RECRUITING VOLUNTEERS FOR LARGE, ONE-TIME EVENTS

Jennifer Connolly & Megan Beliveau, Junior Achievement of Western MA
AGENDA

- Introductions
- Expectations (YOURS)
- Kahoot.it
- Social Media Survey
- Presenting a Clear Message
- Recruiting Volunteers
- Small Group Activity- Creating a Great TWEET
- Reporting Out From Groups
- Tracking Volunteers
- Small Group Activity
- Q&A
- Closing
SOCIAL MEDIA
EMAIL MARKETING

Constant Contact Video Message

Ja Alumni Newsletter

Summer 2017

Ja Honors 64 Organizations with the President's Volunteer Service Award

On May 17th, Junior Achievement USA honored 64 organizations through the 2016-2017 U.S. President's Volunteer Service Award (PVSA) recognition. PVSA recognizes the valuable contributions made by organizations that partner with JA to inspire and encourage young people to serve. Junior Achievement has been an official certifying organization for the award since 2015.

The award ceremony took place at the Barclays Center in New York. The award ceremony took place at the Barclays Center in New York. JA Alumni Newsletter

Successful #ValleyGives 2017

Thank you for your generosity yesterday, on Better Give Day, you helped JA surpass last year’s fundraising efforts! Your gift will help support JA Company Program for an entire class in Fall 2017. The staff of Junior Achievement would like to extend our sincerest gratitude to you for your belief in the boundless potential of our young people and in the entrepreneurial spirit. Thank you.

Connect with us:

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TEXT MESSAGE MARKETING

1. Build a List of Potential Volunteers
2. Segment Your Volunteers
3. Put Volunteer Requests in Regular Text Broadcasts
4. Share
ONLINE VOLUNTEER PLATFORMS - RECRUITMENT

LOCAL COMMUNITY CALENDAR
PARTNERSHIPS

- Colleges
- Area Businesses
- Other Non-Profits
- Area High Schools
CREATING THE PERFECT TWEET

Despite the constant negative press covfefe

RETWEETS: 8,704  GEFALLT: 10,740

21.06 - 30. Mai 2017
TRACKING VOLUNTEERS

- EVENT BRITE
- EXCEL
- SOFTWARE YOU CAN PURCHASE
OH, NO! NOW WHAT?
Volunteers are the lifeblood of nonprofits, and texting can help you get them. Everything is limited for nonprofits, but volunteers bring energy, time and passion to the table. They can help you overcome budgets that don’t quite do the job. More than just free labor, volunteers are often donors themselves as well as eager advocates, spreading the word about your nonprofit to others.
You need to recruit volunteers, and texting can be an ideal platform because of its many benefits: Texting is immediate, doesn’t require an Internet connection and your messages actually get read. Here are four ways texting can recharge your recruitment efforts:

1. **Build a List of Potential Volunteers**

Create a list of mobile phone numbers of people willing to volunteer. Create a call to action such as, “Text VOLUNTEER to 41411” and promote it on all your marketing efforts. You’ll create a pool of eager supporters to call on when you need help. And thanks to the better response rates of text messaging, you’ll actually get that help.

2. **Segment Your Volunteers**
It can be annoying as a volunteer when none of the potential opportunities match your skills or interests. You want to help, but the general volunteer pleas never appeal to you.

As a nonprofit you can overcome this by segmenting your volunteer list into specific skills or opportunities. Create different text groups for different needs and let potential volunteers sign up for the ones that best match their skills.

Maybe you create lists for your call center, warehouse, IT team and special events. You can better engage your volunteers and keep from losing them.

3. Put Volunteer Requests in Regular Text Broadcasts

Whether you create special lists for volunteers or not, you should be sending your volunteer needs to your entire audience. That’s where most of your volunteers will come from anyway.

Texting to recruit volunteers can be as simple as putting together a list for your organization targeted to your general supporters. Send out regular updates, event invitations, reminders and donation requests. Then be sure to include the occasional pitch for volunteers.

4. Share

Always ask your supporters to spread the word about your volunteer needs. People don’t always think about it, so a reminder helps. They might know the perfect person to help with your new project. But they’ll never make the connection unless you straight up ask for it.

