

“Engaging” Conversations: Recruiting Volunteers through Meaningful Discussions

October 7, 2020



WELCOME

Learning Series

Rethinking Volunteer Recognition

Volunteer Retention

Providing Feedback is as Easy as 1, 2, 3!

**“Engaging” Conversations: Recruiting
Volunteers through Meaningful Discussions**

Finding the Fit: Interview and Screening Tips

Beth Steinhorn, President



Connect with me at:



[linkedin.com/in/BethSteinhorn](https://www.linkedin.com/in/BethSteinhorn)



[facebook.com/VQVolunteerStrategies](https://www.facebook.com/VQVolunteerStrategies)



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LEARNING

- Understand a framework to leverage effective sales techniques for volunteer recruitment
- Be able to select from proven tactics to convert a “prospect” to a committed volunteer
- Have tools to train other staff and volunteers to use these tactics



What is Recruitment?



Recruitment vs. Cultivation



Can you do
this?

What skills would
you like to share
with us?



Volunteer Recruitment

People volunteer
because someone asked
them.

Everyone is a potential
talent scout.

How are you equipping
them?



Targeted Recruitment

Who would have the skills and interest to do this assignment?

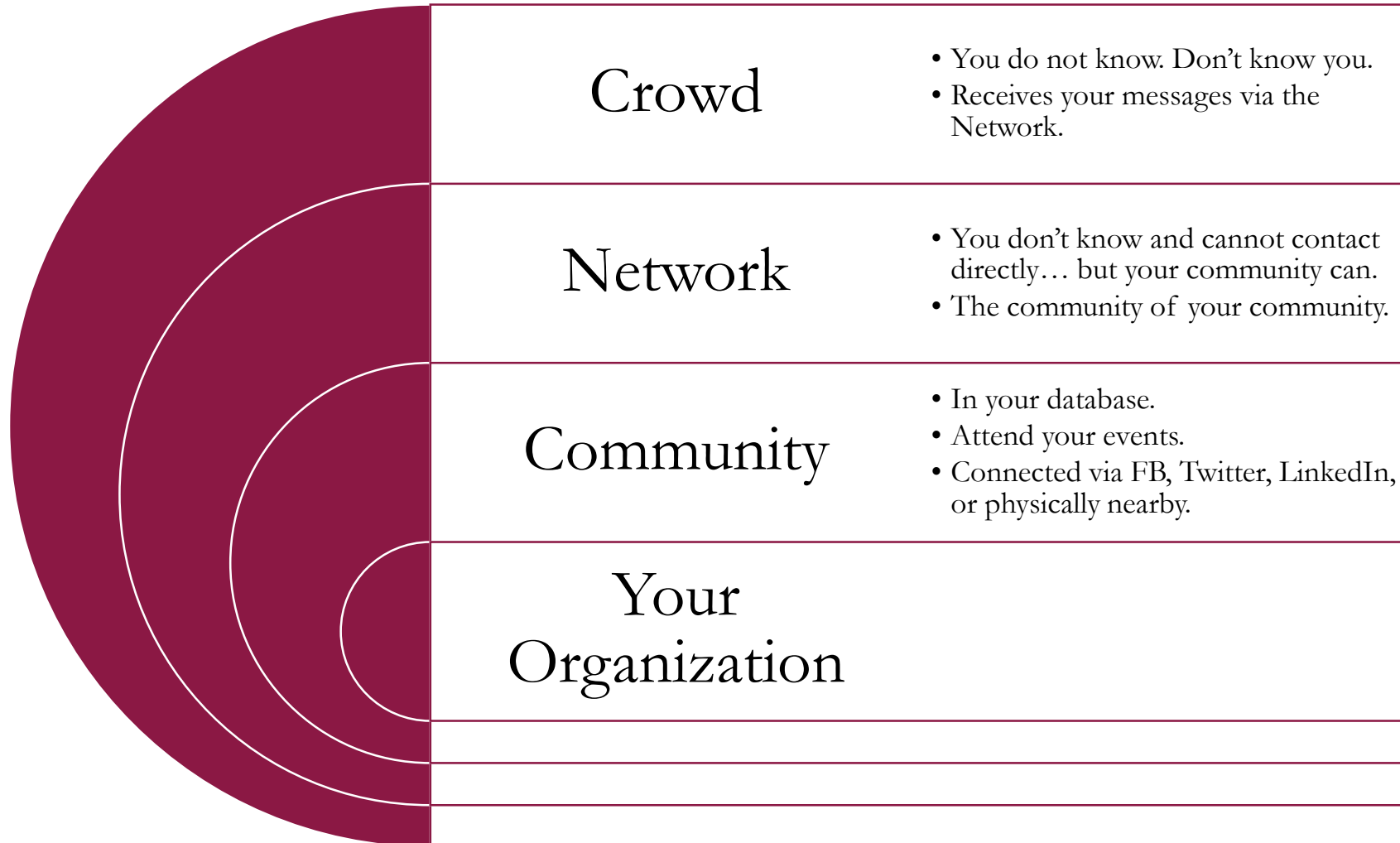
Where will you find them?

Who knows them?

What information will the prospective volunteer need to make an informed decision?



