A top-down view of a desk with a laptop, a teal coffee cup, and a paperclip.

# **Find Your Next 20 Volunteer Superstars with Free Tools & Smarter Strategy**

*By* ... Tobi Johnson, MA, CVA



# Hey there!

I'm looking forward to connecting with you soon.

More people than ever are interested in helping their favorite causes thrive by contributing their time, talent, and treasure. Right now, people are craving the connection and community that volunteering can offer. So, now's the time to engage them!

In this training, I will be sharing my TOP insights for recruiting volunteers using online tools tactics.

I also be sprinkling in a healthy dose of inspiration to give you the momentum you need to move forward with calm and confidence.

Can't wait to see you there!

Tobi Johnson, CVA | VolunteerPro  
[tobi@volpro.net](mailto:tobi@volpro.net) | [www.volpro.net](http://www.volpro.net)

## TO GET THE MOST FROM THIS PRESENTATION, HERE ARE THREE HELPFUL SUGGESTIONS ...

### **PRINT THIS WORKBOOK**

Print this workbook in advance and use it during our time together to stay fully engaged and take notes on the actions you want to implement quickly. I've specifically given you just a few discussion points throughout this workbook

### **JOT DOWN YOUR QUESTIONS & IDEAS**

At the end of my presentation, we'll have a few moments for Q&A. Think of your question in advance and write it down so that you can post it in the Q&A queue. You can also post additional questions live, and I'll try to answer as many as I can.

### **GET READY TO PARTICIPATE**

I believe that the best learning involves action. This will be a truly interactive session, so get ready to participate in the chat and to add your questions to the Q&A.



## Shift Your **MINDSET**

When it comes to engaging supporters, things have changed radically. Gone are the days that you could count on having a line of volunteers out the door. The “old school” tactics simply don’t cut it anymore.

In today’s busy, distracted, and anxious world, you must have an evolved communications strategy to cut through the noise.

**If you don’t use \_\_\_\_\_ to recruit volunteers, you will find that volunteers don’t use \_\_\_\_\_ .**

### **IDEAS AND INSIGHTS ...**

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## STATS ON DONORS & VOLUNTEERS ...

- AFP, Fundraising Effectiveness Project Reports (Q1 2021) - <https://afpglobal.org/fepreports>
- Abila, Donor Loyalty Study: Deep Dive Into Donor Behaviors & Attitudes (2016) - <https://www.abila.com/resource-library/research-report/donor-loyalty-study-nonprofit-fundraising-research/>
- Abila, Donor Engagement Study: Aligning Nonprofit Strategy with Donor Preferences (2015) - <https://www.abila.com/resource-library/research-report/donor-engagement-study/>
- Fidelity Charitable, Time & Money: The The Role of Volunteering in Philanthropy (2014) - <https://www.fidelitycharitable.org/insights/volunteering-and-philanthropy.html>
- Independent Sector, Value of Volunteer Time 2021 - <https://independentsector.org/value-of-volunteer-time-2021/>
- CCS Fundraising, Data Shows Correlation Between Volunteerism and Giving - <https://ccsfundraising.com/correlation-between-volunteerism-and-giving/>
- Blackbaud, The Blackbaud Institute Index - <https://institute.blackbaud.com/the-blackbaud-institute-index/>
- US Bureau of Labor Statistics, Volunteering in the US (2015) - <https://www.bls.gov/news.release/volun.toc.htm>

## IDEAS AND INSIGHTS ...

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# Running the **NUMBERS**

**The key to nonprofit sustainability is \_\_\_\_\_**  
\_\_\_\_\_.

## **RUNNING THE NUMBERS:**

\_\_\_ regular volunteers @ \_\_\_ hours/week x \_\_\_ weeks = \_\_\_\_\_ hours

\_\_\_\_\_ hours/week x \$28.54 per hour = \$ \_\_\_\_\_

2,080 hours per year / \_\_\_\_\_ hours = \_\_\_\_\_ FTE's

\_\_\_ volunteers x .79 (percentage who donate) = \_\_\_ active donors

\_\_\_ active donors x \$1,032 average contribution = \$ \_\_\_\_\_ per year

## **IDEAS AND INSIGHTS ...**

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*Create like an artist.  
Solve like an engineer.  
Act like an entrepreneur.*

## Volunteer **PERSONAS**

Volunteer Personas can help you read the minds of your ideal volunteers! They help you relate to prospective volunteers as real human beings and, therefore, better anticipate their informational and emotional needs of your ideal volunteers.

Developing them will also help you save time by narrowing your volunteer recruitment search to specific volunteer "niches." By creating Personas for the ideal volunteers you are seeking, you can better understand, and anticipate their authentic needs.

