

Create a Volunteer Pitch – Exercise

Let's write a pitch that will attract the volunteers you want for your organization!

Volunteer Tic-Tac-Toe

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If someone asked you:

“What do volunteers do with your organization?”

How would you respond to the question? Write it down below.

My Volunteer Pitch

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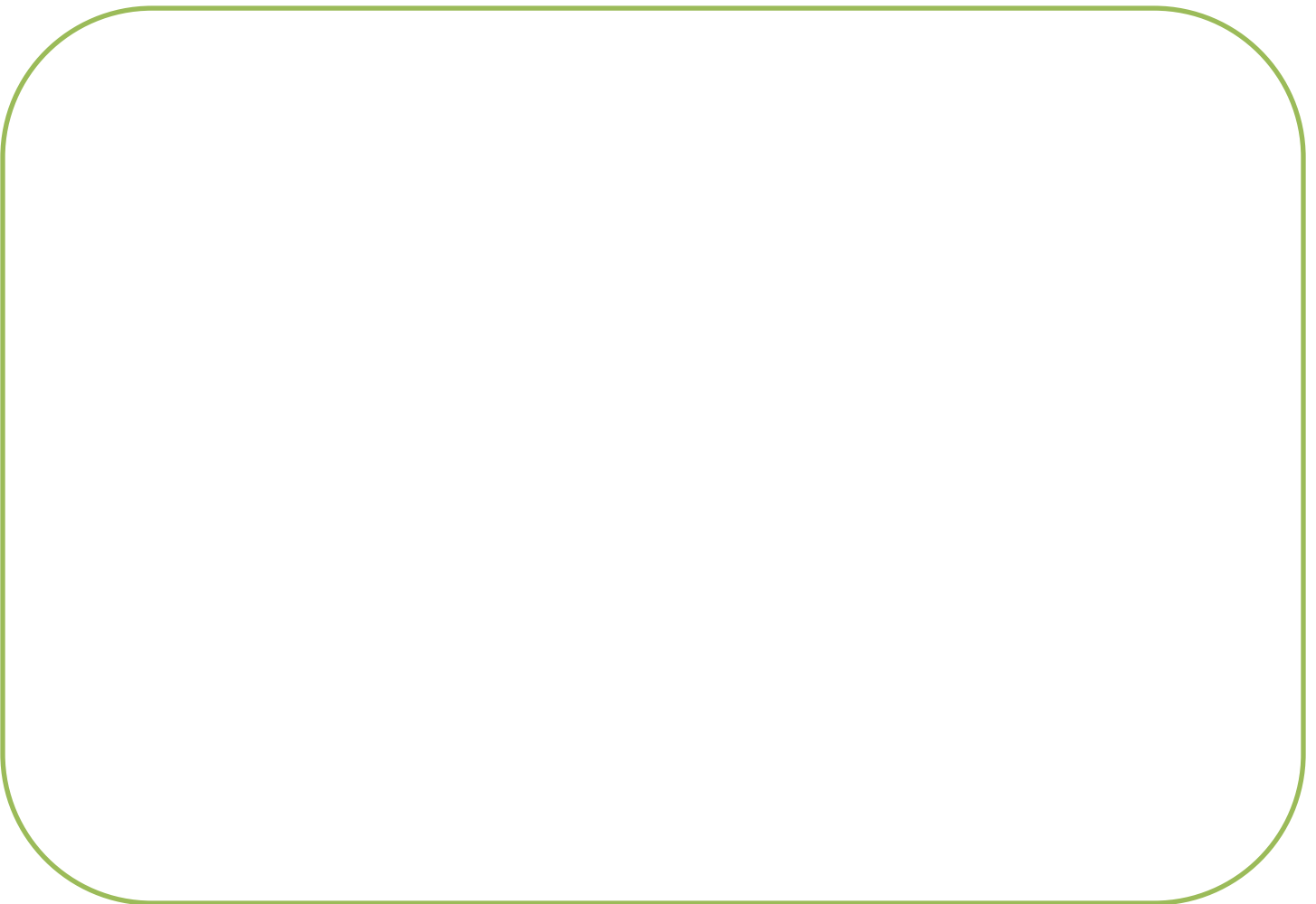
Let's write a pitch that will attract the volunteers you want for your organization!

Step 1: Find the personal connection

What gets you excited, triggers you, calls you to action, and inspires you to your organizations mission?

- What brought you to this organization? Why did you choose to lead/volunteer for THIS program over another?
- What brings you the most energy in your work?
- What is it about your organization that most inspires you? What are you most proud of?

Reflect and write your answers in the space below.



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Step 2: Manifest the successful volunteer

Think of your current pool of successful volunteers. The ones that you want more of!

What are the needs and goals of your most successful volunteers?

- What motivates them to volunteer with your organization?
- What do they hope to accomplish?
- What emotional needs are they hoping to satisfy?
- What are they committing to – hours worked? how often? how long?

Reflect and write your answers in the space below.



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Step 3: Think about your organization

What does your organization offer that meets the needs and goals of your volunteers?

- Example: Your volunteer wants to work with children – write what you offer for children (i.e tutoring program, creative arts, sports)
- Example: Your volunteer is only available one evening a week – write what activities a volunteer could do/help with in the evenings (i.e. tutoring in the evenings for children)

Reflect and write your answers in the space below.



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Step 4: Create the Volunteer Pitch

Answer these questions and write the answers in the space below:

1. Describe the volunteer position? (Step 2)
2. How does this position meet one or two of the volunteer's needs and goals? (Step 3)
3. What is your own passion for the program (use your own voice – what would you say)? (Step 1)

Example: "We have several different positions here at the children's museum. You might enjoy running a science even for a school group. We ask that you run just one event a month – which matches up with your available time. We provide the content and you tailor it in a way that uses your teaching skills. One volunteer got his group so inspired about the project that they returned the next month. That's what I admire about volunteers: they really cultivate a love for science."

My Volunteer Pitch