Circles of Influence – A Culture of Askers



The Power of the Ask



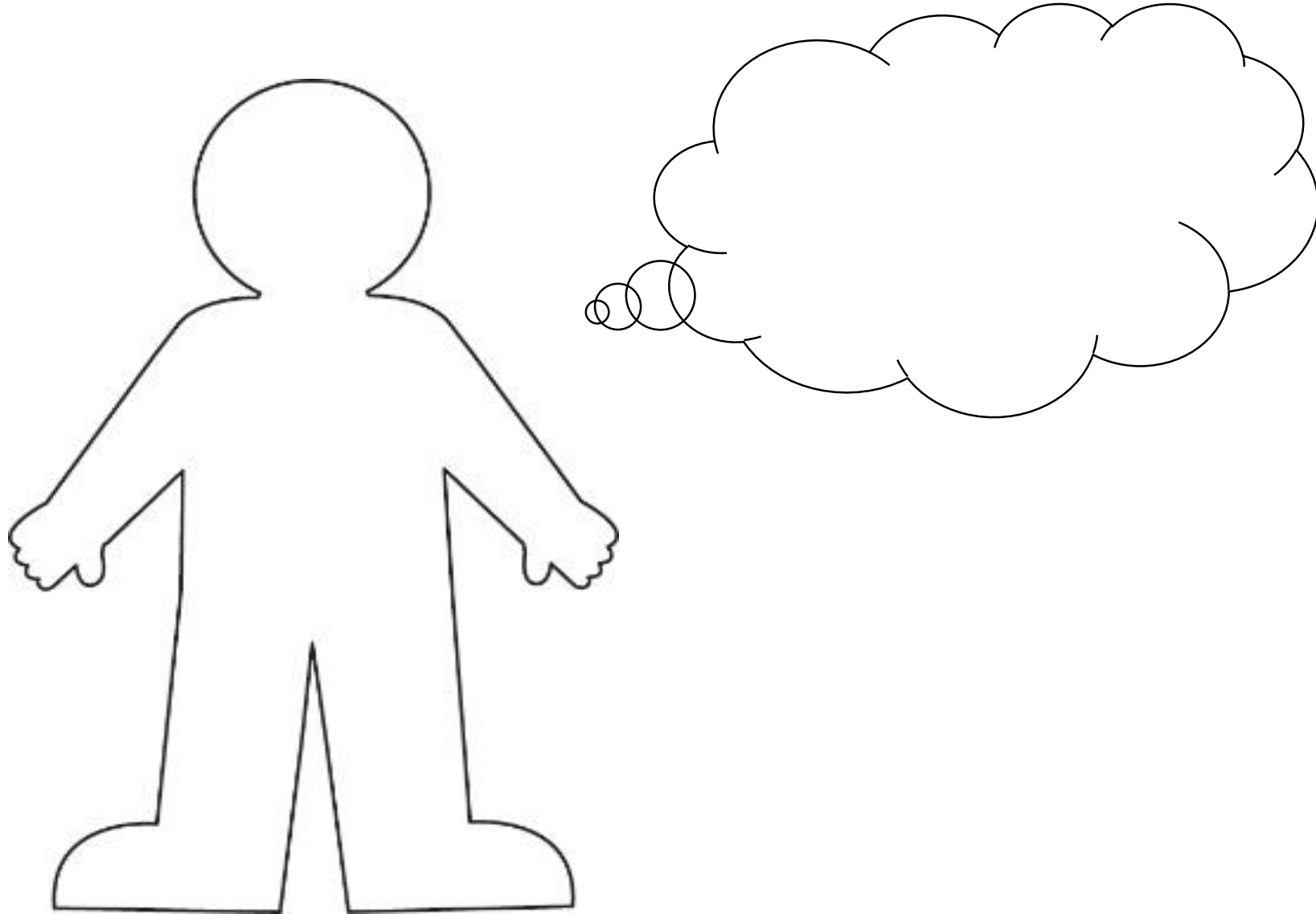
Crafting a Compelling Story



Engaging Conversations



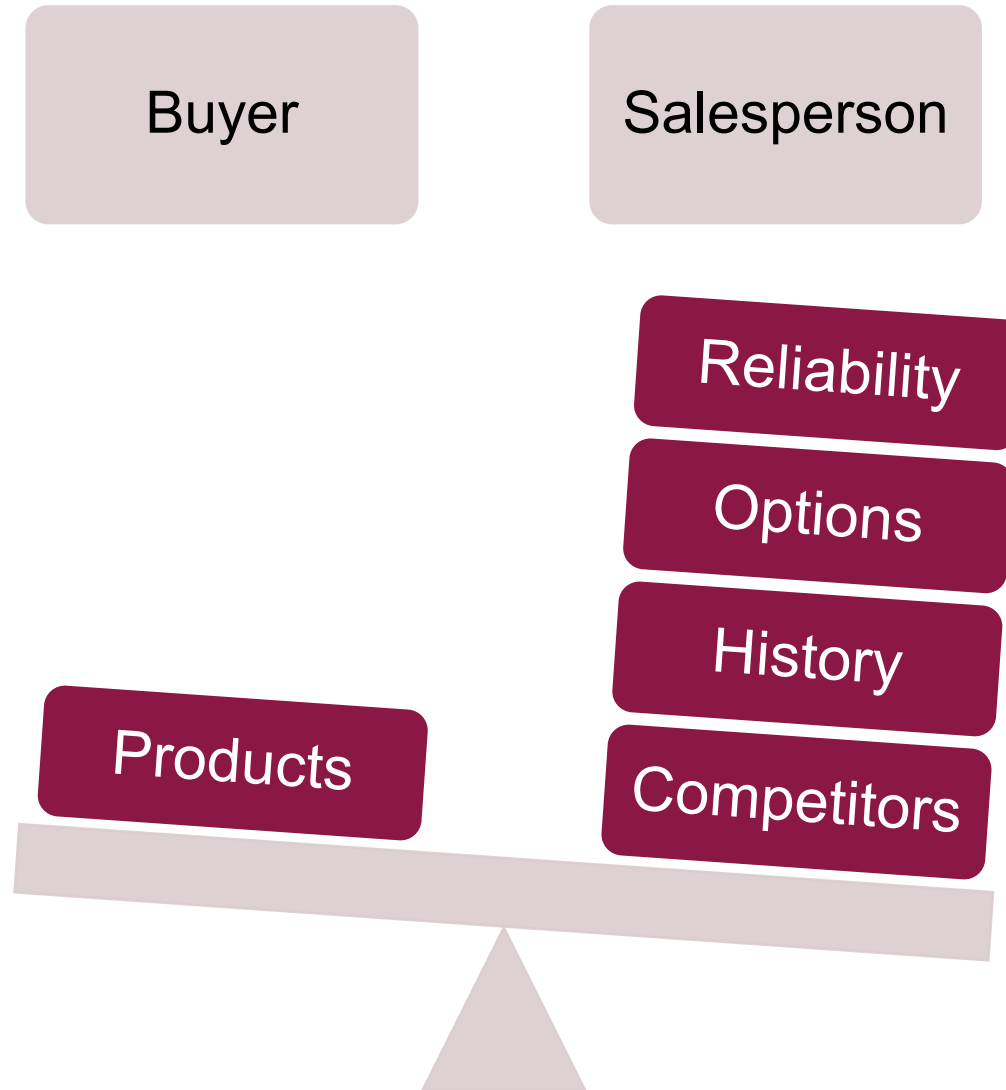
Sales



