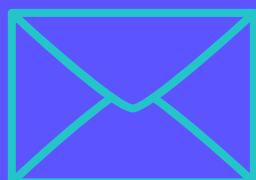
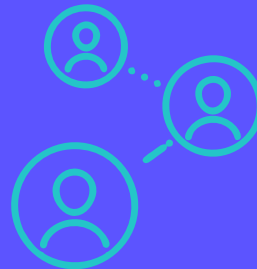
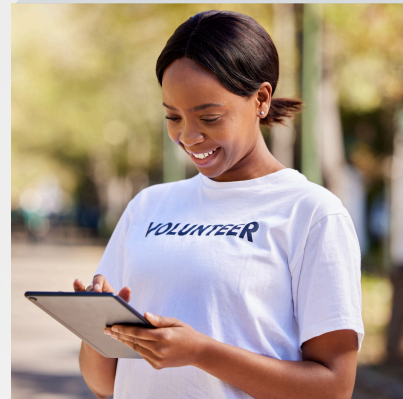


Digital Volunteer Communications Guide

25+ Messages Your Volunteers Need to Receive

Plus, how to deliver them with digital tools throughout the volunteer lifecycle



Why ***Digital Communications*** for your volunteers?

Effective communication lies at the heart of healthy volunteer engagement.

As a volunteer manager, clear and timely communication serves as the cornerstone of fostering strong relationships with volunteers. Not only does it ensure that volunteers are well-informed and engaged, but it also helps to streamline operations, enhance volunteer satisfaction, and ultimately maximize the impact of their contributions.

By maintaining open lines of communication, volunteer leaders can empower volunteers, build a sense of community, and create a supportive environment where everyone feels valued and motivated to make a difference.

01 **25 Types of Messages to Send Your Volunteers**

02 **50 Volunteer Message Templates**

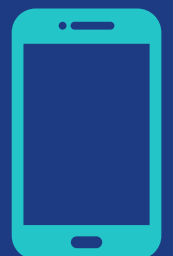
03 **How to Send Volunteer Messages with Digital Tools**

Putting it all together:

04 **Communicating Throughout the Volunteer Lifecycle**

05 ***Example:* Follow One Volunteer's Journey with Digital Communications**

06 **Volunteer-Tech Tools for Digital Volunteer Communications**





In a digital-first hybrid world, **communication** that *creates connection* & nurtures relationships is *more important than ever before.*

A smiling woman in a blue cap and shirt, with other volunteers in the background.

section 01

25 Types of Messages to Send Your Volunteers

25 Types of Messages to Send Your Volunteers

Effective communication is crucial in volunteer management, as it ensures that volunteers are well-informed, motivated, and engaged.

For volunteer leaders, sending the right type of message at the right time is essential to maintain a smooth and productive operation.

Different types of messages serve specific purposes, from welcoming new volunteers and providing essential training to recognizing outstanding contributions and sharing urgent updates. Understanding these distinctions allows volunteer coordinators to tailor their communication strategies, fostering a supportive and efficient volunteer environment.

By doing so, they can enhance volunteer satisfaction, improve retention rates, and ensure that all organizational goals are met with the collective effort of their dedicated team.

Messaging *Top 25 Messages to Send Your Volunteers*

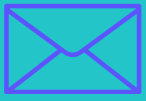
One-Time	Engagement	Shift Related	Appreciation	Sporadic
<ul style="list-style-type: none">• Welcome Messages• Onboarding Info• Training Reminder• Qualification Required• Orientation	<ul style="list-style-type: none">• Community Outreach• Social Media Share• Recruitment Initiative• Holiday Greetings• Survey	<ul style="list-style-type: none">• Shift Recruitment• Shift Scheduling• Shift Confirmations• Shift Reminders• Shift Changes	<ul style="list-style-type: none">• Individual Recognition• Team Appreciation• Program Recognition• Volunteer Appreciation• Share Impact	<ul style="list-style-type: none">• Emergency Alerts• Training Opportunities• Policy Updates• Special Announcement• Initiative or Partnership



section 02

50 Volunteer Message Templates

50 Volunteer Message Templates



One-Time Messages

Welcome Messages:

"Welcome to [Organization Name]! Thank you for joining our volunteer team dedicated to [Your Mission]. We're thrilled to have you on board and look forward to making a positive impact together!"