Whenever you text volunteer needs, include a reminder to share.
May 14, 2013

10 Text Message Marketing Tips for Nonprofits

Written by Justin Mastrangelo

https://blog.hubspot.com/agency/10-text-message-marketing-tips-for-nonprofits#sm.01dqmcx215eddm810of2omlw7gkkl

Text message marketing is an essential tool for successful nonprofits. Why is it so important? Because no nonprofit can survive without a network of passionate, engaged and connected individuals. SMS marketing helps build and nurture that network, and the results can have a positive impact on everything you do – from hosting a fundraiser to recruiting new volunteers. Not sure how to use text message marketing for your nonprofit? No problem – just check out these helpful tips to gain some inspiration.

1. **Ditch the Clipboard.** Are you using a printed sign-up sheet to collect email addresses at events? If you are, you’re missing out on a key opportunity. Many event-goers won’t even notice your sheet, and those who do will likely opt out of waiting in line to sign it. Text message marketing for nonprofits offers a simple solution – during your event, tell attendees to text a special code. When they do, they’ll be asked to reply
with their email addresses. You'll receive a much higher response rate, and your interns won't be forced to decode scribbled handwriting and input long lists of emails.

2. **Improve Your Print Ads.** Ad copy doesn't leave a lot of room for mission statements and in-depth information, so more and more nonprofits are looking for ways to make their print ads interactive. Some ads direct viewers to check out a Facebook or Twitter account. Others ask them to scan a QR code. These strategies alienate many viewers who don’t have smartphones or QR code apps, but everyone with a cell phone can send and receive text messages. Invite viewers of your ads to text a special code for more information, and you'll be surprised at how much your engagement rate improves.

3. **Pick Better Placement.** Here's a great way to use SMS marketing to boost your traditional advertising efforts: Place the same promotional spot on two competing radio stations. In the ad, ask listeners to text a code to get more information, to enter a contest or to receive a special incentive. Make the text code different for each radio station, then compare your results. You may find that one outlet returns far better results than the other. Doubling up your efforts on one station or dropping your placement from another can help you target your ads where they'll make the biggest impact.

4. **Share Knowledge Nuggets.** Once users subscribe to your text message marketing campaign, you'll need to keep them from unsubscribing. A great way to do this is to text occasional “knowledge nuggets” about your organization or the causes your nonprofit supports. Since supporters of nonprofits are often passionate about the same causes, they'll find these texts interesting and informative (and hey, you may even learn something yourself). With each fact they receive, they'll also be reminded of your cause and the kind of work you do. This is one great way to stay on the minds of your supporters.

5. **Boost Event Attendance.** The more people who attend your fundraiser or volunteer event, the more successful it will be. But even dedicated supporters of your nonprofit may not realize that you have an upcoming event, or they may forget the details until it's too late. SMS marketing for nonprofits can help. Use a texting campaign to announce the date and time of an event, to get attendees excited about special guests and activities, to remind subscribers about the event closer to the date and
to send one last-minute message the day before. Try it out for yourself and watch your attendance numbers climb.

6. **Solicit Donations Without Spamming.** SMS marketing for nonprofits allows you to reach out to your supporters quickly and easily. A text campaign is a great way to solicit donations, but be careful. Send soliciting messages to your supporters too often, and you risk annoying — and subsequently losing — your subscribers. So strike a balance. Limit your donation-related texts to one message per month (maximum). Try to tie in incentives through contests and gifts, and avoid sending out the same duplicate message again and again.

7. **Invite Subscribers to Meet You.** If your organization has a brick-and-mortar location or if you frequently host plays, concerts or other ticketed events, you can use SMS marketing to strengthen your connection to your nonprofit’s supporters. Simply text subscribers a special offer, like one free admission to your museum or half-off tickets to your next play. For many subscribers, this could be their first time visiting your art museum or attending your series of plays in the park. You’ll give subscribers a good reason to come experience the work you do (and to remain on your subscription list for further incentives).

