Telling Your Story to Attract Partners, Members and Volunteers

October 17, 2008
Alexandria, VA
Background

Corporation for National and Community Service

Created in 1993, the Corporation for National and Community Service manages more than 1.5 million Americans annually in improving communities through service. The Corporation supports service at national, state, and local levels through:

- AmeriCorps, whose members serve with local and national organizations to meet community needs while earning education awards to help finance college or training;

- Learn and Serve America, which helps link community service and learning objectives for youth from kindergarten through college as well as youth in community-based organizations; and the

- Senior Corps, the network of programs that helps Americans age 55 and older use their skills and experience in service opportunities that address the needs of their communities. Senior Corps includes RSVP, Foster Grandparent Program, and Senior Companion Program.

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Campaign Consultation, Inc.

Founded in 1988, Campaign Consultation, Inc. works with individuals and organizations – at the local, state, national, and international levels – to advance community development, fund raising, corporate citizenship, diversity, issue advocacy, media & marketing, public policy, and organizational & business development campaigns.

Campaign Consultation, Inc. has extensive experience in helping people acquire the confidence, skills, and resources to design and advance “out of the box” strategies for goal achievement.

Since 1998, Campaign Consultation, Inc. continues to serve as the training/technical assistance provider for all areas related to resource gathering for the Corporation for National and Community Service. Campaign Consultation is currently providing technical assistance for the Resource and Fund Development Initiative as well as the Specific Learning Communities Initiative.

Any opinions, findings and conclusions or recommendations expressed in this material are those of the authors and do not necessarily reflect the views of the Corporation for National and Community Service. Upon request, material will be made available in alternative formats for people with disabilities.
Telling Your Story to Attract Partners, Members and Volunteers

Your national service project does great things and you have the will and opportunity to include members and volunteers with disabilities in your work, but where are they?

- How do you get your story out early and often enough to attract and persuade people with disabilities to join your effort?
- How do you engage the network of folks who support people with disabilities to encourage them to ask on your behalf?

This session will offer participants the chance to get specific about their recruitment strategy and message.

Participants will be able to:

- determine their target audience and how to appeal to them
- craft a message that meets their communication objective
- deliver their message effectively to the audiences they’ve identified
# Telling Your Story to Attract Partners, Members and Volunteers

## Agenda

<table>
<thead>
<tr>
<th>Activity</th>
<th>Duration</th>
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<tbody>
<tr>
<td>Welcome and Overview</td>
<td>10 min</td>
</tr>
<tr>
<td><em>Mini-teach</em></td>
<td></td>
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<tr>
<td>Introductions and Marketing Goals</td>
<td>10 min</td>
</tr>
<tr>
<td><em>Tabletop conversation and newsprint summary</em></td>
<td></td>
</tr>
<tr>
<td>Audience Analysis</td>
<td>20 min</td>
</tr>
<tr>
<td><em>Mini-teach and brainstorming</em></td>
<td></td>
</tr>
<tr>
<td>Marketing Methods</td>
<td>10 min</td>
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<tr>
<td><em>Small group sharing</em></td>
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<tr>
<td>S.O.C.O. – Single Overriding Communication Objective</td>
<td>20 min</td>
</tr>
<tr>
<td><em>Individual exercise and pair share</em></td>
<td></td>
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<tr>
<td>Message Refinement</td>
<td>15 min</td>
</tr>
<tr>
<td><em>Individual exercise and pair share</em></td>
<td></td>
</tr>
<tr>
<td>Evaluation and Next Steps</td>
<td>5 min</td>
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Corporation for National & Community Service
CAMPAIGN CONSULTATION, Inc.
2008 National Conference on Disability Inclusion & National Service
Telling Your Story to Attract Partners, Members and Volunteers

- 4 -
Field Liaison Background Statements

Megan Sargent
Training and Inclusion Coordinator
Michigan Community Service Commission

Megan Sargent serves as the MCSC Training and Inclusion Coordinator, helping to support AmeriCorps grantees and overseeing the Statewide Inclusion Team.