"Dear [Volunteer Name], Welcome to [Organization Name]! Your decision to join our volunteer team dedicated to [Your Mission] means the world to us. Together, we're poised to make meaningful strides towards our shared goals. Let's embark on this journey of impact and camaraderie together!"

Onboarding:

"Thank you for joining [Organization Name]! Here are your next steps for onboarding:

1. Complete the Volunteer Agreement: Please review, sign, and return the attached agreement by [due date].
 2. Attend Orientation: Join us on [Orientation Date] at [Orientation Time] via [Orientation Location or Virtual Link].
 3. Training Session: Your training is scheduled for [Training Date] at [Training Time].
- Feel free to reach out if you have any questions. We're excited to have you on board!"

"Hi [Volunteer Name]! Just a reminder: Complete your volunteer agreement, attend orientation on [date] at [time], and join the training session on [date]. Looking forward to seeing you!"

Training Reminder:

"Hi [Volunteer Name], just a quick reminder about your training session tomorrow at [time]! Looking forward to seeing you there!"

"Hey [Volunteer Name], don't forget your volunteer training is coming up on [date] at [time]. See you then!"

Qualification Required:

"To ensure the best experience for both our volunteers and those we serve, we require all volunteers to complete [specific qualification or certification, e.g., "a background check" or "CPR certification"].

Please complete this qualification by [due date] and submit the necessary documentation to [Contact Information or upload link].

Thank you for your dedication!"

"Hi [Volunteer Name], to volunteer with us, please complete [qualification, e.g., "a background check"] by [due date]. Submit documentation to [Contact Info]. Thanks!"

Orientation:

"Welcome to [Organization Name]! We're excited to have you join our mission of [mission]. Your Volunteer Orientation is scheduled for: Date: [Orientation Date] Time: [Orientation Time] Location: [Orientation Location or Virtual Link] This session will cover essential information about your role and our organization. Bring any questions you have—we're here to help. We look forward to starting this journey with you!"

"Hi [Volunteer Name]! Friendly reminder about our volunteer orientation tomorrow at [time]! Can't wait to welcome you and get started. See you there!"



Engagement Messages

Community Outreach:

"Hi [Volunteer Name]! Exciting news! We're gearing up for a special community outreach initiative next week. We'd love your help in spreading kindness and making a positive impact. Are you in? Let us know!"

Hey [Volunteer Name]! 🌟 We're rallying our awesome volunteers for a meaningful community outreach event next week! Want to join us in? Let us know if you're in—it's going to be fantastic!

Social Media Share:

"Hey [Volunteer Name]! 😊 Want to help us spread the word about our amazing organization? Share your volunteer experiences on social media and tag us! Let's inspire others to join our cause together! 🌟 #VolunteerLocal"

"Hi [Volunteer Name]! 🙌 We're on a mission to make a difference, and we need your help! Could you take a moment to share your volunteer journey with us on social media? Your stories inspire others to join our cause! Don't forget to tag us! #VolunteerLocal"

Recruitment Initiative:

"Hi [Volunteer Name]! We're expanding our team and we need your help! Know someone who'd be a great fit for our cause? Invite them to join us and make a difference together! Spread the word and let's grow our community!"

"We're expanding our volunteer community and would love your help! Can you spread the word to your network or share our opportunities on social media? Your support makes a huge difference!

Interested? Reply to this email or contact [contact person].

Thanks for your ongoing dedication!"

Holiday Greetings:

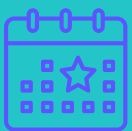
"May this season be filled with warmth, joy, and gratitude for all you do. Thank you for your unwavering support and dedication."

"Wishing our amazing volunteers a wonderful time during this special season. Your kindness and generosity brighten our days and make our community stronger. Cheers to you!"

Survey/Feedback Requests:

"We value your feedback! Please take a few minutes to complete our volunteer satisfaction survey and share your thoughts on your volunteering experience."

"Your voice matters! We're committed to continuously improving our volunteer experience, and your feedback is invaluable in shaping our journey forward. Take a moment to share your thoughts through our volunteer experience survey. Together, we'll keep growing our team!"



