



## Volunteer Recruitment Series: Follow Up Communications Worksheet

*This worksheet will ask you to reflect on all of the work you've already done for the role you've chosen for this series. If you haven't viewed the previous trainings or completed the previous worksheets you may want to do that before continuing. The recordings and resources can be found on the Learning Center <https://learn.volunteermatch.org/>*

Think about the current communications for this role. After a volunteer expresses interest or connects with you what communications do they receive and what is the timing? How long does it take – on average – for a volunteer to complete the screening and onboarding process?

*If you have a couple of different entry points you can start with one, or try to outline all of them. If someone one connects with you on VolunteerMatch, or finds your opportunity in another way do you email them, send them an application link, set up a call, invite them to orientation, etc.*

When you think about this role what percentage of people who express interest make it all the way through the screening and onboarding process? What do you know about when/where people drop out, and how can you address that attrition?

*Do you actively track attrition (who drops out) in your onboarding process? Do you know when, where, and why prospective volunteers don't move forward? If you do – can you identify those points and outline how you may be able to address them through using your Volunteer Persona and creating recruitment messaging? If you don't consider tracking this information in some way – volunteer management software or even just a spreadsheet.*

What information or story sharing could you incorporate into your Follow Up Communications to help keep volunteers engaged?

*Especially if your screening and onboarding process is long and depends on external services – like background checks – what information could you share during this period? Learning about the organization, the work or the clients can keep prospective volunteers connected. If you use an email service tool like Constant Contact have you considered scheduling these types of communications?*

When considering and designing your Follow Up Communication think about where you can encourage or prompt feedback from prospective volunteers or create more of a personal connection with them.

*If people are not sure if this is a good fit, or if they have a longer waiting period where they may lose motivation (and get busy) creating an opportunity for them to ask questions, meet with experienced volunteers, or have a chance to meet with you can help build an ongoing relationship. Ensure that Follow Up Communications include FAQs or anticipated situations like going out of town as well as logistical information and impact storytelling.*