The Michigan Community Service Commission (MCSC) is committed to encouraging all Michigan residents to engage in service. Michigan's Statewide Inclusion Team was established to help empower national service programs to make service a part of the lives of individuals with disabilities. Through resource development, outreach, and assistance, the Statewide Inclusion Team works to bring Michigan's national service programs and disability communities together to improve the quality of life for all Michigan residents.
Paul N. Martell
Accessibility Program Manager
Governor’s Commission on Volunteerism and Community Service, Volunteer Florida

Paul N. Martell is the Accessibility Program Manager for the Governor’s Commission on Volunteerism and Community Service, Volunteer Florida. Mr. Martell is responsible for insuring that persons with disabilities are recruited and retained as members in Florida’s AmeriCorps programs. He is available to program staff and local projects to provide technical assistance and training on the inclusion of persons with disabilities. He also works with programs in securing reasonable accommodations for members to complete their service.

His professional career with the Agency for Persons with Disabilities Program Office, Leon County Schools and the Ability1st (part of the network Center for Independent Living of North Florida, Inc.), has provided him with extensive knowledge regarding disability issues. He has served as a Crisis Counselor and Training Assistant volunteer for Big Bend 211 where he completed over 500 hours of volunteer service.

For six years Mr. Martell served on the Local Coordinating Board for the Transportation Disadvantaged representing persons with disabilities. His present commitments to volunteerism and service include serving as the President of the Board for Ability1st.
Overview
Marketing is an exchange – offering **something of value** for something you **need**.

- Who are you marketing to?
  - What do you know about their habits, needs and motivations?
- What do you want them to do when they receive your message?
  - What’s in it for them?
- What is your “something of value?”
  - What is your product?
  - What makes it unique?
  - Why does it have value to your audience?
- What “need” will this marketing effort meet for you or your organization?
  - How will you evaluate how successful your marketing initiative is?
- How will you deliver your message to your audience?
  - What media and messengers are the best vehicles to deliver your message?
Audience Analysis

What do you know about the audience to whom you are trying to deliver your message? Write down everything you know about your target audience. Star (*) those things you are certain of and a question mark (?) next to those things that are assumptions or guesses that you might need to research more thoroughly.

Profile
Visualize your ideal candidate(s). What are their characteristics (i.e. age, background, abilities, locality, etc.)?

Networks
What is their life like? What do they do during the day? Evening? What groups do they belong to? Who are their friends? Families? Where do they work? Where do they relax? What sectors of the community or organizations do they have contact with regularly? Who do they trust and or admire?

Motivators
What do they want?

What do they care about? Why?

What’s in it for them to become involved with your project?
Generating Ideas to Move Forward

Having done the Audience Analysis, select one profile at each table and brainstorm to add to the Networks and Motivators. Evaluate the ideas generated in the brainstorm to expand your approach to your target audience.

<table>
<thead>
<tr>
<th>Target Audience Profile</th>
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<tbody>
<tr>
<td><strong>What I’m sure of about this audience:</strong></td>
</tr>
<tr>
<td><strong>Assumptions I need to clarify or verify:</strong></td>
</tr>
<tr>
<td><strong>New network ideas:</strong></td>
</tr>
<tr>
<td><strong>New motivation ideas:</strong></td>
</tr>
<tr>
<td><strong>Potential partners to reach this audience:</strong></td>
</tr>
</tbody>
</table>
Marketing Methods

- Currently, what audience(s) have you targeted?

- What means are you using to reach them?

- Rate the effectiveness of your marketing efforts.

<table>
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<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
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<tbody>
<tr>
<td>Not effective</td>
<td></td>
<td></td>
<td></td>
<td>Highly Effective</td>
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</tbody>
</table>

- How do you know?

- What do you know about this audience that might help you target your message better?

- What would you like to know about this audience and how could you find this information?

- How might this impact your marketing methods?
Marketing Methods Brainstorm

*Gather at the table identifying one of the audiences you are trying to attract. Share with others at this table what you have done well and what you’d like to improve. Record ideas that arise in your conversation in the space below:*
S.O.C.O.
(Single Overriding Communication Objective)

A single overriding communication objective (S.O.C.O.) can help you to focus your message and ensure that you get it across. All of the supporting information in your presentation should relate to the S.O.C.O. As you add material, ask:

- Does this relate to my S.O.C.O.?
- How does it help to clarify or add depth to the S.O.C.O.?