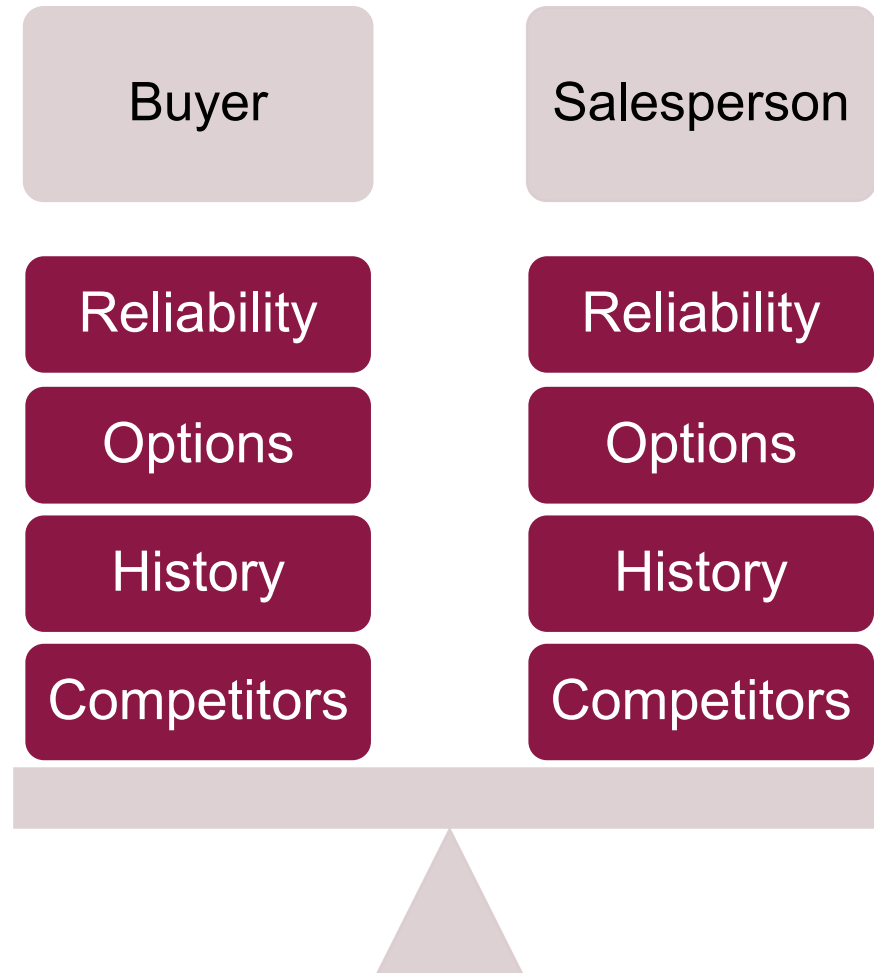
Words Associated with Sales



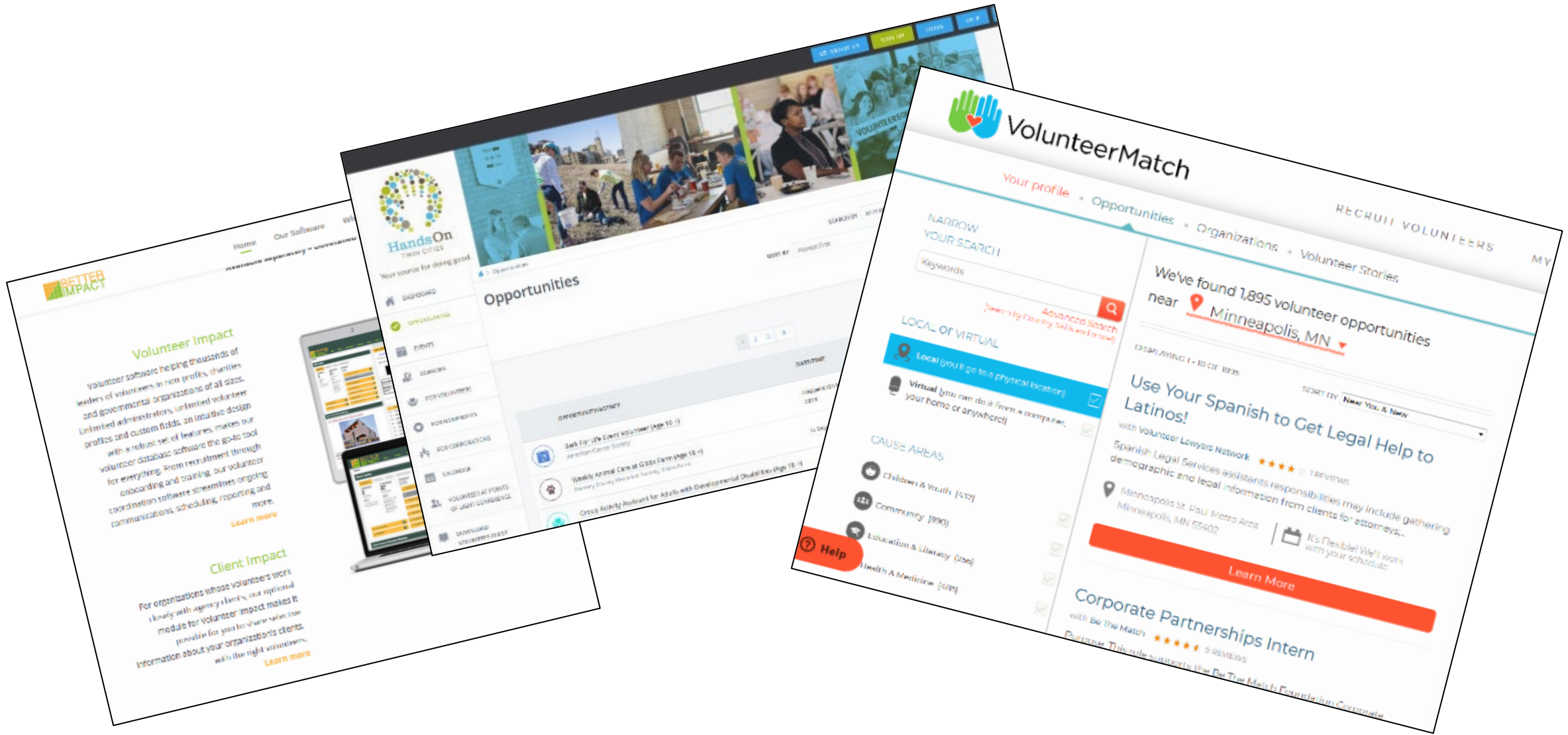
Information Asymmetry



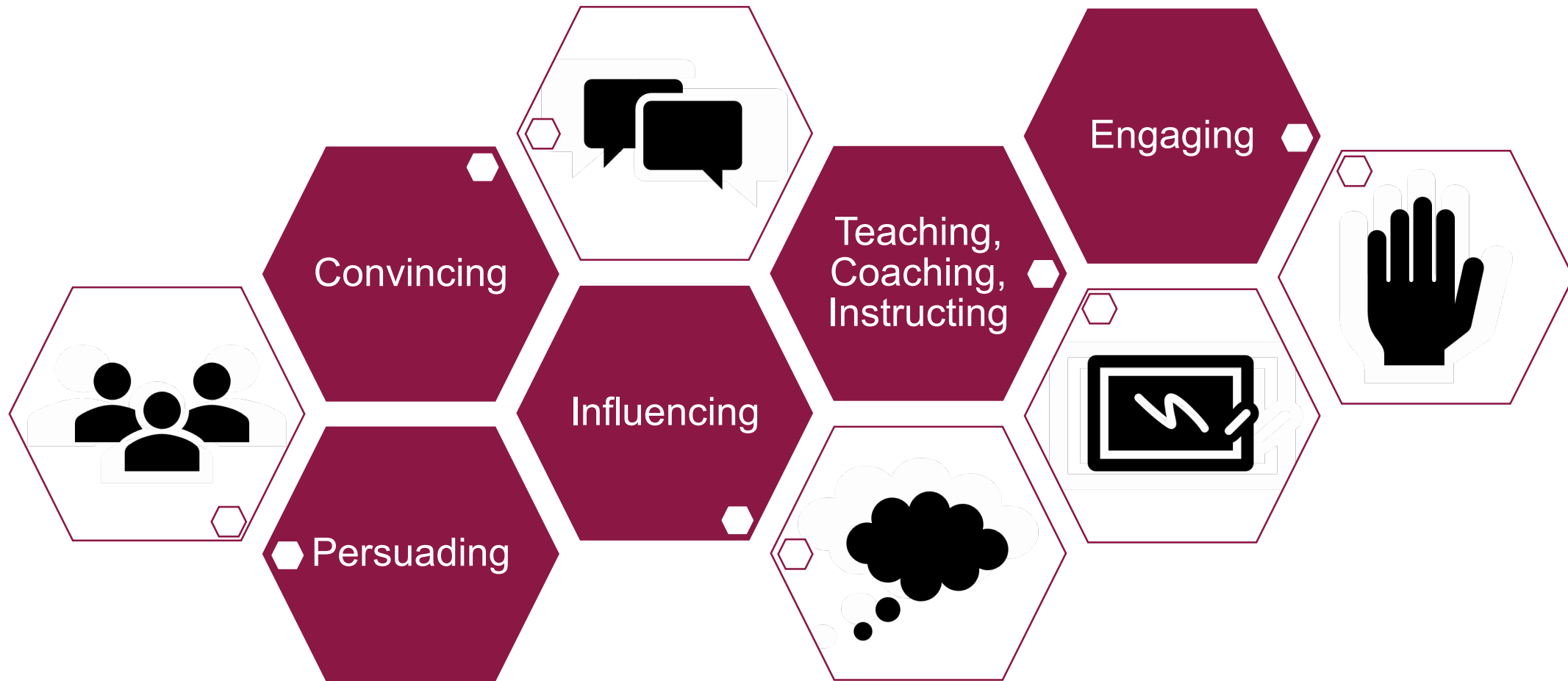
Information Parity



Information Parity



The Evolution of Sales



Discussion

How do
CASAs/GALs use
sales in fulfilling
its mission?

How do you as an
engagement
professional use
sales?

What and how do
you “sell” to
leadership or
colleagues?

