Volunteer Communications Planning Guide

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Volunteer Communications

☑ **Evaluate** your neccessary communications

☑ **Identify + boost** what is working

☑ **Determine** new communications channels + strategies

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Evaluate Necessary Volunteer Communications

What are the unique phases of each volunteer's lifecycle with our program? (awareness, recruit, active, etc)

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What types of communications are we currently using for these phases? (sign-up, follow ups, thank you's)

_____

Are there phases of the volunteer lifecycle that have a gap in communications?

_____

How do we currently communicate with our volunteers at each of these phases?

_____

Identify + Boost What is Working

Are we currently seeing positive engagement with volunteers from our communications efforts?

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If yes, are these communication efforts sustainable? Or do we need more support to keep them consistent?

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If no, have we gained volunteer feedback to understand how our communications could improve?

_____

What are our volunteers favorite ways of receiving communications from our program?

_____

Determine new communication channels + strategies

Do we have a clear strategy for each of our communications channels?

Where can we adjust our messaging to to increase volunteer engagement?

What new communications channels should we explore using?

What additional tools + resources could support these shifts in our volunteer communications efforts?

Use this list to hone in on the findings
from the previous 3 pages.

Volunteer Communications

	Currently effective?	Update strategy?	Need tools?	Is this consistent?	Additional support?	Notes
☐	☐	☐	☐	☐	☐	_____
☐	☐	☐	☐	☐	☐	_____
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Example

Volunteer Communications	Currently effective?	Update strategy?	Need tools?	Is this consistent?	Additional support?	Notes
☐ Volunteer Newsletter	Y	Y	?	N	?	Usually try to get this out once a month, but never same time
☐ Group Emails	Y	?	?	Y	Y	These are really helpful, especially for location changes
☐ 1-on-1 e-mails with Vols	Y	Y	Y	N	Y	These work, but are time consuming, consider tech tools
☐ In-Person Events	Y	Y	?	N	Y	These work, but hard to invite everyone, consider tools
☐ Reminder Emails	Y	Y	Y	N	Y	Important, but no time to do, is there a tool that does this?
☐ Follow Up Emails	☐	☐	☐	☐	☐	
☐ Thank You Cards	☐	☐	☐	☐	☐	
☐ Photos on Social Media	☐	☐	☐	☐	☐	

Creating Successful Volunteer Communications

Layers of Communication:
- communicate regularly through a volunteer e-newsletter/individual emails
- volunteer website w/ sign-up
- social media groups
- phone calls/texts
- reminder messages

Practices:
- map out each phase of the volunteer journey
- determine what communications work best for each phase
- create a plan to streamline + automate where possible (ie sign up, reminders)

Tools:
- volunteer app for reminders + check in
- volunteer management all in one system to reduce manual emailing
- social media auto posting tool like Later

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Need additional resources to boost your volunteer communications? Head to www.galaxydigital.com/blog and you'll find what you need in our Learning Center!