**{LOGO OF YOUR ORGANIZATION}**

**VOLUNTEERS**

Volunteers play a very important role in fundraising for non-profits:

* Provide help with fundraising and administrative tasks.
* Help spread the word about the mission of {**Name of Your Organization**}.
* Develop a larger visibility for **{Name of your Organization}** in the community.
* Provide expertise and reduce our costs of services.
* With the **{Executive Director or CEO}** direction and clear idea of what needs to be accomplished, they help **{him or her}** to meet people of influence and affluence.
* Our volunteers are **{Name of Your Organization’s}** customers.

**Role Our Volunteers Play in [Name of your Organization’s} Overall Fundraising**

* Our volunteer structure should enable us to maximize the number of volunteers from every source –friends, corporations and foundations.
* Our volunteers are our go-getters who will put on special events such as targeted events, auctions and galas.
* Our volunteers can assist us to get better media coverage when we have our yearly **{or special fundraising event, or multi-year fundraising or capital campaign}**.
* Regardless of how big or small our campaigns are, we must recruit our volunteers to assist us in our fundraising.

**Role Volunteers Play in a Fundraising Campaign**

* Utilization of our volunteers during the various stages of our yearly and multi-year funding campaigns avoids both staff and board burnout.
* Our volunteers are recruited before starting the Public Phase of our campaigns.
* Best way to run a yearly or multi-year fundraising campaign is to create divisions for our solicitations, chaired by one volunteer. Most of the actual work done in the Public Phase of our campaigns is done by these divisions.
* Our volunteers always need to have a clear understanding of the hierarchical place each division has within our campaigns.
* The **{Executive Director or CEO}** and staff will provide staff support to these committee, and schedule meetings that are appropriately frequent with specific meeting objectives. We do not want to waste the time of our volunteers.

**RECRUITING OUR VOLUNTEERS**

* Recruiting different volunteer leadership in the Public Phase of our yearly or multi-year funding and capital campaigns is critical.
* Our mission statement for each group and the job description for each member of the divisions should always be handed out before recruiting our volunteers.
* Our recruiting efforts should not start until just prior to the need for activation of our volunteers.
* Our recruited volunteers should represent all the appropriate constituent groups of **(Name of Your Organization}.**

Click for volunteer job description

Print and hand out to appropriate people in your organization