

Use these scripts in your reminders to event volunteers to ensure your messages tap their true motivations. Enlist the help of volunteer peers to make these contacts on your behalf before your event.

Why People Participate

Research tells us that there are four requirements for participating in civic life (volunteering, voting, helping a neighbor, etc.). When all four are present, participation is more likely to occur. Remind volunteers of why they decided to help using these messages. See the scripts on the following pages for examples.

1) **Motivation**

- Helping others
- Developing relationships
- Exercising values & beliefs
- Having influence
- For personal benefit
- Being part of something

2) **Trigger**

- Emotional reaction (e.g., to natural disaster, injustice)
- Life event (e.g., retirement, family member's illness or passing)
- External influence (e.g., request from a friend, work event)

3) **Resources**

- Practical (time, money, access to transport, health)
- Learned (knowledge, skills, abilities)
- Emotional (confidence, sense of efficacy)

4) **Opportunity**

- Infrastructure (e.g., nonprofit organizations)
- Linking people together (e.g., volunteer center, grassroots organizing, other intermediaries)

Email Scripts

The following emails can be loaded into your bulk mail service or email software ahead of time and scheduled to be sent on the appropriate date.

Upon Volunteer Commitment/Appointment – Save the Date!

Dear [insert first name]:

*Thanks for agreeing to give your time and talents to our **[insert event name]!***

*By volunteering, you became part of **[insert organization name]'s** solution to solving [insert your mission-based result]. This event is special because [insert reason it is unique and what it does for the organization or those you serve].*

*Know you'll be part of a legacy of compassion in our community - [insert brief sentence about the history and one key achievement of the event, if it is held regularly] **OR** Know that you'll be the first to spark the beginning of what we hope to be a successful event for years to come. If you want to know more about our mission and how we bring about change, visit our website [insert link].*

***Be sure to get these details on your calendar:
[insert date, time, location name & address, link to map]***

We'll be back in touch about a month before the event with more reminders.

In the meantime, feel free to get in touch if you have any questions by responding to this email or by calling me at [insert phone number].

We're so happy you'll be able to join us!

[insert handwritten first name]

Your email signature (name, position, phone, website)

1 Month Before Event – What to Expect

Dear *[insert first name]*:

Thank you for agreeing to volunteer for our ***[insert event name]***!

This event is important to *[insert the people who ultimately benefit]*. Here's one example of how your efforts will make a difference in partnership with us at ***[insert organization name]***.

[insert very short story of someone who has been helped by your organization].

Here are the details again:

[insert date, time, location name & address, link to map]

At the event, you'll be working with ***[insert team name]***. The team's main responsibility is to *[insert the key objective for the team]*. Plan to arrive at ***[insert time]*** to allow enough time to check in and start your shift on time.

When you check in at the event, we'll introduce you to those you'll be working with. We know your team will be a real asset to our success!

We will be back in touch a week before the event with more details.

If you have any questions, don't hesitate to ***contact me at [insert phone number]***.

Looking forward to seeing you soon!

[insert handwritten first name]

Your email signature (name, position, phone, website)

One Week Before Event – Logistical Details

Dear *[insert first name]*:

Thanks for volunteering for our ***[insert event name]***! Your team, *[insert team name]* is looking forward to meeting you!

Our goal for this event is *[insert one main goal]*. We know with your help, we can reach it!

Below are some details for your convenience:

Event Day & Time: *[insert date, time]*

When You Should Arrive for Your Shift: *[insert time]*

Event Location: *[insert location name & address, link to map]*

Parking: [insert details on where volunteers should park and cost, if any]

What to Wear: *[insert details, and if anything will be provided, recommend comfortable shoes]*

Where to Store Belongings: *[insert details, if there is no secure storage discourage volunteers from bringing valuables]*

Where to Check In: *[insert details on where volunteers should sign in and/or who to contact when they arrive]*

*We've also put together a short orientation video. Please watch it **here** [insert link to video] before the event. Be sure not to miss it because we share some important guidelines that will help you be better prepared to help your team and make a difference.*

*If you have any last-minute questions, **call or text me at [insert phone number]**.*

See you next week!

[insert handwritten first name]

Your email signature (name, position, phone, website)

One-Two Days After Event – Thank You! & Recap of Success

Dear [insert first name]:

*Thanks you for volunteering at **[insert even name]**. Volunteers like you were critical to reaching our gal of **[insert key event goal]**.*

*We'd like to know how we can improve the event and your experience. Let us know how we did by completing **this survey** [insert link to survey]. You'll also be able to request a specific team or role for next year's event, if you'd like to join us again.*

Thank you!

[insert handwritten first name]

Your email signature (name, position, phone, website)

Handwritten Note (if possible)

One-Two Days After Event – Thank You! & Recap of Success

Dear [insert first name]:

*It was a pleasure to work alongside you at **[insert even name]**. The way you **[insert something unique or special you or the team leader noticed about the volunteer's contributions]**. I believe it is a big part of what made this event successful.*

*Also, your hard work helped us reach our goal. Because of your contribution to this event's success, **[insert goal that was achieved]**. This will make a difference in the lives of **[insert name of primary beneficiary]**.*

I appreciate all of the energy and passion you gave to our organization, and I thank you so much for volunteering.

I hope you'll consider working with us again at next year's event.

Thank you!

[insert handwritten first name]

Your email signature (name, position, phone, website)

Phone Call Scripts

One Day Before Event – Last Minute Reminder

Hi [insert first name]!

My name is [insert name], and I'm a volunteer with [insert org name].

I'm calling you to remind [insert event name]! Your team, [insert team name] is looking forward to meeting you and working with you!

You should plan to arrive tomorrow at [insert time] to check in and get to your station on time.

Have you had short orientation video for the event? If not, the link to watch it is [insert link to video]. Do you want me to email the link to you? Be sure to watch it because it covers some important info you don't want to miss.

Do you have any questions? (Be prepared to answer any of the following.)

- **Event Day & Time:** [insert date, time]
- **Event Location:** [insert location name & address, link to map]
- **Parking:** [insert details on where volunteers should park and cost, if any]
- **What to Wear:** [insert details, and if anything will be provided, recommend comfortable shoes]
- **Where to Store Belongings:** [insert details, if there is no secure storage discourage volunteers from bringing valuables]
- **Where to Check In:** [insert details on where volunteers should sign in and/or who to contact when they arrive]

If you have any last-minute questions the day of the event, give [insert name] a call at [insert phone number].

Thanks for volunteering for [insert the event]. We look forward to welcoming you to our team!