The ability to stay “on message” is directly related to the clarity of your S.O.C.O. and the amount of preparation and practice.

A S.O.C.O. is a brief statement of the message you want to get across. Your presentation should have one primary message that is being communicated to the audience.

- What is the one thing that people should walk away from your presentation with?

Things to consider in determining your S.O.C.O.:

- What is the mission of your organization?
- What issue and/or concern are you working to address?
- What are its most important programs?
- What are your most significant accomplishments?
- What impact have you had on the issue and/or concern you seek to address?
- What are your most pressing challenges?
- What do you want to accomplish this year?
- What does your group do best?
- What type of image do you project to the audience?
- What type of image do you want to project?
- What does this audience want/need to hear?
S.O.C.O. Worksheet

Based on these considerations, construct your message to attract your target audience, then pair and share, offering feedback on each other’s S.O.C.O.

- Identify your S.O.C.O.

- Craft three key talking points and build your presentation around them. A few key talking points that support your S.O.C.O. can help to paint a picture for the audience, making your message clear.

NOTE: Tailor your S.O.C.O. and your talking points to the audience and the type of presentation you want/need to make.

1.

2.

3.
Five Types of Presentations
Source: Dorothy Leeds, author of Smart Questions and Power Speak

- **Informational**
  Keep an informative presentation brief and to the point, and stick to the facts without getting too complicated.

- **Instructional**
  A bit longer than an informational presentation. It covers your topic thoroughly. You may want your listeners to learn a new skill.

- **Inspirational**
  Stimulates the audience's emotions and intellect to be receptive to a new point of view. Use vivid language. Reach their minds and hearts.

- **Persuasive**
  Sometimes the purpose is to convince your listeners to embrace your position. It offers a solution, presenting sufficient logic, evidence and emotion to swing the audience to your side.

- **Activating**
  Maybe you don't want to simply persuade people, but spur them to action. A presentation designed to activate presents ideas, suggestions, and arguments strong enough to motivate an audience to overtly carry out your suggestions. You must tell them what to do while stressing the necessity to do it. Naturally, you must be firmly convinced that the course of action you are urging is the right one. The more focused your purpose, the more powerful your presentation.
The SSPAM Worksheet
(Situation, Subject, Purpose, Audience, Method)

This worksheet was designed to help plan a face-to-face presentation, but could also be adapted to plan a strategy using print or electronic messaging to reach your audience.

**Situation:** The time and place you are giving the presentation. (how and where and when will your message meet your target audience)

What is the situation, the time and place of where you are giving the presentation?

**Subject:** The subject/message.

What is the overall topic/theme of your presentation?

**Purpose:** The goal you hope to achieve with the presentation.

Will you be in front of the audience to ...

- Activate?
- Instruct?
- Persuade?
- Inform?
- Inspire?

The SSPAM Worksheet (continued)

What is the purpose/goal you hope to achieve with the presentation?

**Audience:** The people to whom the message is directed.

*Who are the members of the audience?*
*What are their self-interests?*
*What is your “ask” of the audience?*

**Method:** The methods that will best accomplish the purpose.

*What are the best techniques to get your message across to the given audience?*

<table>
<thead>
<tr>
<th>Who</th>
<th>Self Interest</th>
<th>Ask</th>
<th>Method</th>
</tr>
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<tbody>
<tr>
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Message Refinement

Powerful, effective and compelling communications require as a foundation a meaningful and lasting message.

In order to make your message meaningful it must highlight the impact your program has/could have on a community issue and/or concern.

And, in order to make it lasting it needs to be told as a story, with both facts and feelings.

What impact has/could your program have on a specific community/social condition, cause or concern?

Building on your S.O.C.O. and talking points, think about an anecdote to help you illustrate this impact and tell your story.
Message Refinement Worksheet

1. Give it a purpose:
   Are you attempting to activate, persuade, inspire, stimulate, instruct, or inform? What do you hope to accomplish?