Shift-Related Messages

Shift Recruitment:

"Hi [Volunteer Name], hope you're doing well! We have an upcoming shift on [date/time] and wanted to check if you're available to help out. Let us know if you can make it!"

"Hey [Volunteer Name], we have an exciting event coming up on [date] and would love to have you join us. Are you available to volunteer? Your support would be greatly appreciated!"

Shift Scheduling:

You've signed up for a volunteer shift [Date and Time] at [Address]. Please confirm if this time works for you.

Volunteer Shift: You've signed up for a volunteer opportunity! Your next shift is scheduled for [Date and Time] at [Address]. We look forward to seeing you soon. Should any scheduling changes be necessary, please reach out to us at [Contact Information]

Shift Confirmations:

"Thanks for confirming your attendance for your upcoming shift at [Address] at [Time]. Your dedication is greatly appreciated! We'll see you there!"

"Confirmed and Ready! Thank you for confirming your attendance for the upcoming shift at [Location] at [Time]. We deeply appreciate your commitment. Get ready to make a difference—we're counting down the hours till we see you in action!"

Shift Reminders:

"Friendly reminder: Your volunteer shift is tomorrow! We're looking forward to your support in making this event a success. See you at [Location] at [Time]!"

"Hey there, [Volunteer Name]! Just a gentle nudge to remind you that your shift is tomorrow! Your contribution is key to this event's success, and we're grateful for your commitment. We'll meet up at [Location] at [Time] sharp. Can't wait to see you there!"

Shift Changes:

"Attention volunteers: Due to unforeseen circumstances, the volunteering shift on [Date] has been rescheduled to [Date] at the same time. Please let us know if you're still available to participate."

"Important Volunteer Update: Please note that due to unforeseen circumstances, the volunteering shift originally scheduled for [Date] has been rescheduled to [Date] at [Time]. We understand this may impact your availability. Kindly confirm your continued participation or reach out to discuss any concerns."

Volunteer-Tech that simplifies volunteer shift communications can easily save 5-20 hrs a week in coordination time!





Appreciation Messages

Individual Recognition:

"Hi [Volunteer Name], your consistent support and positive attitude are invaluable to our team. Thank you for your amazing efforts and dedication!"

"Hey [Volunteer Name], just wanted to recognize your fantastic work at [event or project]. Your contributions are deeply appreciated and make a real difference. Thank you!"

Team Appreciation:

"Hello Team, a huge thank you for your outstanding teamwork and support during [event or project]. Your collaboration and enthusiasm have truly made a difference. We are incredibly grateful for all your efforts!"

"To our amazing volunteer team, we are deeply appreciative of your time, energy, and passion. Your contributions have been invaluable to our mission, and we are so thankful to have you with us. Great job, everyone!"

Program Recognition:

"Hello [Program Name] Volunteers, your passion and dedication have shone through in all your efforts. Your work in [specific area or project] has made a significant difference, and we deeply appreciate your continued support. Great job, everyone!"

"Hi [Program Name] Team, thank you for your outstanding contributions to [specific initiative or project]. Your hard work and enthusiasm have been crucial to our sustainable growth. We are incredibly grateful for all that you do!"

**Setting up post volunteer shift
appreciation and impact sharing messages
creates a complete *volunteer motivation loop*
- improving volunteer satisfaction and
retention rates!**



Volunteer Appreciation:

"To our wonderful [Program Name] Volunteers, this Volunteer Appreciation Week, we want to celebrate you! Your passion and commitment are at the heart of our community. Thank you for your incredible efforts and for making a lasting difference. We appreciate you!"

"Hello [Program Name] Volunteers, Volunteer Appreciation Week is the perfect time to acknowledge your exceptional efforts. Your commitment and passion make our mission possible, and we are so grateful for each and every one of you. Thank you for all that you do!"

Share Impact:

"Thanks to our dedicated volunteers, we successfully collected over 200 bags of trash, significantly improving the cleanliness and beauty of our local parks and streets!"

"Volunteers helped organize and distribute over 1,000 clothing items this month!"



Sporadic Messages

Emergency Alerts:

"URGENT: Tomorrow's volunteer event has been canceled due to severe weather conditions. Your safety is our priority. We'll update you with further information soon."

