



Volunteer Engagement Leader (VELcro) Job Description

All VELcros will be asked to take on all of these tasks at various times.

A member of the Volunteer Recruitment and Engagement Team, a Volunteer Engagement Leader (VELcro) is responsible for the recruitment of “on-the-ground” phone bankers and canvassers for C2C. In addition, VELcros provide a sense of support and community for C2C volunteers, making reminder calls/emails and sending thank you emails. Templates and scripts are provided for all communications with volunteers; use them as a base and make them your own!

VELcros are encouraged to expand C2C’s network of volunteers by inviting friends and neighbors to join, and offering to help new volunteers become familiar with C2C procedures for phone banking and canvassing. VELcros work under the guidance of C2C’s Volunteer Recruitment and Engagement leadership team. This role is highly supported; detailed process guides and instructions have been created for training and for job execution.

Primary Duties:

- Recruiting for a phone bank or canvass every month (the frequency of this job will fluctuate depending on how many events C2C has scheduled). As many as 3 VELcros can sign up to share this role on every event. (See detailed process documents on how to do this). [Note: at the end of 2024, each VELcro had a “chapter” of volunteers to nurture, so this type of system should also be explored].
- making reminder phone calls/emails/texts the day before to people who have signed up;
- sending out a thank you email to participants the day after they phone bank or canvass*;
- Participating in one phone bank or canvass every month;
- Recruiting New C2C Volunteers by using your networks and inviting new people to C2C social events, canvasses, and phone banks.

Meetings and Communications

VELcros meet once per month with the Leadership Team to foster community, improve our processes, and address any questions. A regular meeting time will be established in late 2023 or early 2024 for the 2024 cycle. These meetings are often by Zoom and sometimes in person.

*Two additional C2C volunteers send handwritten postcard thank you notes to all canvass/phone banks participants each month.