Effective Non-Sales Selling

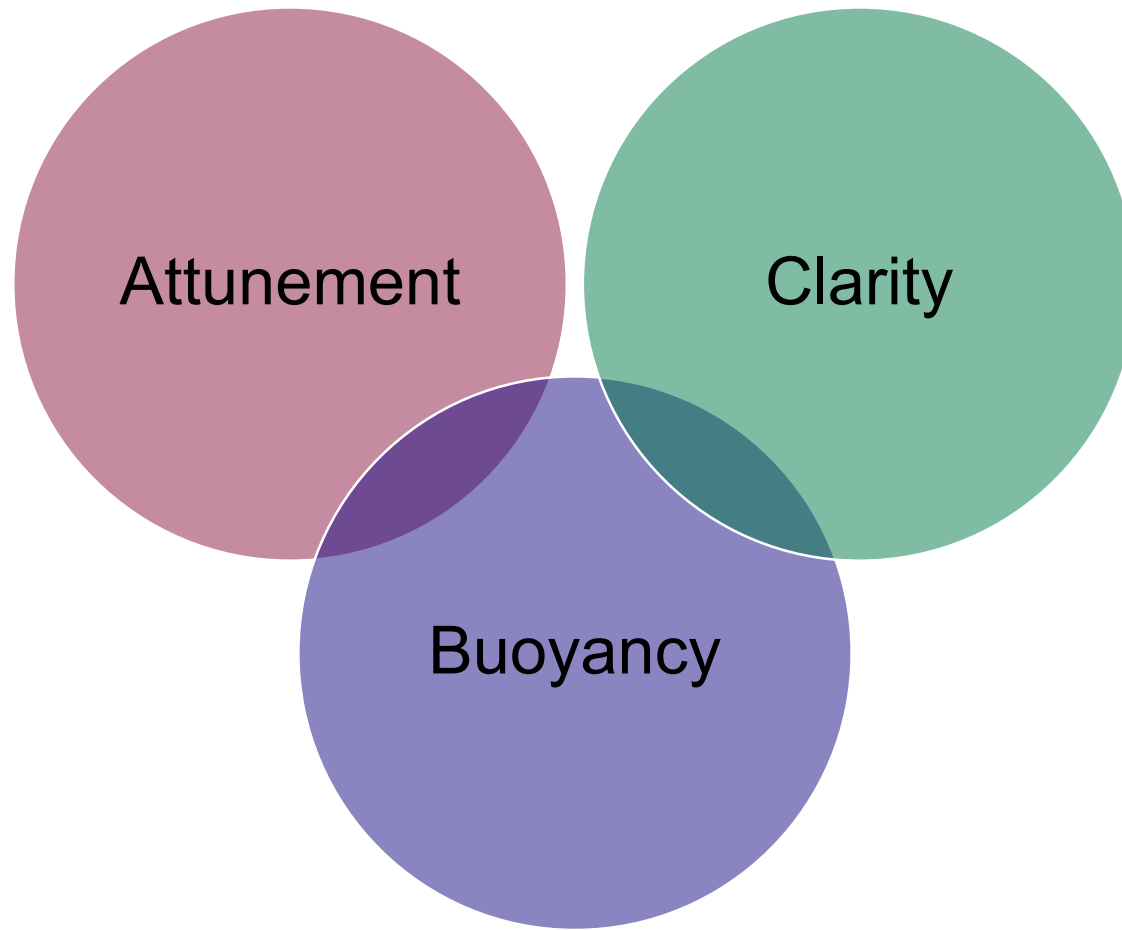


The diagram consists of two large, stylized arrows pointing towards each other. The left arrow is orange and contains the text 'What to Do'. The right arrow is dark blue and contains the text 'How to Be'. The arrows are positioned such that their points are close together, creating a sense of interaction or balance between the two concepts.

What to
Do

How to
Be

How to Be



Attunement



*Increase your
power by
reducing it.*

Daniel Pink

Attunement



Build Relationships

Daniel Pink

“Attuning” Questions

Question 1:

On a scale of 1 to 10, with 1 meaning “not the least bit ready to volunteer with our organization” and 10 meaning “totally ready to sign up to volunteer with our organization,” how ready are you to volunteer with our organization?

Question 2:

Why didn't you pick a lower number?

Buoyancy



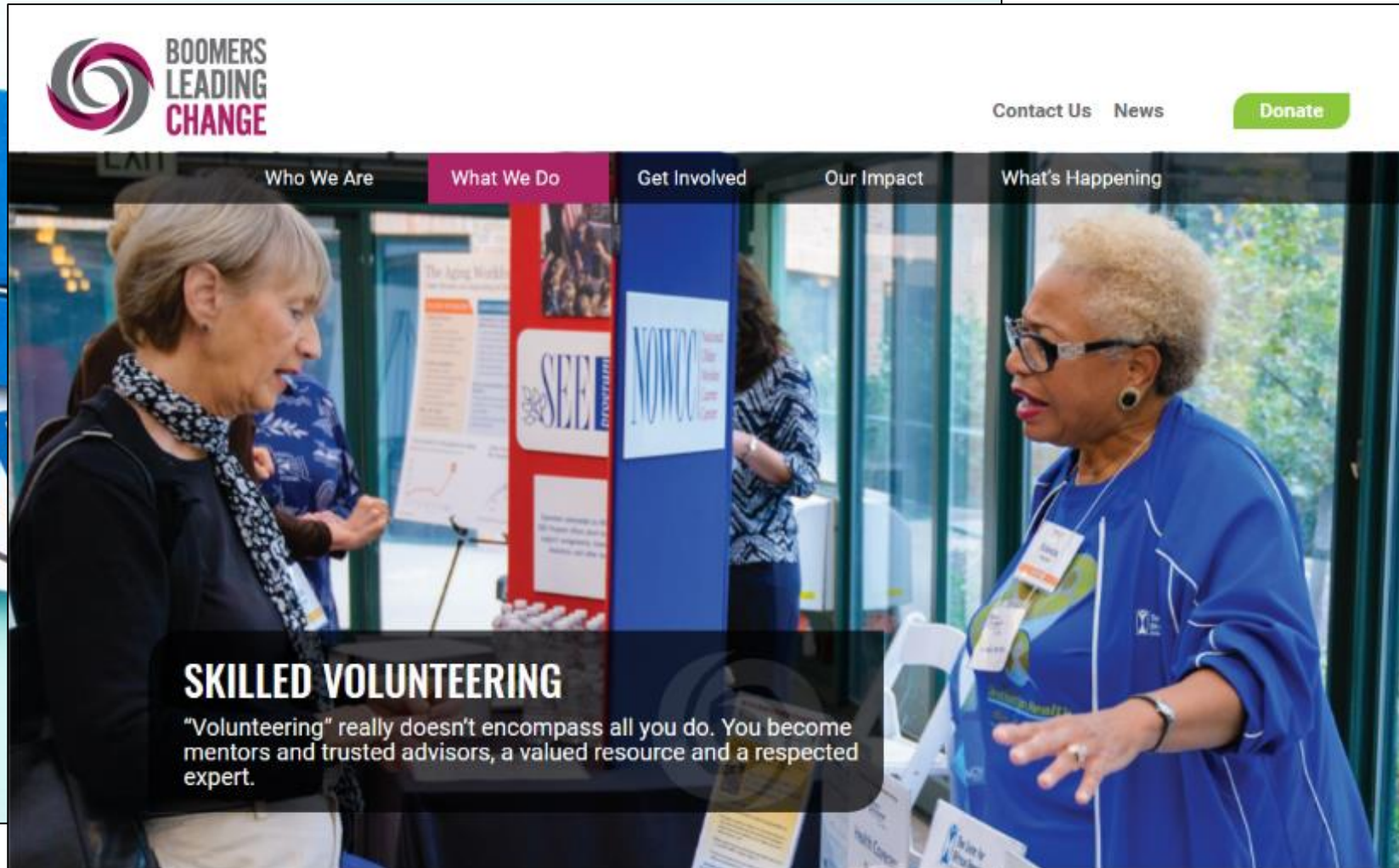
*Optimism is a catalyst
that can stir persistence.*

