

Guidance on Engaging Volunteers (Part II)
February 2016

APPRECIATIVE ICEBREAKER

- What aspects of last month's guidance resonated most with your League?
- How does it fit with your League's ongoing work and plans for Election 2016?
- What next steps might you implement?

ADDITIONAL GUIDANCE

Sharing your enthusiasm for the League can prove to be difficult if one does not understand who they are reaching out to. In order for coaches to engage, lead, and retain volunteers, they must be receptive to new knowledge of the ever-changing volunteer pool (McKee 2012: 197).

Being welcoming and engaging should be a priority for every League before, during and at each event. We are encouraging League to rename the MLD tool "Event Planning Checklist" to the "**Engagement Planning Checklist**" to ensure that your League is building in opportunities for engagement. In short, we want to move individuals from "me" to "we" – to get them to feel ownership of the organization, its mission and its future; we want them to take the first step to become part of the League family.

As we discuss in the Leadership Ladder, we want to identify activities where new volunteers can become engaged:

- Invite them to partner with a current leader to learn a specific job or role.
- Respect the availability and interests of the volunteer.
- Give them tasks where they can make a difference.

As we approach Election 2016, what might that look like?

Around voter registration:

- Help making posters/signage
- Help promoting an event
- Ask people to promote and share "I'm registered" and "I voted" stickers on social media
- Leverage online registration (as available)

Around voter education or GOTV:

- One-time volunteer opportunities (hand out info at transit)
- Asking networks to share debate footage/discuss online
- GOTV calls/hotline – people can do on cell phone, from home
- Ask partners to promote & circulate voters' guide
- Ask individuals to make VOTE411 cover photo/publicize voter guide



Around voter protection:

- Online advocacy – signing an action alert
- Small-dollar donation campaign
- Partners promoting on social media
- Local visibility campaigns- petition, "election improvement agenda"
- Asking reporters, neighbors, friends to talk about upcoming election & share League info



Membership & Leadership Development Program

Once you successfully engaged your volunteers, focus on maintaining their interest and involvement. Rather than managing your volunteers, think of it as **leading** them.

IN SUMMARY

How to engage the “new breed” of volunteers (McKee 2012: 93-114):

1. Understand the motivations of your volunteers
2. Make your volunteers feel appreciated
3. Offer your volunteers privileges and perks for their commitment
4. Be available to your volunteers
5. Provide tangible incentives
6. Create a sense of community
7. Establish accountability for your volunteers
8. Allow time for team “huddles”
9. Empower your volunteers

ADDITIONAL RESOURCES

McKee, Jonathan, and Thomas W. McKee. *The New Breed: Understanding and Equipping the 21st Century Volunteer*, 2nd ed. N.p.: Group, n.d. Print. ISBN 9780764486197

[Building the League for Tomorrow](#)

[Event Planning Checklist](#)