8. **Launch Your Campaign at a Main Event.** If you want your text message marketing campaign to hit the ground running, try launching it at a major sporting event. You can try a tie-in contest that links your organization to the sport being played or display a trivia question on the Jumbotron and have sports fans text a special code to get the answer. Contests are always a big hit at sporting events, so give participants a chance to win a free offer by texting in. These events draw huge crowds, so they’re a great place to gain subscribers.

9. **Optimize Your Marketing Efforts.** Radio spots, bus shelter ads, television commercials, you name it — if it’s part of your marketing efforts, it can be optimized with SMS marketing. While traditional media is often passive (for example, TV viewers watch a program but can’t interact with it), text message marketing lets you take any media form and make it interactive. Conduct polls during pledge drives and display the results in real time. Add text-in incentives to radio and TV promos. Let viewers vote for contestants on radio or TV programs and display the results as they come in. When you create an interactive experience, you forge a connection and turn passive viewers into active participants.
10. **Connect Your Network.** Your **SMS subscribers** care about your nonprofit and the work you do. So if you need volunteers, a venue or a videographer, they’re a great group of people to ask. A single text message can connect you to the resources of hundreds or thousands of supporters, and using text message marketing is a great way to get support from your network. You can also reach out to your subscribers to alert them about a current event. For example, if you’re an animal rights nonprofit and you know a local kill shelter is reaching full capacity, you can rally your network and find some fast homes for animals in need.

As you can see, there are plenty of ways to use SMS marketing for nonprofits. These ten tips are just a small sample of the things text message marketing can accomplish for you and your organization. Has your nonprofit pioneered a clever and effective use for text message marketing? Tell us all about it in a comment below.
Not sure what to tweet? It can be hard to know what content will get more retweets, favorites, and replies.

To help you easily craft your tweets, here are some Twitter tweet templates — just make the following changes to each one:

- Fill in the “blanks” where the [BRACKETS] are
- Edit the #hashtag with the actual hashtag you’d like to use (e.g. #marketingtip). Hashtags make it easy for people to find your tweets when they’re tracking that hashtag, so you can find more relevant followers.
- Replace @TwitterProfile with a person’s real username (e.g. @DianaUrban)

**Note:** Each audience is different, so you may find that some of these templates work better than others at driving engagement.

### The Basic Shared Content Tweet

```
[ARTICLE TITLE] – http://url.com #hashtag by @TwitterProfile
```

This go-to tweet style is the easiest to execute. Remember to include these often-forgotten elements:

- **A relevant hashtag** – this could get your tweet more exposure to people following that hashtag
- **The author’s Twitter handle** – always credit your information source (the author or the site you got the post from) on social media. It’ll show appreciation to the original content creator, and they might return the favor by sharing some of your content with their followers.

**Example:** 11 Reasons People are Unfollowing You on Twitter – http://bit.ly/1qJC17j by @DianaUrban #TwitterTip
The RT With Commentary

[YOUR OPINION] #hashtag – RT @TwitterProfile [ARTICLE TITLE] – http://url.com

Typically when you want to retweet someone’s tweet, you can simply click the retweet button and share the content with your followers. But if you want to get people to notice you on Twitter, you may want to add some commentary to your retweets. In this case, when you retweet, copy and paste their tweet, preface the tweet with RT @TwitterHandle, and add commentary to the beginning. If you modify their tweet at all (e.g. to make the tweet a bit shorter), use MT — stands for “modified tweet” — instead of RT.

Example: So many people do #7 – RT @DianaUrban 11 Reasons People are Unfollowing You on Twitter – http://bit.ly/1qJC17j #TwitterTip

Example: I agree with all of these except #6 and #8 – MT @DianaUrban 11 Reasons People Unfollow You on Twitter – http://bit.ly/1qJC17j #TwitterTip

The Problem/Solution Tweet

Don’t let your [ASSET] [NEGATIVE RESULT]. Find out how to [GOAL] here – http://url.com #hashtag

Fear is a powerful motivator. Nobody wants to fail, or flounder, or fall short, or suck, or whatever [negative result] you use. And if they do, they want to learn how to remedy the situation, fast. That’s where you can help them. Also, if there’s a relevant hashtag you can use here, don’t forget to include it!

