**RESULTS Post-Election VolunteerMatch Recruitment Campaign Steps**

**and Tips for Making the Most of New Leads**

**Step 1**

**Step 2**

**Prospective volunteer sees VolunteerMatch ad and clicks “Get Involved”**

**Person responsible: Staff**

* Receives auto-message with New Advocate Welcome message (basic RESULTS info) and an invitation to sign up for an orientation
* Staff will keep a spreadsheet of everyone who clicks “Get Involved” on VolunteerMatch and sign them up in our email systems
* If someone does not sign up for an orientation, they will receive several reminder emails from RESULTS
* Spreadsheet will be available for groups to do their own follow up

**RESULTS Staff post VolunteerMatch ad in your community**

**Person responsible: Staff**

**New Advocate signs up for New Advocate Orientation**

**Person responsible: Staff**

* Led by staff several times per month
* Advocates learn advocacy basics, a bit about global + US campaigns, EPIC message format, and how to navigate the RESULTS website

**New (trained and oriented) Advocate introduced to local group**

**Person responsible: Staff**

* Jos will connect all new US advocates to US groups
* Amanda or Alice will connect all new Global advocates to Global Group Leaders
* RC’s should be cc’d on volunteer introductions for follow up with GLs

**Step 3**

**Step 4**

**Step 5**

**Local group follows up with new advocate and connects them to the group + action**

**Person responsible: Local RESULTS advocates + Regional Coordinator**

Ideas:

1. Plan a new person friendly meeting in late November / early December so you have something fun to invite them to right away
2. Call the new advocate and set up a time to meet 1:1 for coffee/tea and a ‘getting to know each other’ conversation.
3. Send an email message to your group introducing the new member / welcoming them
4. New people are asked to write a letter to their members of Congress during the orientation. Follow up with them on this and see if they need help! Remind them that yes, their one letter will make a difference.

* RC’s should check in with GLs to make sure new people getting connected
* Amanda and Alice will not be following up after original intro message

**How to Make the Most of New Leads**

1. Groups should be energized by the suspense of not knowing how many and who might be passed their way... like waiting for Christmas morning to arrive. It’s exciting!
2. Best practices for welcoming and getting new folks into action:
   * *Relationship.* Sit down with them individually or in small groups over coffee and start building a relationship—bond them to you and your group. Find out what interests them about RESULTS and our issues, what they’d like to get out of the experience, and what they’d like to bring to RESULTS. Then design an experience for them that will meet their needs.
   * *Stay with it!* It may take pleasant persistence to get people involved. Failing to respond to you doesn’t mean “no”—it might mean they are busy and unaware of the awesome opportunity that awaits them.
   * *Diversity Wins.* Be prepared to welcome all cultures and differences that may come your way—live our anti-oppression values ([resources available here](https://www.results.org/skills_center/resources)).
   * *The Group.* Having a new member join your group means you have a new group and new group dynamics. Make space for recreating the group.
   * *XZD!@G87.* Don't use acronyms and off-putting jargon.
   * *Lead with Action.* Get new people into action early. A great first action might be to a meeting with a district staff member. But you can also have them write letters or make a phone calls. Support is key.
   * *Keep it non-partisan.*  Show them the beauty of RESULTS’ approach of working with whoever is in office in a friendly, persistent, educational manner. Share a story about how your group has done this.
3. As with all RESULTS activities, relationships matter. It’s the personal touch—people want to work with other people who care about them and that they like.
4. Persistence will matter. Many people will feel called to do something after the elections, but like making a New Year's resolution to go to the gym regularly, they’ll be more likely to stick to their goal if they have a friend making the commitment with them, encouraging them to continue, and holding them accountable to their dream. Let them know they are not doing this on their own, and that they will make a difference with the support of RESULTS, their group, and you.