### **Taking Time to Develop Personas Also Improves Your Results**

- Design volunteer opportunities that appeal to your ideal volunteer
- Write blog posts & articles that attract your ideal volunteer
- Create tools & downloads that inform your ideal volunteer
- Post calls to action where they can be found by your ideal volunteer
- Time your asks to your ideal volunteer for the best results

### **REFLECT...**

### **WHO IS MOST LIKELY TO BE INTERESTED IN YOUR CAUSE?**

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## HOW TO BUILD A PERSONA ...

When planning your next volunteer recruitment campaign, develop 1-3 Personas that represent the types of ideal volunteers you are hoping to attract using the following framework.

### **Name**

- Representative photo

### **Job Title/Education Major**

- Details about their job/role

### **Demographics**

- Age
- Gender
- Salary/household income
- Location (urban/suburban/rural)
- Education
- Marital Status/Family

### **Goals & Motivations**

- Why volunteering makes sense in their world
- What they want to achieve
- How you help achieve their goals

### **Quote**

- How they would describe themselves
- What they have a strong opinion about



## HOW TO BUILD A PERSONA (continued) ...

### Values & Interests

- What they are committed to
- What do they believe
- How you align with that value
- What are their hobbies

### Common Objections & Fears

- What stops them from serving
- What they are the afraid of
- How you help them overcome their barriers

### Sources of Information

- Who they trust
- Who they look up to
- What they read
- Where they hang out online

### Keywords

- What words they use to search for volunteer opportunities

### Timing

- When they are most likely to be open to an ask



**If people can't \_\_\_\_\_ , they can't \_\_\_\_\_ .**

Google Grants are an excellent way to fuel your volunteer recruitment outreach and get in front of new audiences online.

Below are some tips for creating an ad that gets clicked by the right people.

### **REFLECT...**

#### **WHAT ARE THE VOLUNTEER MOTIVATIONS & “PROBLEMS” YOU MIGHT MENTION IN YOUR ADS?**

- **Values** – a way to express one's altruistic and humanitarian values
- **Career** – a way to improve career prospects
- **Social** – a way to develop and strengthen social ties
- **Understanding** – a way to gain knowledge, skills, and abilities
- **Enhancement** – a way to help the ego grow and develop
- **Protective Motives** – a way to protect the ego from the difficulties

## THE ONE BIG IDEA...

As you develop your ads, you will want to focus on one key thesis for each Volunteer Persona. Use the following formula to focus your thoughts.

### Copy Thesis Formula:

Any **[ideal volunteers]** can **[solve their problem]** by volunteering for your cause because **[how it solves their problem]**.

### Try It

**Anyone can** \_\_\_\_\_

**by volunteering for** \_\_\_\_\_

**because** \_\_\_\_\_.

## PRACTICE ...

### WRITE A GOOGLE AD FOR ONE OF YOUR PERSONAS BELOW.

**Headlines** - 3 with up to 30 characters each

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**Ad Descriptions** - 2 with up to 90 characters each

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**Display URL** - 2 paths of up to 15 characters each

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For Ad Extension Ideas - see: <https://support.google.com/google-ads/answer/2375499>)



## Landing **PAGES**

A landing page is a stand-alone web page created around a specific call to action. The goal of a landing page is to convert visitors into leads.

In general, traffic comes to the page from other online destinations (like other pages on your website, Google Ads, email marketing, or social media).

You can increase the follow through of prospective volunteers by keeping your design and messages consistent throughout all communication steps in their journey.

Landing pages that convert include the following elements

- **Headline** – “Ad for the rest of the ad” to encourage people to keep reading, with keyword
- **Deck** – First block of type to compel the reader to keep reading, with keyword, can include bullets
- **Bullet Points** – That describe key benefits & create curiosity to learn more
- **Sub Headings** – Should tell the whole story for skimmers, with keywords
- **Testimonials** – Credible third-party endorsements, ideally with names & photos/videos
- **Offer** – Separate sections that summarizes the page & makes a direct ask, describe next steps
- **Calls to Action** – Specific behavioral ask, both link & button (placed more than once on page)
- **Risk Reversal** – no strings attached, unconditional satisfaction “guarantee”



## ON-PAGE TRUST ELEMENTS...

Trust elements are added items to your landing page that help visitors feel comfortable. They show “proof” for you claims and should address any of the common objections your volunteers have to serving with you.

## REFLECT ... HOW CAN YOU EMPLY THE FOLLOWING TRUST BOOSTERS?

### Ratings & Comments

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### Photos of Real Folks

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### Candid Videos

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### About Us Section

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### The Real Deal

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### Proof You Make an Impact

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### Testimonials

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## IDEAS AND INSIGHTS ...

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## NEXT STEPS ...

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## QUESTIONS FOR THE Q&A ...

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**You didn't come this far, only to come this far.**  
**Learn more at - [www.volpro.net/begin](http://www.volpro.net/begin)**