

Tips for Recruiting New Members On VolunteerMatch

Volunteer Match allows you to post detailed descriptions of upcoming meetings, events, and opportunities that your group has to engage potential new advocates. Once you post your event, Volunteer Match will notify potential volunteers in your community about the opportunity via email. Community members can click on the event to sign-up. You'll receive an email to notify you of interested people in your community with their contact information.

Create an Account

1. Go to www.volunteermatch.org. Click the Nonprofits tab at the top of the page. Click “Get Started” and “Sign Up.”

The screenshot shows the VolunteerMatch.org website. At the top, there is a navigation bar with the VolunteerMatch.org logo on the left and links for VOLUNTEERS, NONPROFITS, SIGN IN, REGISTER, Log In (Facebook), Log In (LinkedIn), and SUPPORT. Below this is a secondary navigation bar with links for Join, Learning Center, and Nonprofit Stories. The main content area features a large orange banner with the text "Find Passionate Volunteers, When You Need Them" and a "Get Started" button. Below the banner, it says "VOLUNTEERS CONNECTED SINCE 1998" and "12,732,286". At the bottom of the page, there is a yellow banner with the text "Join the Nation's Largest Volunteer Recruitment and Engagement Network" and a prominent red "Sign Up" button. Below the "Sign Up" button, there is a section titled "Who can join?" with four icons representing different types of organizations: 501(c) Nonprofits, Schools, Non-US NGO, and Other Organizations, each with a "+ Learn More" link.

2. Create your administrator profile. Use your local RESULTS group's email address. (e.g. RESULTSPhoenix@gmail.com) Follow the steps to create your profile and choose a password. You will be directed to check your email to verify your account. You must do this before posting an opportunity.

3. After verifying, sign-in to VolunteerMatch. Click the “Nonprofits” tab and “Get Started.”
4. Enter your Organization name and zip code. (RESULTS Saint Louis, RESULTS Topeka) Choose “Nonprofit Organization” as your organization type.
5. You will be prompted to enter your EIN. **Please contact a RESULTS Grassroots staff member to obtain this information.**
6. Enter a website for your group: www.results.org
7. Enter a Mission Statement: To empower citizens to create the public and political will to end poverty.
8. Enter a Description:
RESULTS is a movement of passionate, committed everyday people. Together we use our voices to influence political decisions that will bring an end to poverty.

Volunteers receive training, support, and inspiration to become skilled advocates. In time, volunteers learn to effectively advise policy makers, guiding them towards decisions that improve access to education, health, and economic opportunity.

With every hour of their time, volunteers multiply their impact through the enormous power of advocacy — whether it’s helping change policy to support millions of families putting food on the table or helping raise billions of dollars for the world’s most vulnerable children.

Backed by the in-depth research and legislative expertise of staff, RESULTS advocates realize the incredible power they possess to use their voices to change the world.

9. Select categories for your organization: Advocacy & Human Rights, Hunger, Justice & Legal, Politics, Community

Post an Opportunity

After signing in to VolunteerMatch, click “ADD NEW OPPORTUNITY”

The screenshot shows the VolunteerMatch.org interface. At the top, there are navigation tabs for 'VOLUNTEERS' and 'NONPROFITS'. The user is logged in as 'HI AMANDA' with options for 'SIGNOUT' and 'SUPPC'. Below the navigation, there are links for 'Join', 'Your Organizations', 'Learning Center', and 'Nonprofit Stories'. On the left side, there is a 'Your Tools' sidebar with options like 'Volunteer Connections & Reports', 'Premium', 'Manage Opportunity Contacts', and 'Manage Organization'. The main content area is titled 'RESULTS (St Louis chapter)'s Opportunities'. It features an 'UPDATE' dropdown menu and a '+ ADD NEW OPPORTUNITY' button. Below this is a table of opportunities:

OPPORTUNITY	STATUS	UPDATED	CONTACT	STATS	EXPIRES	EDIT
<input type="checkbox"/> Letter-Writing to Congress to End Poverty with RESULTS	Inactive	06/17/16	changyit@me.com	73 connections 2964 views	06/16/16	

Step 1: Plan your opportunity.

Think about a fun and interesting event to invite people to. This could be an Education and Action meeting, a larger community outreach event, and informal meet and greet, or something completely different and creative! Volunteers are looking for their opportunity to make a difference in their community and the world and also connect with other people so create an action oriented event that will address these needs and bring people together.

You can also create an opportunity that is not connected to a physical event and is a broader call for people to join your movement.

Step 2: Name your event.

Create a catchy and unique title that speaks to the passion, skills, and opportunities attendees will have.