"URGENT: Safety first! In light of severe weather conditions forecasted for tomorrow, we've made the difficult decision to cancel the volunteer event. Your well-being remains our top priority. Please stay tuned for further updates, and thank you for your understanding."

Training Opportunities:

"Exciting news! We're hosting a volunteer training session next week [Date and Time] to help you enhance your skills and knowledge. RSVP to claim your spot!"

"Attention, Lifelong Learners! Are you ready to level up your volunteering game? We're thrilled to announce an upcoming training session designed to empower you with new skills and knowledge. Mark your calendars for [Date and Time] and RSVP now to reserve your spot!"

Policy Updates:

"Important: We've updated our volunteer policies regarding safety protocols. Please take a moment to review the changes outlined in the attached document."

"Volunteer Policy Bulletin: Your safety is important to us. We've recently updated our volunteer policies to enhance our safety protocols. Please take a moment to review the changes outlined in the attached document. Thanks for making this a safe place to volunteer"

Special Announcements:

"Hey team, we're thrilled to announce that our organization has been selected to receive a new grant for our programming. Thank you all for your dedication and being a part of making this possible!"

"Great news, volunteers! We're excited to share that our programs are expanding to new locations within our community. Thank you for your continued support as we grow and make a difference together!"

Partnerships & Initiatives:

"Exciting news, volunteers! We've just launched a new initiative aimed at expanding our impact in the community. Stay tuned for more details!"

"We're thrilled to announce a new partnership with [Partner Organization]! This exciting collaboration will enable us to further our mission and expand our reach in the community. Together, we'll be able to make an even greater impact. Thank you for your continued dedication and support as we embark on this exciting journey together!"



Communicating throughout the volunteer lifecycle improves engagement!



Use these volunteer communications templates as a copy/paste resource or as inspiration to write your own!

A woman with dark, curly hair is looking down at a laptop screen. The image is slightly blurred, focusing on the woman's face and the text overlay. The background is a warm, indoor setting with soft lighting.

section 03

How to Send Volunteer Messages with Digital Tools

How to Send Volunteer Messages with Digital Tools

Throughout the **volunteer lifecycle**, various communication channels will play crucial roles in engaging and supporting volunteers.

Leveraging **diverse message delivery methods** ensures that volunteers feel connected, informed, and valued, ultimately contributing to a positive volunteering experience.

The following communication channels will be crucial in engaging and supporting volunteers:



Tools *How to Send Volunteer Communications*

Volunteer Portal A dedicated online portal where volunteers can log in to view their schedules, messages, and updates.

Email Notifications Automatic emails sent to volunteers for shift scheduling, reminders, confirmations, and updates.

SMS Alerts Text messages sent directly to volunteers' mobile phones for urgent notifications or reminders.

In-App Notifications Push notifications within the volunteer management app to alert volunteers about shifts or updates.

Calendar Integration Integration with volunteers' personal calendars to automatically add scheduled shifts and events.

Mobile App Messaging In-app messaging feature allows coordinators to communicate with volunteers directly.

Automated Reminders Email, text, or app notifications a day or two before scheduled shifts to remind volunteers of their commitments.

Newsletters Sent via email or in app, containing updates, volunteer spotlights, upcoming events, and useful resources.

Surveys + Feedback Sending surveys or forms through the platform to gather feedback, preferences, or availability from volunteers.

Training Modules Interactive training modules or resources accessible within the app or platform to help volunteers prepare for their roles.

Document Sharing Uploading and sharing important documents, manuals, or guidelines within the app for easy access by volunteers.

Emergency Messages Capability to send emergency messages to all volunteers simultaneously in case of urgent situations or cancellations.

**Multi-channel digital communications
meets volunteers where they're at!**





section 04

Putting it all together:
**Communicating
Throughout the
Volunteer Lifecycle**

Putting it all together: Communicating Throughout the Volunteer Lifecycle

Recognizing the unique stages throughout the volunteer lifecycle is essential for applying communications effectively.

By understanding where volunteers are in their journey, volunteer coordinators can tailor their messages to meet specific needs and expectations.

