Sample Volunteer Follow-Up Messages

Below is a list of follow-up messages you can send to volunteers at different points in their journey with your campaign:

Post-Recruitment Welcome Email:

Subject: Welcome to the [Campaign] Team, [Name]!

Hi [Name],

Thank you so much for signing up to volunteer with [Campaign]! We're thrilled to have you join our team of dedicated volunteers working to [campaign goal].

Here's what happens next:
1. Complete our brief volunteer survey: [Link]
2. Join our volunteer [Slack/WhatsApp] group: [Link]
3. Sign up for your first volunteer shift: [Link]

Our next volunteer orientation is [date/time/location]. This is a great way to learn more about our work and meet other team members.

If you have any questions, feel free to reach out to me directly at [contact info].

Looking forward to working with you!

[Your name]
[Campaign] Volunteer Coordinator

Pre-Shift Confirmation Text:
Hi [Name]! This is [Your Name] from [Campaign]. Just confirming your volunteer shift tomorrow ([Day of the Week]) from [Time] to [Time] at [Location] ([Address]). We'll be phone banking to get out the vote.

Everything you need will be provided, but bring a water bottle and your enthusiasm! Reply YES to confirm or call me at [number] if you have questions.

Post-Shift Thank You Text:
[Name], thank you for volunteering today! You made [Impact, e.g. 45 calls] and helped us reach our daily goal. Your energy and dedication made a real difference. Our next [Volunteer Activity] is [Date] at [Time] - would you like me to save you a spot?

No-Show Follow-Up:
Hi [Name], we missed you at yesterday's [Volunteer Activity]. Hope everything is okay! We have more opportunities coming up [Date/Time, e.g. this weekend] if you'd still like to get involved. Let me know if there's anything I can do to make volunteering easier for you.