Examples: “Be a Powerful Voice for the End of Poverty” “Take Action, Fight Poverty with RESULTS in Miami” “Passionate Voices Needed to Fight Poverty” “Activists Needed in Wyoming: Join the Fight Against Poverty” “Become an Advocate: Fight Global Poverty from Spokane”

Step 3: Include a date, time, and location for volunteers.

You can either create a specific event to invite people to or create an on-going opportunity for people to join anytime.

For a specific event, choose “One Location” and include the address, date, and time of your event.

For an ongoing recruitment post (not inviting to a specific event), you can still choose “One Location” but put “City Wide Opportunity” for the address line and your city and state. For date and time, choose “Ongoing”.

Step 4: Add an Opportunity Description. Inspire people to get involved. Describe the incredible opportunity you have for people to become advocates.

Inspire volunteers about the difference they can make. Describe the incredible opportunity you have for people to become advocates. Give them a concrete idea of how RESULTS makes a difference on issues of poverty.

Global Example:

RESULTS is a movement of passionate, committed, everyday people. Together we use our voices to influence political decisions that will bring an end to poverty.

Volunteers receive training, support, and inspiration to become skilled advocates. In time, volunteers learn to effectively advise policy makers, guiding them towards decisions that improve access to education, health, and economic opportunity.

With **every hour** of their time, volunteers multiply their impact through the enormous power of advocacy - whether it's helping change policy to support **millions** of families putting food on the table or helping raise **billions** of dollars for the world's most vulnerable children. Backed by the in-depth research and legislative expertise of staff, RESULTS advocates realize the incredible power they possess to use their voices to change the world.

See more about RESULTS at www.results.org

RESULTS GLOBAL POVERTY BACKGROUND

Since 1990, the number of children dying from preventable causes across the world has been cut by more than half, millions more kids in low income countries are going to school, and we're on the path to ending AIDS. RESULTS has played an important role in these successes through citizen advocacy.

But we know there is still more work to do. This year, 5.9 million kids will die of a preventable cause before their 5th birthday, 289,000 women will die from a preventable pregnancy related cause, and millions of girls will miss out on their chance to go to school - simply because they were born in an area without access to strong health and education systems.

For the first time in history, we are faced with the fact that we have all of the resources needed to end these problems, ensuring that all kids are healthy, in school, and have the opportunity to reach their full potential.

The question isn't *can* we do this but *will* we do what is needed to make this possibility a reality.

ABOUT RESULTS SPOKANE

RESULTS Spokane is a group of passionate, committed community members who are willing to step up to the challenge of addressing global poverty. We meet twice a month, get updates on pressing global issues, learn powerful advocacy skills, and most important, take action together to make a difference.

Actions include:

- Meeting face to face with members of Congress
- Writing pieces for the media
- Writing letters and making phone calls to decision makers
- Hosting community education events and calling on others in the community to take action with us

If you want to make a difference on global issues from Spokane and are looking for a way to get connected we'd love to welcome you to our team.

Contact [[Your Name, email, and phone number]] to get involved.

US Example:

YOU can be a voice for change and challenge the unjust systems that create poverty! RESULTS is a movement of passionate, committed everyday people. Together we use our voices to influence political decisions that will bring an end to poverty.

Never advocated for something before? That's ok! Volunteers receive training, support, and inspiration to become effective advocates.

Learn how to build relationships with your members of Congress, engage with the media, and organize in your own community.

This is an opportunity to create real change, and to be on the front lines of the fight against poverty and inequality in the United States. The skills you will learn as a volunteer will not only help you become a powerful agent for change, but will also help you in your daily life to become a better speaker, writer, and informed citizen.

Now is the time. Together, we can change the world.

Step 5: List specific skills and time commitments.

Volunteer Match and LinkedIn work together to post volunteer opportunities to the LinkedIn network. If you add specific skills, your Volunteer Match posting will be sent to hundreds of additional community members on LinkedIn who possess the skills that RESULTS groups need. You can include: critical thinking, people skills, community outreach, relationship building, verbal/written communication, advocacy and team building.

The average RESULTS volunteer spends 4-6 hours a month volunteering.

Step 6: Include an image.

If you don't have a photo from your local group, RESULTS has photos you can use to make your posting visually appealing! Reach out to a RESULTS grassroots staff if you would like to use one of our photos.

Step 7: Help Volunteers Find Your Listing

CAUSES

You can choose up to 3 causes to link your opportunity to. Your post will be targeted to people who are interested in volunteering in these specific cause areas. Make sure you select "Advocacy and Human Rights". You might also consider "Hunger", "International", "Community", "Children and Youth", and "Politics".

KEYWORDS

Volunteers can search for opportunities using keywords. Make sure you show up in their search! Include words such as "social justice" "health" "advocacy" "human rights" "poverty" and "education"

Step 8: Save and publish your event for the community to see!