Daniel Pink

The Five Frames

- The Less Frame
- The Experience Frame
- The Label Frame
- The Blemished Frame
- The Potential Frame

Clarity: The Potential Frame



How to Be

Attunement

- How can you tune into prospective volunteers' interests?
- What questions can you ask?
- What can you notice during conversations?

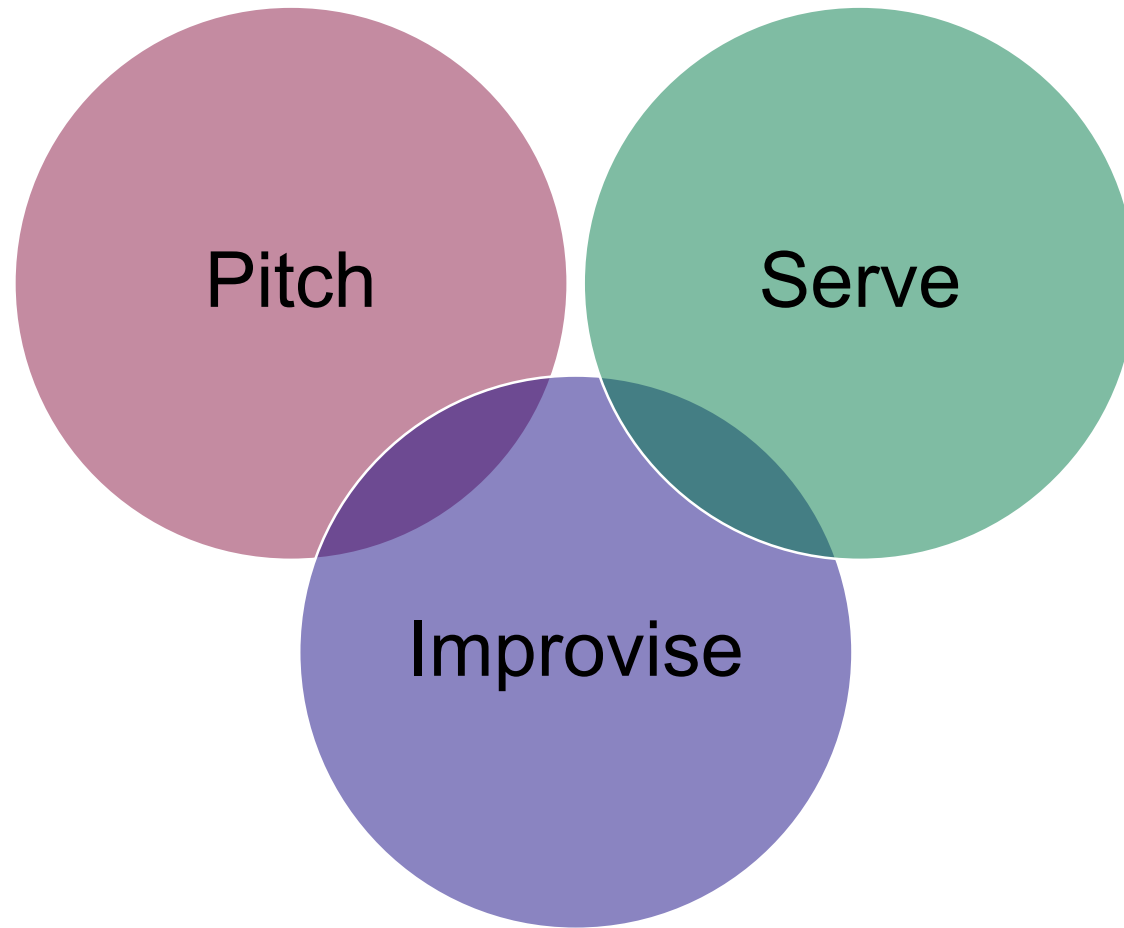
Buoyancy

- How do you handle being turned down?
- How can you increase your buoyancy?

