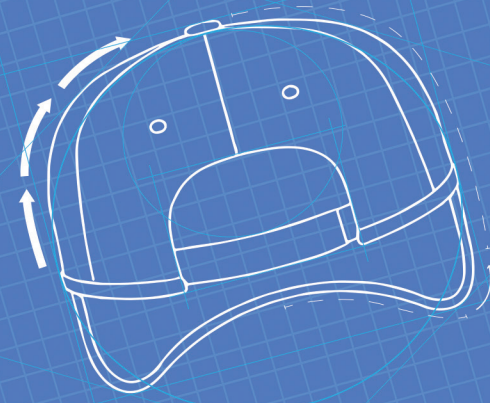
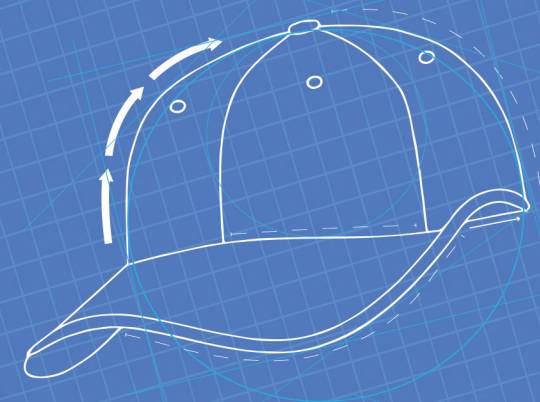




SUCCESSFULLY RECRUIT **VOLUNTEERS**



Volunteers are the lifeblood of every campaign, but candidates rarely take the necessary steps to recruit them or make them feel appreciated. Enlisting volunteers can be time consuming, but you're more likely to be successful if you plan out your strategy ahead of time.

THERE ARE THREE ESSENTIAL INGREDIENTS THAT MAKE UP EVERY SUCCESSFUL CAMPAIGN:

A CANDIDATE, AN ORGANIZATION AND MONEY.

While a campaign cannot exist without adequate resources, there's a more vital element that many campaigns don't pay enough attention to: volunteers.

LEAD BY EXAMPLE

The single best way to make people want to help you with your campaign is by showing them how hard you are willing to work yourself.

REACH OUT AND ASK

Where do you find volunteers? They are all around you. Recruit family members, friends, local activists, State Party Delegates & Alternates, seniors, church groups, co-workers, and students.

SOCIAL MEDIA

Ask for volunteers on your website and Facebook account. Showcase volunteer programs and activities and highlight great work being done.

SHOW THEM YOU CARE

Make volunteers feel welcome, special and appreciated. Remember to say 'Thank You.' Discover their interests for volunteering and what they hope to experience.

DON'T WASTE TIME

Be organized. Outline specific roles and responsibilities, provide proper training and encourage questions.

BE CREATIVE

Have a variety of project options that take into consideration the time of day and day of the week volunteers are available. Be flexible, open minded and think outside the box. Consider what projects works best with the different groups you have available: seniors, home schoolers, YR's or College Republicans.

REWARD VOLUNTEER EFFORTS

Invite them to events and acknowledge their involvement and contribution. Let them know what they do is important and their efforts are appreciated.

Whether you're running for local office or in a big statewide race, the more dedicated volunteers you have, the more effective your campaign is likely to be. Door-to-door efforts, parades, phone calls – everything is easier when volunteers are there to lend a hand.

In the words of Ronald Reagan, “Surround yourself with the best people you can find, delegate authority, and don’t interfere as long as the policy you’ve decided upon is being carried out.”



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