   Based on your goal(s) craft a 15-30 second S.O.C.O.:

   Building from your goals and S.O.C.O. outline your opening remarks:
Message Refinement Worksheet
(continued)

2. Make it unconventional:
   What do you know about your audience that might clue you in on how to surprise and intrigue them?

3. Keep it lucid and organized:
   What information should this presentation contain and how should it be structured?
Message Refinement Worksheet  
(continued)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Tips</th>
<th>Your information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activate</td>
<td>Present ideas, suggestions, and arguments strong enough to motivate an audience. Present a sense of urgency.</td>
<td></td>
</tr>
<tr>
<td>Persuade</td>
<td>Present solutions, logic, evidence and emotion to sway the audience.</td>
<td></td>
</tr>
<tr>
<td>Inspire</td>
<td>Present vivid language and examples to reach hearts and minds. Use facts, figures and feelings.</td>
<td></td>
</tr>
<tr>
<td>Instruct</td>
<td>Present facts with a bit of depth. Allow time to discuss and practice. Personalize the message.</td>
<td></td>
</tr>
<tr>
<td>Inform</td>
<td>Present facts in a clear, simple, uncomplicated way. Get to the point.</td>
<td></td>
</tr>
<tr>
<td>Framework</td>
<td>Your Structure</td>
<td></td>
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<tr>
<td>--------------------</td>
<td>-----------------------------------------------------------------------------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>Topical</td>
<td>This is when you have several ideas to present and one idea seems naturally to precede the other. This is one of the most common types of patterns. It is especially useful for presenting information and making entertaining speeches.</td>
<td></td>
</tr>
<tr>
<td>Chronological</td>
<td>This uses time sequences for a framework. It is useful in making persuasive speeches requiring background information.</td>
<td></td>
</tr>
<tr>
<td>Spatial</td>
<td>This organizes material according to physical space.</td>
<td></td>
</tr>
<tr>
<td>Classification</td>
<td>This puts things into categories.</td>
<td></td>
</tr>
<tr>
<td>Problem/Solution</td>
<td>This is used for persuasive/activation presentations. The first part outlines a problem. The second presents the solution.</td>
<td></td>
</tr>
<tr>
<td>Cause/Effect</td>
<td>This can be used to convince and activate people. The first part describes the cause and the second the effect.</td>
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</tbody>
</table>
**Message Refinement Worksheet**
(continued)

4. **Use a variety of approaches/examples:**
   What examples or stories can you share with the audience that will make them better understand your project and needs?

5. **Show your passion:**
   Why are you doing this work?  
   What motivates you?  
   Why do you think it’s worth the effort?  
   Why should the audience care?

   Now that you have an outline ... where can you add emphasis? ... make gestures? ... show passion? ... elicit feelings?

   *Now ... go back and ... insert these elements into your outline.*
Message Refinement Worksheet  
(continued)

6. **Make it Pop!**
   *Pull out/create from your presentation outline ... one strong quotable quote and 3 talking points*

   **Quotable Quote:**

   **Three Talking Points:**
   1. 
   2. 
   3. 
Feedback

• Was the description of the project interesting and clear?

• Was the presentation goal achieved? If so, how? If not, what improvements do you suggest?

• Can you as the listener repeat the S.O.C.O.?

• Did you hear 3 talking points?

• What suggestions do you have to improve the presentation?
Resources
Common Presentation Mistakes

- Accepting an inappropriate invitation. Never accept an invitation to talk about a subject on which you are not an expert or at least knowledgeable.

- Neglecting to research the audience.

- Procrastinating, then punting by using last month’s materials.

- Overestimating the power of PowerPoint.

- Partying like it's 1999/getting a late start.

- Assuming that all projectors/equipment are the same.

- Assuming that everything will work out OK, somehow, some way.

- Telling jokes/using inappropriate images to illustrate a point.

- Relying on an Internet connection.

- Getting lost in the trees, not seeing the forest.

- Over-preparing, having too much to say.

- Under-preparing, having too little to say.

- Not having a back-up.