After clicking “Save” on your opportunity, you’ll be taken to the following page. Your opportunity will still be a **draft and not publicly visible!** Be sure to click “publish” to get your opportunity out there! You can also click “preview” before publishing to do a check and double check of your event messaging.

← Back to dashboard

Become an Advocate:... | RESULTS The Power To E... | Status: **DRAFT** ⓘ

ACTIONS

- Edit Opportunity
- Publish** ←
- Preview ←
- Copy
- Delete

SUMMARY

Location City Wide Spokane, WA 99201	Date It's flexible! We'll work with your schedule.
Opportunity Contact Amanda Beals abeals@results.org	Volunteers 10 Volunteers needed

Follow up with New Connections!

You should receive an email (at the email address you used to sign up as an administrator) when someone clicks on “Get Involved” on your opportunity. Congrats! You have a potential new advocate.

You can also check connections for your postings on your VolunteerMatch website by clicking “Volunteer Connections and Reports” and then “View All Connections”.

Join • Your Organizations • Learning Center • Nonprofit Stories

Your Tools **PREMIUM**

- Volunteer Connections & Reports
- Premium
- Manage Opportunity Contacts
- Manage Organization

RESULTS The Power To End Poverty's Opportunities **PREMIUM**

UPDATE ▾ + ADD NEW OPPORTUNITY

<input type="checkbox"/>	OPPORTUNITY	STATUS	UPDATED	CONTACT	STATS	EXPIRES	EDIT
<input type="checkbox"/>	Become an Advocate: Fight Global Poverty from Spokane	Draft	08/16/17	abeals@results.or...	n/a	n/a	

Your connections page will look like this. You can click “Connection Details” to see contact information of the interested volunteer.

Volunteer Connections for RESULTS The Power To End Poverty for the Last 30 Days

View Connections for

All Opportunities

Last 30 Days View 20 Go

Choose a report format: HTML Export

Show deleted connections

Volunteer Name	Opportunity	Connection Date	Comments	Action	Archive
1. Volunteer Name	Fight Global Poverty from Fargo	Aug 14, 2017	I am a high school student interested in volunteering!	Connection Details	<input type="checkbox"/>

Steps to take to follow up:

- Schedule a One on One conversation
 - Reach out to the VolunteerMatch connection and schedule a phone call or coffee meeting to learn more about the potential new volunteer and their interests and tell them more about RESULTS and your local group.
 - Even after reading your perfectly thought out and well-crafted description, new VolunteerMatch connections still won't completely understand who RESULTS is and what we're all about. They'll have questions and will want to make sure this is a good fit for them. Clicking "Get Involved" is their way of saying "I want to know more" not necessarily a commitment. One on one conversations give you the opportunity to learn more about each other, discover where their interests and desires align with RESULTS opportunities, and inspire them to make the commitment and start taking action with your group.

Sample Email to Schedule One-on-One Conversation

Hi (Volunteer Name),

Thanks for your interest in volunteering with RESULTS in (Your City)! My name is [redacted] and I'm an advocate in our local group. (You can share a little about yourself if you'd like! How long you've been an advocate. Why you are incredibly passionate about what we do together. Etc.)

I'd love to find some time to either speak with you over the phone or meet you in person, hear more about you and your volunteer interests, and also tell you more about RESULTS, what it looks like to volunteer with us, and the issues we're currently working on. Do you have about 30 minutes sometime soon to speak with me?

Looking forward to hearing from you soon!

TIP FOR EMAIL FOLLOW UP: You may have to email the volunteer a couple of times to get a response. If you have their phone number, call them! If they don't include a phone number for you to call, don't be afraid to send multiple emails to them. Persistence pays off!

Sample One on One Conversation Agenda

1. **I would love to hear more about you and your interests**
2. **Who is RESULTS?**
 1. Citizen advocacy movement
 2. Ultimate goal: end poverty
 3. Train everyday people to become powerful voices
 4. Three main focus areas: health, education, economic opportunity
 5. **ASK: Is this in line with your values and interests?**
3. **Why Advocacy**
 1. Change the system that is putting people in positions of poverty. Only way is advocacy.
 2. Relationships with Congress: Why important
 3. **ASK: Have you ever considered advocacy before?**
4. **How we do it**
 1. Describe actions we take: relationships with Congress, media, community outreach
 2. **ASK: Are you interested in learning how to take actions like this? Anything more exciting to you than the other?**
5. **Connect with next steps**
 1. Describe what a RESULTS group looks like and structure and support available. Give information on your local group and what it's like to be an advocate.
 2. Give information on specific campaign we're working on. "This is the issue we're working on right now. Need people to _____. Let's set up a time to get you started with advocacy skill training and take action together."
 3. Take action together! Set up regular action taking. Invite them to join your group and come to your next local action meeting.