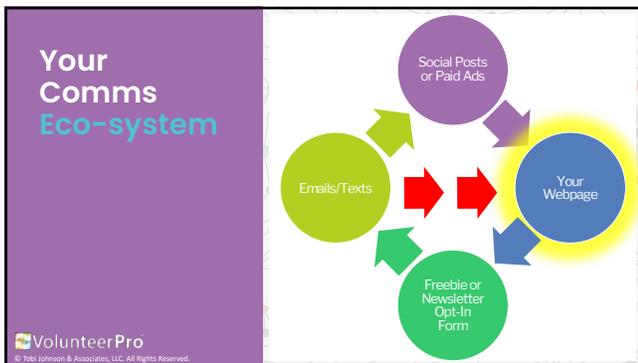
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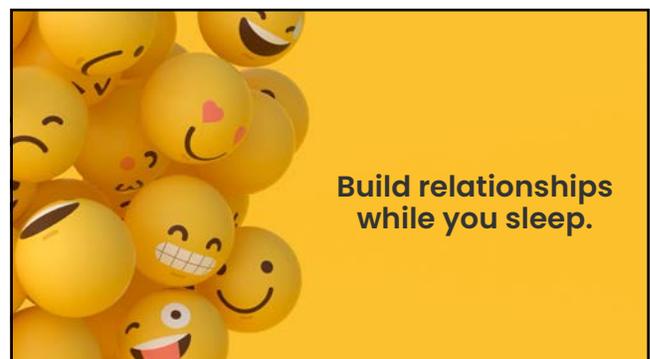
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A slide titled "Volunteer Persona" featuring a photo of an older man, Jorge, kneeling on a blue mat. To the right of the photo is text describing him: "Jorge Male, widower, just re-located to the neighborhood, was an IT Manager & now transitioning into part-time consulting, uses Facebook daily to keep track of his grandkids, loves animals & keeping active". Below this is an orange box with the heading "Connecting with Jorge" and two bullet points: "• Where can he likely be found?" and "• Who does he trust for information?". The VolunteerPro logo is at the bottom left.

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Email Still Rules

Email	Social Media
<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> They own your list 2.8 billion worldwide Facebook CTR: .07% Estimated fan base that sees your organic posts: 5.2% Less privacy confidence Content can be shared & "go viral" (in rare cases)

See: Social Media Marketing vs. Email Marketing: Comparing the Pros & Cons of Each Channel (2021) - <https://www.socialmediaexaminer.com/what-is-social-media-marketing/>

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Content on Purpose

- Myth Buster**
 - Mis-understandings about your cause
 - Mis-perceptions about volunteering
 - Mis-information that impacts what you do
 - Examples?
- Mindset Shifter**
 - Calling out limiting beliefs
 - Widening or narrowing the lens
 - Future pacing (AKA "what ifs?")
 - Examples?
- Confidence Booster**
 - Instilling new beliefs about capabilities
 - Reassurances about available support
 - Hero's journey stories
 - Examples?

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Content Campaigns

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Baby Steps, Not Silver Bullets

- See a social media post
- Visit your website
- Watch an info video
- Download a fact sheet
- Complete an interest form
- Talk to someone on the phone
- Complete an application
- Attend a live info session
- Make a COMMITMENT!!**

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

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Q&A

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VOLUNTEER NATION Podcast

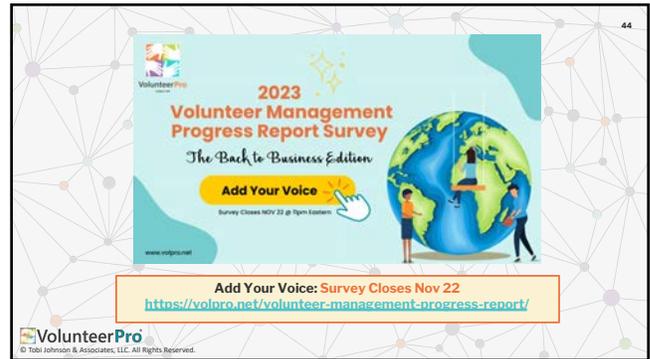
With **Tobi Johnson**

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

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2023 Volunteer Management Progress Report Survey
The Back to Business Edition

Add Your Voice

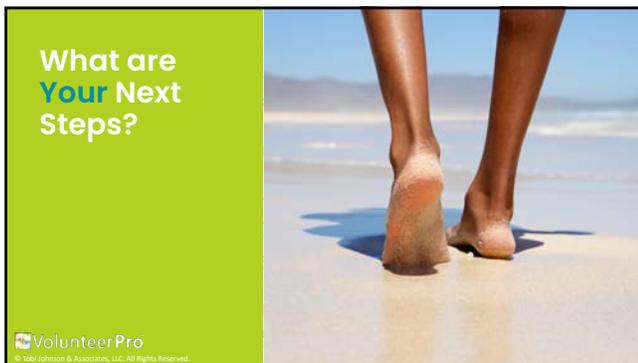
Survey Closes NOV 22 @ 11pm Eastern

<https://volpro.net/volunteer-management-progress-report/>

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

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What are Your Next Steps?

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