- Staying in the shadows.
Body and Soul: The Anatomy of a Presentation

A successful presentation has three parts: the introduction, the body, and the conclusion. It also has “soul” — the elements that make the presentation compelling.
The Body: Presentation Tips

The Introduction

- Get the audience’s attention.
- Hook them in 30-60 seconds.
- Craft a powerful or provocative opening to grab them and convince them that what you have to say is crucial.
- Whet the audience’s appetite.
- Give the audience your theme.
- Begin on a positive note - do not apologize, demean or patronize.

The Body

- Speak to the audience’s self-interest.
- Be consistent with your overall vision, mission, accomplishments, objectives, tactics, membership, and image.
- Paint powerful pictures with meaningful data ... use “social math.”

The Conclusion

- Make it short.
- Make it conclusive.
- Make an ask – a specific request for action.
The Soul: Presentation Tips

Tell Stories

- Give simple observations.
- Use the power of parables.
- Use short snippets to tell your own personal short story.
- Use the "hook" of the story to transition back to the presentation.

Repeat Yourself

- Once is never enough. Even Coca-Cola advertises!
- Repeating the information presented will do wonders to reinforce a point.

Interact and Develop a Relationship with Your Audience

- Use open-ended questions ... let a member of the audience answer.
- Call on members to explain something to the group.
- Keep them on their toes.
- Ask them for background on themselves.
- Involve the audience in the presentation.

Go Low-Tech and High Touch

- Use a white board or newsprint instead of Power Point.
- Use a game or activity to illustrate a point.

Pause

- Give your audience time to reflect on and soak up new information/knowledge.
- Pause at a critical point to help audience retention and involvement.

Respond Positively to Criticism

- Reflect.
- Respect.
- Respond.
Master Non-Verbals ...
Actions Speak Louder Than Words

- 55% of everything you communicate is what you look like when you speak.
- 38% is in how you actually deliver the information.
- Only 7% is what you say.
- Because 93% of presentation communication is not content based, your actions as a presenter are critical.

Use Visuals

- People take information into their brains in different ways.
- Greater than 50% of the population prefers to receive information visually and just 15% are auditory learners.

Be aware

- of the environment
- yourself
- your organization
- your topic
## Multi-Generational Outreach

<table>
<thead>
<tr>
<th>Gen Group</th>
<th>Program Alignment Activities</th>
<th>Outreach Ideas</th>
</tr>
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</table>
| **Youth** (approx. age 14 - 19) | • Change the language around age. Move from language such as “kids” and “children” to Young People, Youth, Young Adults  
• Create meaningful positions with real responsibility  
• Provide opportunities for leadership and leadership development  
• Design work that can engage more than one youth to allow for peer interaction | • Youth groups, schools through service learning or civic engagement clubs, classes and programs  
• Religious youth groups  
• Mall/Rec Center recruitment  
• Media such as internet and radio  
• Peer to peer recruitment |
| **Gen X** (approx. age 25 - 40) | • Flexibility in roles and schedules, casual attire and a comfortable environment (i.e. complimentary coffee)  
• Offer technology-centered tasks as well as one-on-one interactions to choose from  
• This group is very attuned to terminology related to identity. Consciously engaging the use of language when describing gender, sexual orientation, class, ethnic groups and political orientation is critical – even use of the term “Gen X” itself is often deemed offensive. | • Use the Internet (bulletin boards, chat rooms, web sites) for recruitment and e-mail for contact  
• Highlight the need/impact limit service hours  
• More likely to volunteer than to vote!  
• Post artistic flyers in cafes, diners, video stores, book stores and other art/media centers  
• Employer organizations that coordinate employee volunteers  
• Graduate Student Unions/local PIRG branch |
| **Boomers** (approx. ages 40 - 60) | • Repackage the way volunteer opportunities are presented. Focus on the work to be done and the skills needed rather than the volunteer status | • Use high profile media and technology  
• Relationships with corporations and business associations |
| **Boomers (approx. ages 40 - 60)** | **Help prepare volunteers for second careers**  
- Design and manage volunteer positions more like paid positions, with job descriptions, training, supervision, benefits  
- Emphasize the needs and characteristics of future volunteers  
- Consider volunteers’ skills and interests  
- Show the personal and community impact to the volunteer  
- Pair volunteer opportunities with education or part-time work | **Outplacement agencies for shorter term and episodic opportunities**  
- Skill development centers e.g. tech training facilities  
- Armed forces branches  
- Gyms and health/fitness businesses |
|---|---|
| **Post Career (60 +)** | **Civic and social clubs**  
- Change the image of aging. Use names other than ‘older’, ‘senior’, ‘retired’  
- Provide work that is meaningful and challenging, that can make a definable difference in the community  
- Focus on skills and experience and legacy  
- Create opportunities for mentorship and leadership  
- Provide opportunities for networking for the organization beyond the walls – getting out into the community and telling the story | **Shopping centers and super-markets during daytime hours**  
- Targeted Television and Radio  
- AARP  
- Health Care facilities and institutions  
- Relationships with larger businesses to introduce volunteer work to near-retirement employees |
# Multi-Generational Engagement Activities