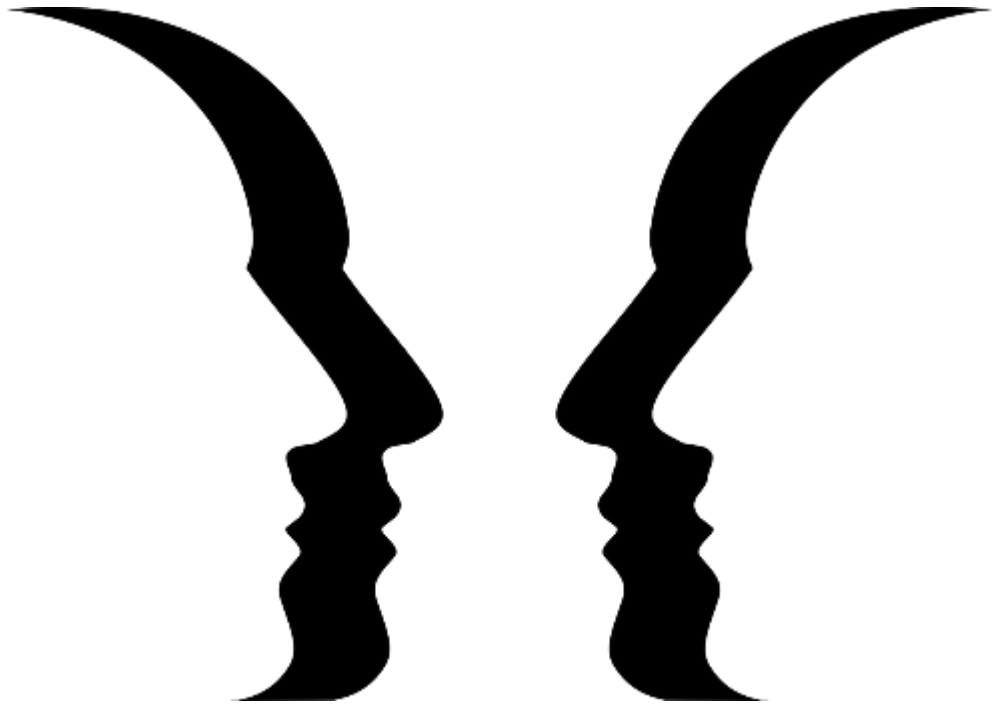
Clarity

- What questions can you ask to help learn about prospective volunteers' interests?
- What can you ask that helps prospects tune into their interests?

What to Do



The Pitch



*Great pitches
are actually
collaborations.*

Daniel Pink

Pitches



One-Word
Pitch

Question
Pitch

Rhyming
Pitch

Subject-
Line Pitch

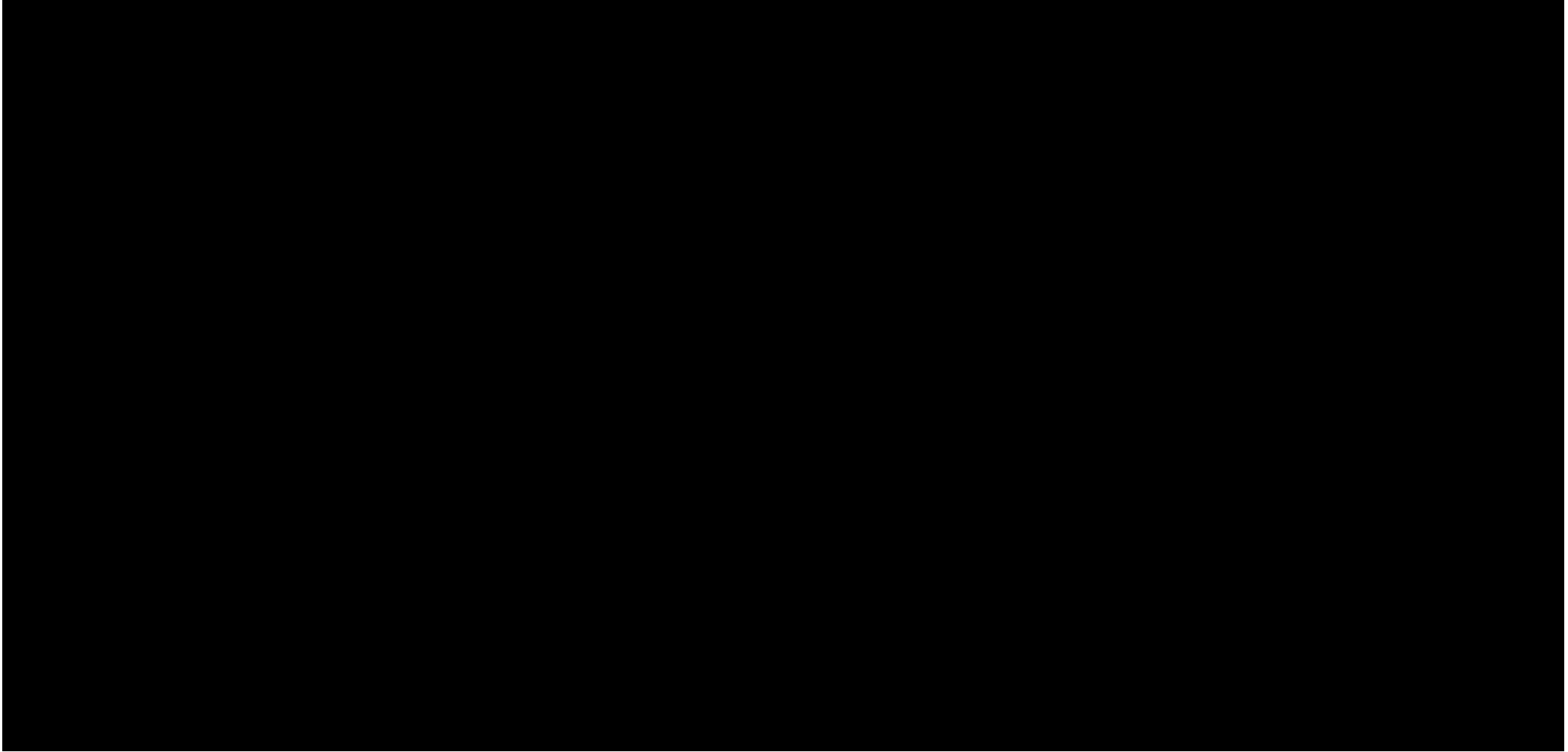
Twitter
Pitch

Pixar
Pitch

One-Word Pitch



The Question Pitch



Rhyming Pitch



“If it doesn’t fit, you must
acquit.”



“Takes a lickin’ and keeps on
tickin’”



“Without brand, you haven’t
planned.”

