

ACTTogether.us Volunteer Recruitment Guide

Introduction

Volunteers are the engine behind grassroots change. At ACTTogether.us, we believe in organizing people-powered movements from the ground up. Recruiting and retaining volunteers is not just about filling roles--it's about building meaningful relationships and long-term commitment to justice and equity. This guide will walk you through proven strategies to grow a reliable, motivated volunteer base that sticks with you for the long haul.

Step 1: Define Clear Roles & Purpose

People are more likely to sign up when they know exactly what they're committing to. Start by identifying your needs. Are you looking for phonebankers? Drivers? Social media help? Event staff? Once you know, write short, engaging descriptions that explain:

- What the task is
- How much time it takes
- What impact it has
- Any training or support you'll provide

Clear roles help prevent confusion and burnout--and build confidence from the start.

Step 2: Meet Volunteers Where They Are

Don't just wait for people to find you. Go where your people already are. Use:

- Instagram, Facebook, and TikTok
- Mutual aid groups, community forums, and school boards
- In-person events, concerts, or rallies
- Your own network: friends, family, neighbors

And always have a sign-up sheet or QR code ready. A simple Google Form can help you collect names, skills, availability, and interests.

Step 3: Make it Personal

A direct, personal ask works better than a mass post. Use one-on-one conversations or short videos from organizers asking for help.

Example: "Hey, we're organizing an event next week and could use your energy. Would you be down to help with set-up or pass out flyers?"

Make people feel seen, invited, and needed. That's how movements grow.

Step 4: Onboard with Intention

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Once someone signs up, follow up quickly. A good onboarding process includes:

- Welcome message with next steps
- Info about your mission + the volunteer role
- Calendar or next meeting date
- Who to contact with questions

This is also a great time to ask: What skills do you want to build? What issues matter most to you?

Let people bring their whole selves and grow with your movement.

Step 5: Retain with Recognition + Community

Retention is rooted in relationships. Volunteers are more likely to stay when they:

- Feel valued
- See their work making a difference
- Feel connected to others in the movement

Try:

- Shout-outs on social media
- Volunteer appreciation events or meetups
- Small thank-you gifts or art
- Opportunities to learn new skills or take on leadership

When people grow, they stay.

Step 6: Measure + Adapt

Keep track of:

- Who's showing up
- Who's dropping off
- What roles are in high demand
- What feedback you're hearing

Create a simple spreadsheet or use free CRM tools. Ask for honest feedback via short surveys. Keep evolving based on what works for your team and your community.

Final Thoughts

Volunteering is an act of trust. Every person who signs up is saying, "I believe in what you're doing."

Honor that. Make it easy to say yes. Make it joyful to stay involved. That's how ACTTogether.us grows

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power--from the people, with the people.

Use this guide to start small, stay consistent, and keep the energy moving. We're in this together.