

VOLUNTEERS

Volunteers are the soldiers in any political army.

Here are some basic tips for developing and working with volunteers:

- Remind potential volunteers of the special skills or expertise they have (and being a member is one of those) so they understand that they are needed.
- Give people choices—a member who might not want to knock on doors, might be more than willing to phone-bank or stuff envelopes.
- Don't overload volunteers or you'll lose them. The solution to getting more work done is recruiting more volunteers.
- Demonstrate what you expect volunteers to do—for example, rehearse a phone bank script.
- Be clear from the beginning about the time commitment you're asking for.
- Make sure volunteers complete their assignments—that not only gets the job done, it sends the message that their job is crucial.
- Always find a way to thank every volunteer. A thank you can be training for more complex assignments, a certificate or plaque, a thank you letter, sending a birthday card or recognition through your publications or at a meeting.
- Remind volunteers to dress weather-appropriate, and provide them with food, beverages and restrooms.