<table>
<thead>
<tr>
<th>Potential Area of Involvement</th>
<th>Potential Skills Gen Group Brings</th>
<th>Attraction for Potential Partner from Gen Group</th>
<th>Potential Strategy to Reach/Connect with Gen Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Youth</td>
<td></td>
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<tr>
<td>Gen Xers</td>
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<tr>
<td>Boomers</td>
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<td>Post Career</td>
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Tips on Effective Recruitment for Cultural Diversity

Adapted from the Outreach Resource Center for Culturally Diverse Elders and A Latino Beat, Volunteer Leadership

1. Recognize that in reaching out to new communities, we are the ones with the need and therefore we need to adapt and change.

2. Make volunteers feel welcome. Be certain that we do not in any way offend through our contact or what we are asking volunteers to do.

3. Be responsive, respectful and flexible. Timing and location of meetings should be at the convenience of the volunteer and may impact turnout.

4. Target newspapers that market to specific ethnicities, particularly publications not written in English. Develop ongoing connections with multi-lingual partners to understand key and relevant issues to the market audience.

5. Emphasize benefits of volunteering with your group, such as networking opportunities, access to resources, friendly atmosphere, positive support, etc.

6. Seek to have your promotional materials reflect images and words of allies, real people from the intended outreach community working with you to expand your diversity. At the same time, realistically and truthfully represent the diversity of your organization. Often individuals will join in communities where they feel represented and will distrust institutions where the representation is inauthentic.

7. Seek to engage outreach community representatives in your policy making and recruitment efforts.

8. Celebrate diverse religious and other festivals and holidays in your organizational life and be sensitive to important dates when you arrange events.
Tips on Effective Recruitment for Cultural Diversity (continued)
Adapted from the Outreach Resource Center for Culturally Diverse Elders and A Latino Beat, Volunteer Leadership

9. If you recruit in a different language, make sure you have the material read by several people who know the language well to be sure it conveys the message you are trying to convey.

10. Be aware that if you have recruited in another language, the volunteer may expect to work using the foreign language. Be clear about the language proficiency of your organization and any translational support you can provide.

11. Some culturally diverse groups are not familiar with the term “volunteering.” You may have to introduce the idea or present it in another form.

12. If you need volunteers who speak another language, request speakers of the language rather than people from that ethnic background. This will show that you are seeking volunteers for their talent rather than demographic purposes. For example, not all Hispanics and Latinos speak Spanish.

13. The buddy system approach works well for attracting new and retaining new recruits. Pair veteran volunteers with new volunteers. The veterans can serve as orientation leaders and trainers. This allows friendship and the opportunity for increased socialization between volunteers.

14. When recruiting volunteers from many racial/ethnic communities, remember that young people are a good place to start. Consider junior and senior high school students as well as college students to volunteer. They can often open the door to their families’ involvement.
Tips on Effective Recruitment
Recommended Activities

• Build bridges – attend important community events of ethnic groups you may need to connect with, attend fundraisers, get on mailing lists, volunteer for local health fairs, etc.

• Create a resource list of newspapers, radio station, key leaders, restaurants, churches, friends of community, etc. that represent or reach communities you need to engage.

