



Volunteer Recruitment Tips

Volunteer recruitment is the most important skill that can be developed and refined by a campaign operative. Recruitment and retention requires an organizer and volunteer to step outside of their comfort zone and establish a personal relationship prior to any voter contact occurring. Failures to forge a one-on-one personal relationship will likely result in a dissatisfying experience for the volunteer, and a shortened participation in the Trump Victory program. Retaining a satisfied, engaged participant is far less time consuming than replacing or re-recruiting a burned-out volunteer.

Tips for Recruiting First-Time Volunteers:

- Make a point to always be friendly and approachable. While you may live the campaign every single day, a volunteer prospect has likely never participated in electing a candidate.
- Impart earnestness. Make sure your volunteer prospect knows how critical what you're asking them to do is, how it will help the President Trump and Republicans win in November, and why it must be done now instead of next month.
- Spend time getting to know each other on a personal level. They are less likely to skip a shift, or avoid a phone call if it's coming from a personal friend.
- Listen closely to every new volunteer's story and focus on discovering your shared motivations for being involved in the campaign.
- Always make your ask firm and clear. A hard ask only works if it's for a specific time and place. It is far more effective to ask, "Can you join us this Saturday at 10 am for a MAGA Meet-Up?" than, "Do you think you might have some time in the next few weeks to help us out, if you aren't too busy?"
- Follow-up at least once, twice preferably with a "I'm really looking forward to seeing you on X day at X time. Could you bring a friend along as well?" type call or email. We are in the business of people, be personable.
- Always thank the volunteer upon task completion, debrief them to review their experience, and let them know that you'll be following up soon to discuss their next shift. There's no such thing as a "one and done" volunteer.



Recruitment Cold Calls:

- Always strive to make a personal connection within the first 30 seconds.
- Be confident.
- Always be positive. Everything is awesome.
- Instill a sense of urgency in the prospect.
- Always end calls with a hard ask.

Key Components of the Hard Ask:

- **Update**
 - Give your ask context. What is the campaign up to today? What's going on that's so important?
- **Convey a sense of urgency!**
 - Why now and not next month? How will this work directly influence the outcome of the election?
- **Present a clear challenge**
 - How many voters do we need to ID this week? What's the registration gap in their neighborhood? What happens if we don't register them this week?
- **Present the obvious solution**
 - FYI- The volunteer is ALWAYS the solution. "We'll never have all the volunteers we need, and there are never enough votes to guarantee a win."
- **Be detailed, honest, and action oriented**
 - Always end with a specific action item. Include a time and place. i.e. "We're registering voters this Thursday at 12:00 am outside the DMV. Can you participate?"

Choosing Your Words Carefully

- **Avoid these phrases**
 - "Volunteering" or "Helping"
 - "Giving your time"
 - "Do you have time..."
 - "Would you be interested in"
 - "If you're not too busy..."
 - "Maybe?"
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- **What expressions get positive results?**
 - “Can President Trump and the Republican ticket count on you?”
 - “Can I count on you?”
 - “Opportunity” or “Participate”
 - “Get involved”

Four Things to Remember

- Ask then wait for a response... Wait as long as it takes.
- Never apologize for asking
- Assume a “Yes” until told otherwise
- Everything is always “Great!”