Rhyming Pitch

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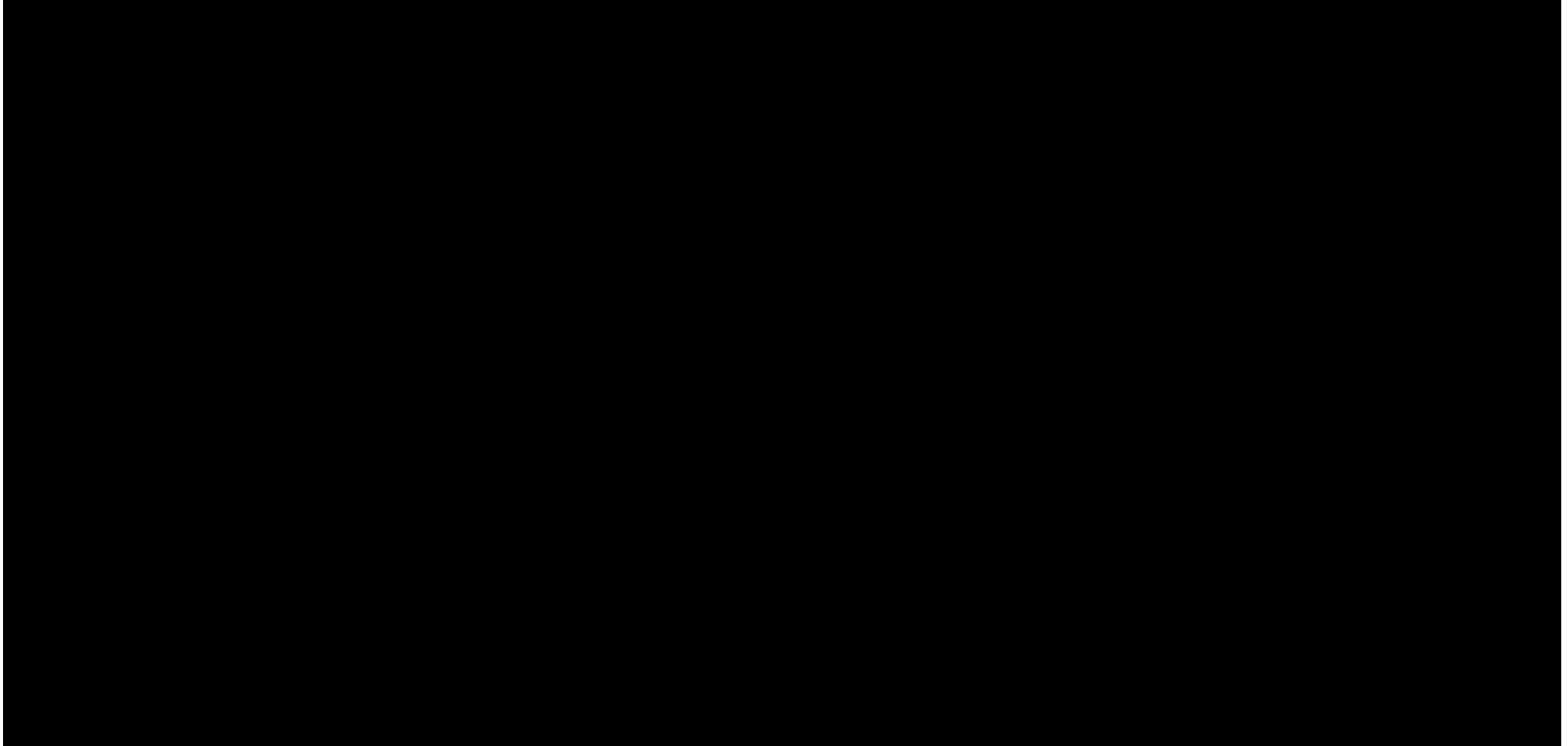
EN ▼

Keep off
Reddit; It's
time to edit!

There's no fee
for Wiki P!

Don't be icky,
edit the wiki.

The Email Subject Line Pitch



Twitter Pitch



5 reasons your
toothpaste isn't
working. You won't
believe #3.

Office pets, unlimited
leave, and ping-pong.
Workplace fads or
perks that work. Find
out here.

Like it or not, the
world gets science
information from
Wikipedia.

Twitter Pitch



 **Crean & Associates** @creanassociates · 21h

"There is always a difference between saying you will do something and actually doing it," said Polish Army Officer Witold Pilecki. Our Sales VP, Roy Noepel has donated his time, blood, and a kidney to deserving children at @BostonChildrens. #NationalVolunteerWeek #savinglives



I donate.

I like to **help** the kids and hope that **others** would feel the same way.

— Roy

Donating blood is the easiest way to save a child's life. Call us today!

🗨️ ↻️ ❤️ 📧

The Pixar Pitch

Once upon a time _____.

Every day, _____.

One day _____.

Because of that, _____.

Because of that, _____.

Until finally, _____.

Improvise



*Improvisation is
about hearing
offers.*

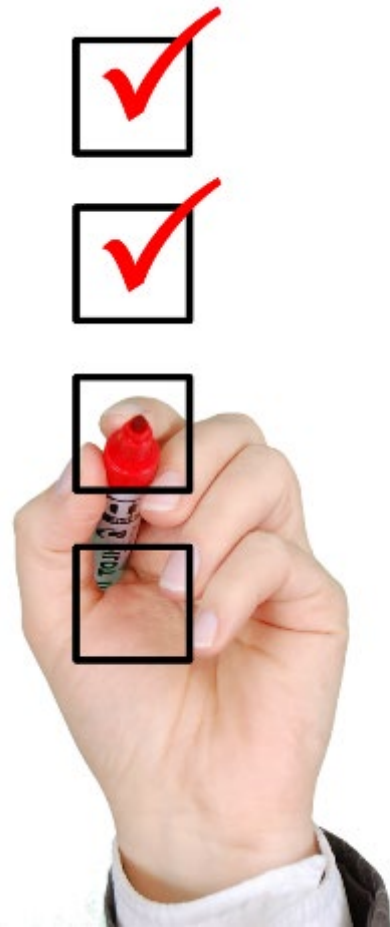
Daniel Pink

Discussion

How did each feel?

How does it apply to your
work?

Key Takeaways



Ask strategic questions to tune into prospective volunteers' interests and help them surface benefits of volunteering.

Focus messaging on the *potential*.

Develop compelling pitches for different media.

Leverage improvisation to build on prospects' ideas.

Discussion



Activity

Develop at least two different types of pitches for it.

Be prepared to share.

Pitches

One-Word
Pitch

Question
Pitch

Rhyming
Pitch

Subject-
Line Pitch

Twitter
Pitch

Pixar
Pitch

Upcoming Sessions in the Learning Series

**Finding the Fit: Interview and
Screening Tips – November 12**

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VQ Blog



VQ Impact e-Newsletter



Thank you.

VQStrategies.com
info@VQStrategies.com