• Attempt to enlist support of community role models.

• Develop an advisory network that seeks to engage the support of members of communities that you wish to connect with.

• Let other agencies know of your need.

• Partner with other programs/projects to do outreach.

• Establish inclusive advisory committee that includes members of the new population you are targeting.

• Develop a recruitment campaign.

• Evaluate periodically. Change actions based on present conditions.
Strategies That Work with All Groups

1. Become familiar with the community (i.e. key leaders, newspaper, local radio and television programs, businesses).

2. Make an appointment and meet with key stakeholders (formal and informal leaders).

3. Once you have met a key stakeholder, request introductions to potential individuals who might serve as a contact person and seek an agreement from that person to assist you with recruitment.

4. Follow up diligently. It might take several attempts to gain trust. Be sincere and demonstrate your sincerity. Remember, you are the one in need, and they get to choose their level of response, 0 – 100%.

5. Be real.

6. Get on mailing lists and regularly attend community events.
Attracting Volunteers Through Groups

The number one reason people don’t volunteer is that they are not asked. Consider reaching out to potential volunteers by making presentations to groups that may have a natural interest to your initiative and an ability to extend your outreach to people with disabilities.

College students
You may have recruited for members or volunteers on college campuses before—it’s a great source of volunteer energy especially when you can link course requirements or career aspirations to the work your initiative does!

Inclusion Twist
Is there a disabled student organization on campus? An Office of Accessibility where students with disabilities gather? Could you make a presentation to them?

Sororities/Fraternities
Many sororities and fraternities consider community service a high value. Get to know what volunteer opportunities they prioritize in your area.

Inclusion twist:
Are any of their projects related to community groups with members with disabilities? Could they do outreach for you with these groups?

Community organizations
Community organizations engage many volunteers both to serve the organization and the community. If your programs meet their mission and enhance the community, they may support your efforts and particularly for episodic volunteer projects.

Inclusion twist:
Are there advocacy or support groups representing people with disabilities in your community? Could you make a presentation about your project at one of their meetings?
Attracting Volunteers Through Groups
(continued)

High school organizations/clubs
States or school systems which have community service requirements students must complete before graduating. These are often looking for quality volunteer opportunities for students, and your volunteer opportunity has a higher chance of success when linked to students’ academic subjects.

Inclusion twist:
Including mainstreamed students in these activities is sometimes assumed and sometimes avoided. Make sure you make clear to school representatives that you welcome and will accommodate students with disabilities. Students with disabilities may not have firm plans for after graduation if they are not continuing their education. These students may be very interested in service opportunities as resume building experiences. Could service learning coordinators or guidance counselors help you connect with specific students?

Religious groups
Faith institutions regularly provide volunteers to support good works in the community.

Inclusion twist
Church members know who the members of their congregations are who disabled and can be powerful messengers in referring folks to your program if you make clear the opportunities you offer.

Businesses
Businesses often see the benefits of offering their employees team-based volunteer experiences to strengthen team work, boost employee morale and thereby improve productivity.

Inclusion twist
Partnering with business to make any necessary accommodations for participants with disabilities can create a bridge between folks using service to establish some work experience and potential employers who get to see participants with disabilities providing community service “in action.”
Attracting Volunteers Through Groups
(continued)

Civic/Fraternal organizations
Civic and fraternal organizations are often established to give back to the community.

Inclusion twist
Similar to businesses, partnering with civic and fraternal organizations to make accommodations can open doors to their network of members and the organizations they represent, providing access to potential ongoing relationships and jobs.

Culturally rooted professional associations
These professional groups are well-known for their interest in supporting activities that enhance the quality of life in their communities.

Inclusion twist
Disability is uniquely experienced in different cultural communities and reaching individuals with disabilities in specific cultural communities with appealing messages can be difficult. Professional groups from these communities can deliver messages and make referrals to your organization with greater credibility and deeper penetration than you can manage alone. They can also serve as key informants as to what might be changed in your programs to make them more hospitable to their cultural groups.

Supported living communities/organizations
Programs for active individuals in supported living communities regularly seek meaningful volunteer activities to engage their residents to enhance both the quality of life for the residents and to support the community.

