

Advocacy Recruitment & Training

What to say and when(ish)



~ 2 Months Out: Identifying Advocates

Give yourself plenty of time to brainstorm who should be an advocate. These are your super fans, your loyal constituents, and your eager community members. Think broadly! Here are just a few ideas:

- ▷ Class Agents
- ▷ Alumni Board
- ▷ Board of Trustees
- ▷ Parent Counsel
- ▷ Established Volunteers
- ▷ Event Attendees
- ▷ Social Media Super Fans
- ▷ Alumni who were student leaders
- ▷ Legacy Families
- ▷ Consecutive year donors
- ▷ Donors with recurring gifts
- ▷ Current FY Donors
- ▷ Faculty / Staff

Pro-Tip: Identify signatories who would be influential in recruiting these groups. Ex: Would it be best for the Parents' Counsel to hear from a fellow parent?

~ 1 Month Out: Recruitment Begins

Let them know your campaign is coming, what the campaign is about, and ask them to help! At this point, help them feel excited about getting involved, but don't overwhelm them with too many details. Here's a sample email for inspiration.

- ▶ Subject Line: Lend a few hours for a good cause?
- ▶ Content:

Hello <First Name>,

Next month, GiveCampus University is going all out for **Campaign on December 1** -- all out to celebrate the incredible school we know and love. We're asking the whole community to give back and support the students, faculty, and staff that are experiencing the University in a unique way this year. But we need volunteers to help make this happen. I am volunteering to ensure that experience continues to be filled with fun, exploration, and community.

You too can help this campaign be a success simply by spreading the word throughout your GiveCampus network. Your involvement will help raise critical resources for students, faculty, and staff who are working tirelessly to ensure their education is safely filled with curiosity and joy. Not only that, but it will be an easy and fun way to reconnect with your classmates and peers.

What do you say? Will you lend a few hours of time next month?

Please respond to this email and let us know if you're in to volunteer for *Campaign*. We'll keep in touch over with more information as we get closer to *Campaign*!

Thank you!

<<Key Advocate/Influential Signatory>>

~ 2 Weeks Out: Clear, Direct Ask

Time to get more specific about the campaign and the advocate's role. Set expectations, share timelines, invite them to training sessions, and keep reminding them how fun and easy it will be!

- ▶ Subject Line: We can't do this without you!
- ▶ Content:

Hi <first name>!

We're just two weeks away from *Campaign* and are so excited about the number of you that have raised your hand to help our community. This campaign does not happen without the involvement of our incredible volunteers. **Join us for a quick webinar on [volunteer training date/time]** to learn more about *Campaign* and how to be the best advocate.

As a campaign advocate, you'll be a cheerleader for the campaign, amplifying our reach, and getting more alumni, parents, and friends to give back to support our students. Here's how it will work!

- ▶ **Your Job:** Share the campaign with your peers, classmates, and GiveCampus University network. Spread the word via email, text, phone call, or social media and encourage your community to give back.
- ▶ **Time Commitment:** Being an advocate takes very little time. You could spend anywhere from 20 minutes to a few hours on your advocacy. The more time you spend, the more likely you are to land at the top of the advocacy leaderboard and win prizes!
- ▶ **Location:** Anywhere! The best thing about volunteering for *Campaign* is you can do it on your own time from the comfort of your home, your office, your commute, and everywhere in between.
- ▶ **The Fun of It:** You'll be able to track all of the impact of your volunteerism, celebrating the clicks, dollars, and donors that you generate for the GiveCampus. Get into the competitive, nostalgic spirit and help your class get to the top of the participation leaderboard, share fun memories about your time at GiveCampus, and work towards winning awesome prizes for your advocacy.
- ▶ **Why this Matters:** All dollars raised during this campaign will directly impact our school community. By helping spread the word about this campaign, we'll have increased resources to respond quickly and keep our community whole and happy and safe amid constantly changing circumstances.

I've sent you a calendar invite for the **training session on [volunteer training date/time]**. Please let me know if you did not receive that!

Thank you!

<<Campaign/Volunteer Manager>>

~ 5-10 Days Out: Day Before Volunteer Training

People are busy! Be proactive about reminding them about this training.

- ▶ Subject Line: Don't forget! Training for *Campaign* volunteers TOMORROW!
- ▶ Content:

Hi <first name>!

I just wanted to send you a friendly reminder that we're hosting a quick volunteer training for *Campaign* tomorrow, **[Day, Time]**. We'll cover the ways you can be a great advocate for this campaign and track the awesome impact of your outreach. The training will last about 20 minutes!

Please use the Zoom link below to join us and let me know if you have any trouble connecting.