Example: Don’t let your Twitter followers slip away. Find out how to avoid unfollows & these top Twitter mistakes – http://bit.ly/1qJC17j #TwitterTip

The Statistic or Fact Tweet

Did you know that [STAT]? http://url.com #hashtag

Don’t just find any old data point here — find something that will really intrigue your target audience. Once they get this little preview, they’ll want to read the full story to understand (1) why this data point is true, and (2) what they should do about it.

Example: Did you know using auto DMs on Twitter leads to a 245% unfollow rate? http://bit.ly/1mVByHT #TwitterTip

The Endorsement Tweet
I loved this article by @TwitterProfile about [TOPIC] – http://url.com #hashtag

Lots of valuable info on [TOPIC] in this article by @TwitterProfile – http://url.com #hashtag

This tweet can take many forms, but instead of tweeting a basic shared content tweet, you're adding your endorsement to the tweet, and possibly including info on why you enjoyed the piece.

Example: I loved this article by @MichaelZammuto about how Twitter can help or hurt your online reputation – http://bit.ly/1qJEkat #TwitterTip

**The Question Tweet**

**[QUESTION] #hashtag**

**[QUESTION] – http://url.com #hashtag**

Twitter, like all social media, is a two-way conversion. You should regularly ask your followers questions. These can be tied to an article you’ve read or could be something a little more random (though still tied to your brand). Not every tweet needs to drive traffic to a website page.

Example: What do you use to schedule your social media posts? #socialmedia

**The Tip or Advice Tweet**

**[YOUR OWN WORDS OF WISDOM] #hashtag**

**[QUESTION] #hashtag 1. [ANSWER #1] 2. [ANSWER #2] 3. [ANSWER #3]**

Again, not every tweet needs to drive traffic to a website page — in fact, tweeting bits of advice that obviously aren’t traffic drivers is a great way to build credibility. Tweets like this are retweeted frequently and can get you more engagement and followers, so don’t consider it a sacrifice.


**The Inspirational Quote**

“[QUOTE]” – @TwitterProfile #quote

“[QUOTE]” – [NAME OF PERSON NOT ON TWITTER] #quote
Everyone loves a daily dose of inspiration! It’s difficult to research quotes and find the perfect one, so inspirational quotes are best shared when you randomly come across them and get inspired yourself. So keep your eyes peeled for great quotes, takeaways, data, etc. and make sure to give credit where it’s due.

Example: “It does not do to dwell on dreams and forget to live.” – @jk_rowling #quote

**The Follow Friday Tweet**

#FF @TwitterProfile to get [BENEFIT OF FOLLOWING]

On Fridays, people like to show appreciation for other Twitter users by using the Follow Friday hashtag #ff. The best #ff tweets don’t just list a bunch of random Twitter handles. Instead, include one or two people and mention why you’d recommend your followers follow these users.

Example: #FF @DianaUrban to get tons of great Twitter, Facebook, and blog marketing tips! #marketingtips

**A Slice of Life**

Let your personality shine through by occasionally tweeting about things like:

- What you think of the book you’re reading
- What movie you recently enjoyed and why
- A yummy recipe tip you just discovered
- A link to a meme or Buzzfeed article you found hilarious
- A photo of your pet (don’t overdo it, but most people love a dose of cuteness)

Obviously, the possibilities are endless, so there’s no single template to follow. Just be sure to provide some value or genuine insight into your life rather than posting mundane tweets about sitting on the couch or ranting about your neighbors. (I might be guilty of the latter…)

Example: I now understand why people binge-watch #HouseOfCards. Because I am now one of them. Who else is addicted?

*Look familiar? I recently posted a similar article on HubSpot’s marketing blog. You can check it out here.*

Want to share this post? Here are some ready-made tweets:
Click to tweet: 10 Tweet Templates to Help You Write the Perfect Tweet Every Time – http://bit.ly/1sNZjKe by @DianaUrban

Click to tweet: Not sure what to tweet? Here are 10 tweet templates to get you started – http://bit.ly/1sNZjKe #TwitterTip

Click to tweet: Don’t tweet the same type of thing over and over. Here are 10 tweet templates to help you mix it up. http://bit.ly/1sNZjKe #TwitterTips