For example, during the *recruitment stage*, emphasizing the organization's mission and impact can attract potential volunteers. In the *orientation/onboarding stage*, providing clear instructions and resources can help new volunteers feel welcomed and prepared. Throughout the *engagement phase*, regular communication about upcoming events, opportunities, and appreciation efforts maintains volunteer interest and commitment.

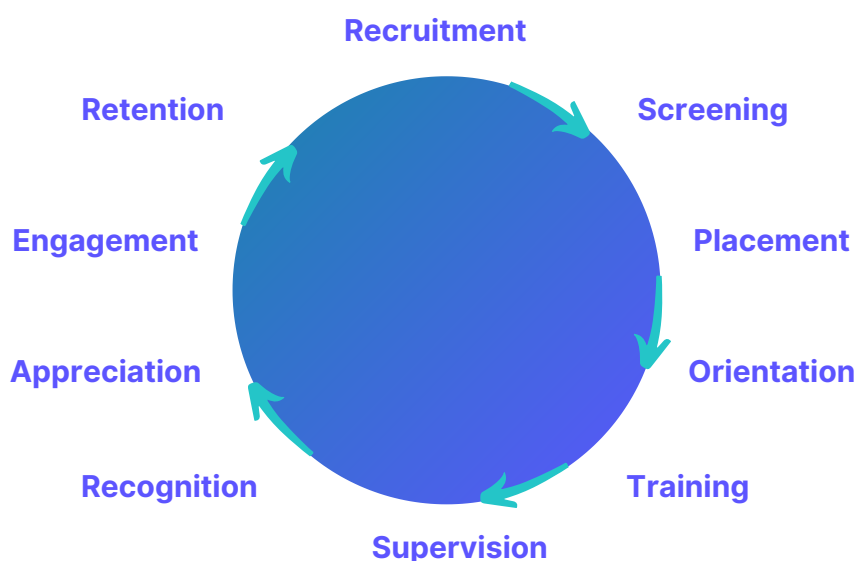
And in the *recognition and appreciation stage*, acknowledging volunteers' contributions and expressing gratitude fosters positive relationships and encourages potential re-engagement.

By recognizing these stages, volunteer leaders can strategically send communications that resonate with volunteers at each step, ultimately maximizing engagement and retention.



Strategy *Volunteer Lifecycle-based Communications*

Recognizing what communications you're using at every stage of a volunteer's experience



**Create your volunteer communications strategy based on the volunteer lifecycle.
Then you know you're delivering the right message at the right time!**



A young woman with curly, light brown hair is smiling warmly at the camera. She is wearing a blue and white horizontally striped long-sleeved shirt. She is holding a black smartphone in her right hand. The background is a red brick wall on the left and a large window with a grid pattern on the right, showing a blurred outdoor scene. A semi-transparent blue rectangular box is overlaid on the lower half of the image, containing text.

section 05

Example:

Follow One Volunteer's Journey with Digital Communications

Example: Follow One Volunteer's Journey with Digital Communications

Ensuring that a volunteer receives only the communications that are relevant to them is crucial for fostering a positive and engaging volunteer experience.

By tailoring communications to the individual's stage of the volunteer lifecycle, interests, and availability, organizations can demonstrate that they value the volunteer's time and effort.

Considering communications from the volunteer's perspective helps maintain their engagement and commitment by providing them with the information they need in a timely and efficient manner.

This approach not only enhances the volunteer's experience but also maximizes the impact of the organization's communication efforts, ultimately contributing to a stronger relationship between the volunteer and the organization.

Here's an example of what that experience could feel like from one person's perspective:

The Volunteer Communications Experience



It takes a combination of communication channels and messages to motivate and engage volunteers throughout the lifecycle.



Sarah is a new volunteer who is ready to get started!

She's receiving messages from the volunteer coordinator that keep her informed on what action to take next & how to participate in volunteerism at the organization.

Let's follow Sarah's volunteer journey:



Recruitment: Sarah discovers an environmental conservation organization online and signs up to volunteer by filling out a form on their website. She receives an automated email thanking her for her interest and providing an overview of the organization's mission and volunteer opportunities.



Training: After a week, Sarah receives another email inviting her to an orientation session. The email includes a detailed agenda for the training, along with a link to access pre-training materials. Additionally, she receives a text message reminder a day before the orientation.