[Enter Volunteer Training Webinar Link]

Thank you!

<<Campaign/Volunteer Manager>>

~ 5-9 Days Out: Day After Volunteer Training

Follow up with all of your advocates with all the training resources they need to get started on their advocacy and ask any lingering questions ahead of the public campaign launch.

- ▶ Subject Line: Everything you need to be the best advocate ever.
- ▶ Content:
Hi <first name>!

It's almost time! We hope you're getting excited about supporting our students and being an advocate for *Campaign*. Thank you to all of you who joined our training session last night. In case you missed it, or need a quick refresher, please use the resources below to get started.

- ▶ **Recording of Volunteer Training**
- ▶ [Two minute Video Instruction](#)
- ▶ **Quick Instructions on How to Be an Advocate**
- ▶ Not sure what to share? Use this **advocacy toolkit** for images to share, as well as ideas for emails and social media posts.
- ▶ Remember, the campaign officially launches on December 1 but as our advocates, you have special access to start sharing, donating, and offering matches and challenges now!

Don't hesitate to reach out if you have any questions, or need help setting up your GiveCampus

account. Thank you for all you do to support our students.

<<Campaign/Volunteer Manager>>

~ 2 Days Out: Reminder / Pump Up

Reminder your advocates the campaign is about to launch publicly. Get them excited and say thank you!

- ▶ Subject Line: Let's do this!!
- ▶ Content:

Hi [preferred first name],

Campaign is about to officially launch! It's time to spread the word (via text, email, social media, or any other way you want), encourage your peers to give back to support our students and help us reach our goal of [goal]. If you haven't started already, help us get the momentum going today with your own gift -- consider offering a match or challenge to make your gift go further and motivate additional support.

Not sure how to get started? [Here](#) are some brief instructions, [a quick video](#), and an advocacy toolkit. Just want the abridged version? We've got you covered:

- ▶ **Step 1:** Click on the 'sign up/login' [[link to advocacy dashboard](#)] buttons to create your account. We can't track or celebrate your impact if you don't take this step!
- ▶ **Step 2:** While logged into your advocate account, use the Facebook, Twitter, Text and Email buttons to help spread the word and encourage your friends, family and classmates to get involved (use the **advocacy toolkit** if you don't know what to say!)
- ▶ **Step 3:** Check back to the 'advocates' tab [[link to advocates tab](#)] to see how many clicks, dollars, and donors you've generated for [school name].

We truly could not do this without you and the impact your participation will have on our community cannot be understated. Thank you for your time, effort, care, and generosity. We can't wait to celebrate the impact you have on *Campaign*!

If you need help or have any questions, don't hesitate to reach out!

Let's do this. Have fun and thank you!

<<Campaign Manager>>

Mid-Campaign Motivation

Just as your donors will need reminders throughout the campaign and little extra motivation, so will your volunteers! Give them a few reminders and ideas for continued outreach. The timing of this will be up to you: consider something half-way through, when a major milestone has been reached, and/or when you see momentum slowing down and need a bump from extra advocacy

- ▶ Subject Line: Keep it up!!
- ▶ Sample Content:

Today is *Campaign*! It's only noon and we're already [campaign progress] towards our goal! The amazing work of our advocates is keeping our momentum going strong and helping us raise more for our students and school community than ever before. But we're not slowing down any time soon. We encourage you to keep sharing and make sure no one in your network misses the opportunity to give back.

Do some of those slow-poke donors need a little extra motivation? Let them know that [announce new match/challenge. Ex: an anonymous donor is now matching \$100/donor]!

Wondering the impact you've had thus far? Check out the advocates tab [\[link to advocates tab\]](#) and see how many clicks, gifts, and dollars you personally have generated. Want to get yourself to the top of the advocate's leaderboard? Share some more!

Thank you for all you're doing to help us surpass our goal. Keep up the amazing work!

<<Campaign Manager>>

Post-Campaign Stewardship

We know you take great care thanking your donors. But it's just as important to steward your volunteers! Say thank you quickly and share the data on the impact of their advocacy. Ensure they know the value of their participation to increase the likelihood they'll participate again!

- ▶ Subject Line: Wow. We can't thank you enough.
- ▶ Content:

We did it! Thank you for your care, generosity, and all you did to help make *Campaign* a success. Thanks in a huge part to our advocates, we raised [Share campaign results]. Collectively, advocates like you generated XXX clicks, XXX donors, and \$XXX. Thanks to you, GiveCampus University has more critical resources to respond quickly and keep our community whole and happy and safe amid as we continue navigating constantly changing circumstances. We truly could not have done it without you.

We're in awe and so proud of our community. Thank you!