No Inclusion twist needed!
Marketing Tips and Examples
Adapted from Contentbank, www.contenbank.org/bestpractices

- Use program participants and beneficiaries as emissaries. West Artisans, a women’s self-sufficiency organization, wanted to drive traffic to their website, where hand-crafted wares by rural New Mexican artists are sold. A postcard was created and sent to wholesale buyers, but did not generate much traffic. So, West Artisans distributed post cards to the artisans themselves, who used the cards as a promotional tool, enhancing their professionalism and credibility, while also promoting the website.

- Consult with stakeholders for outreach ideas. Flint Profiles, run by the Flint, Michigan, Public Library, matched librarians (stakeholders in the program) with school counselors to identify the right kinds of students for the program that teaches computer skills to teenagers so that they can then teach and mentor younger students.

- Employ multiple strategies. Connect LA, a project of the Center for Governmental Studies (CGS), is an interactive Web site for the communities of south Los Angeles that provides employment, government, health, and education information tools that promote economic development. In order to better market its services, the organization utilized multiple marketing strategies.

Multiple Marketing Locations
- local churches
- chambers of commerce
- business associations
- community technology centers
- offices of partners
- community events
  (health and job fairs)

Multiple Marketing Materials
- posters and brochures
designed by a professional
design firm
- press releases
- public service announcements
- emails
- community presentations
- fliers
Ways to Get the Word Out

Letter to the editor

A short response from a reader is a very low cost method of getting your message across to your audience while building your public profile. Your letter to the editor should:

• Be short and specific - maximum of 250 words, 150 words is ideal.
• Be timely - respond in 2-3 days once an the event occurred.
• Be about a single subject.
• Not be mean or abusive, although it may be passionate.
• Start with a statement about a specific position, followed by evidence using facts and figures when possible.
• Include contact information.
• Make reference to the newspaper (the name of the article and the date published) Note: while some papers print general comments, others will only print letters that refer to a specific article in its publication.

Public speaking and article writing

Have staff, board members or volunteers speak at various community events, or write articles; these are great ways of spreading your message, while establishing your organization as an expert in the field.

Guest opinions

Commonly known as Op/Ed pieces, these articles can be submitted by the public to give an opinion “opposite of the editorial page.” These articles can be longer than letters to the editor. Op/Ed articles should:

• Not exceed 750 words.
• Show a local angle.
• Not be sent to multiple newspapers in the same market.
• Use the same style recommendations as a letter to the editor.
Ways to Get the Word Out (continued)

Community calendars

Community calendars are a great tool to publicize upcoming events or specific needs (i.e., a call for volunteers). Calendars can be found on television and radio, in the newspapers and on the Internet. Calendar submissions should include specifics of the event/request - time, date, cost, location, type of volunteers needed, items to be donated. You can use media advisory format, changing the title of the page to “Event Notice” or “Calendar Listing.” Look for calendars in the media directed to your audience.

Get to know reporters

By being active in the community, responsible in your communications, concise in your message delivery and persistent (not pesky), you establish relationships with reporters to set yourself up as an expert when an opinion or insight is needed in your field. They will then come to you seeking stories. Remember: they need stories as much as you need to get your story out.

Public Service Announcements (PSAs)

PSAs are free “commercials” for non-profits offered by television and radio stations. PSAs can be used to bring awareness to an organization’s work or for a special event. Contact the stations for specific requirements, though in general a PSA should:

- Be brief, concise and catchy.
- Be submitted as a script for 10, 15, or 30-second spots.
- Be typed, double-spaced, and in ALL CAPS.
- Be in the correct format. Check to see if a pre-recorded PSA is necessary, or if the station accepts live-copy scripts they will then produce.

Blogs and Listservs for Relevant Organizations and Groups

Figuring out how your target audience communicates electronically can determine how you get your word out. Advocacy groups and organizations serving your target audience can be direct links to the individuals you want to involve.
Closing Session

- Next Steps
- Announcements
- Evaluation
- Thank You

"One of the Top 100 Inner City Companies in the U.S." – Inc. Magazine/ICIC"