

Encouraging Volunteerism

Personal phone call talking points

- Introduce yourself (name, where you practice).
- Explain that you're calling as a representative of your district/local society.
- Talk about why you got involved as a volunteer for your society and mention some examples of why it is rewarding.
- Explain that the society is looking for volunteers, "Would you be interested in serving as a volunteer?"
- Discuss available positions – explain duties, time commitment (number of meetings, length of meetings, weekly/monthly tasks). If you're interested in creating more task-oriented, micro-volunteer positions, PDA staff can forward descriptions to you.
- Don't pressure the member or make them feel guilty. Empathize with them. Phrases like "I know how hesitant I was to volunteer," or "I wasn't sure how to fit involvement with the society into my schedule either" will make them feel more comfortable.
- If they remain hesitant, invite them to join you at the next society meeting or event. Give them a chance to experience what volunteering would involve.
- If they're not interested in attending the next event, maybe they'd like to talk with you one-on-one about being involved in the society? Consider inviting them to lunch.
- Make sure you leave them with your contact information and encourage them to think about what you've discussed and give you a call if they are interested.
- Follow-up with those who were on the fence in 4 – 6 weeks.
- If they say NO, ask if they'd be interested in volunteering in the future. If yes, ask for a specific time frame (in six months? in a year?) Add them to a list of future volunteer prospects.
- If they say NO and have no desire of volunteering, encourage them to attend society meetings. Even though they might not be interested in volunteering, share that their opinion and feedback is valued and their attendance at meetings is greatly appreciated.