Supervision and Shift Confirmation: Following the orientation, Sarah signs up for her first volunteer shift at a local park cleanup event. She receives an email with specific instructions on where to meet, what to bring, and whom to contact upon arrival. The day before the event, she receives a text message confirming her attendance and reminding her of the shift timing.



Appreciation: After completing her volunteer shift, Sarah receives a customized email from the volunteer coordinator. The email highlights the impact of her efforts with the volunteer team on the community and includes a confirmation of her volunteer hours. Additionally, she receives a follow-up text message inviting her to join the organization's volunteer appreciation event the following month.



Throughout her journey, Sarah receives a combination of emails and texts tailored to each stage of the volunteer lifecycle, ensuring she feels supported, informed, and appreciated as she contributes her time and effort to the organization's cause.

Build your volunteer communications strategy using your unique volunteer lifecycle, a rhythm of messages that makes sense with your program, and volunteer-tech tools!





section 06

Volunteer-Tech Tools for Digital Volunteer Communications

Volunteer-Tech Tools for Digital Volunteer Communications

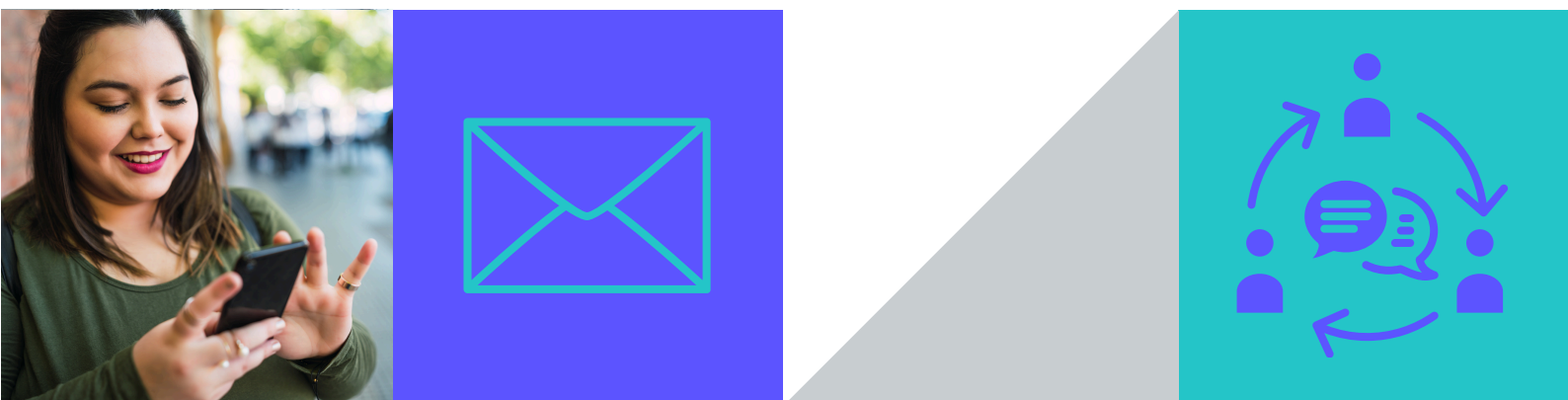
Volunteer-technology tools offer invaluable assistance in streamlining volunteer communications across the entire volunteer lifecycle.

From recruitment and onboarding to ongoing engagement and retention, these tools provide a centralized platform for communication, allowing volunteer coordinators to easily disseminate information, send reminders, and collect feedback.

Features such as automated email campaigns, event management systems, and mobile apps facilitate efficient communication, reducing the administrative burden on volunteer leaders and ensuring that volunteers stay informed and engaged.

Additionally, these tools often offer analytics capabilities, enabling organizations to track volunteer interactions, measure engagement levels, and identify areas for improvement.

Overall, leveraging volunteer-technology tools not only enhances communication efficiency but also strengthens relationships between volunteers and organizations, ultimately leading to a more impactful volunteer experience.



Want to learn how to improve your volunteer engagement with digital tools?

***Connect with one of our volunteer-tech advisors
for a free digital volunteer audit!***

info@galaxydigital.com