Volunteer Recruitment Checklist

Use this checklist to identify, recruit, and organize volunteers who will help expand your campaign's reach. Move through each section carefully and check off each item once completed.

☐ Identified Volunteer Pools

You have identified groups of people likely to support and volunteer for your campaign.

Complete the following:

- Friends and family: _____
- Community groups: _____
- Professional network: _____
- Issue-based organizations: _____
- Students / young professionals (if applicable): _____

You are recruiting intentionally — not waiting passively.

☐ Prepared a Clear Volunteer Ask

You developed a simple, direct message explaining how people can help.

Your ask includes:

- Why you're running
- What you're building
- Specific ways to help
- Clear next step

Your core volunteer ask statement:

"I'm running for _____, and I'm building a team to help _____. Would you be willing to volunteer?"

You are inviting participation, not vaguely requesting support.

☐ Conducted Direct Outreach

You reached out personally to potential volunteers.

Outreach methods used:

☐ Phone calls
☐ Text messages
☐ In-person conversations
☐ Email outreach

Number of people contacted: _____
Number of volunteers committed: _____

You are tracking recruitment progress.

☐ Scheduled First Volunteer Meeting

You set a specific date to bring volunteers together.

- Meeting date: _____
- Format (in-person / virtual): _____

You are converting interest into action.

☐ Prepared a Clear Meeting Agenda

Your first meeting includes:

- Campaign overview
- Why this race matters

- Clear goals
- Defined volunteer roles
- Immediate next actions

You are creating clarity, not confusion.

☐ Assigned Clear Roles

You identified specific roles volunteers can fill.

Examples may include:

- Door knocking lead
- Data entry support
- Event coordinator
- Social media support
- Fundraising call support

Roles assigned:

1. _____
2. _____
3. _____

Volunteers know exactly how they contribute.

☐ Established Communication System

You selected a method for ongoing volunteer coordination.

Primary platform (Group chat, email list, etc.): _____
Update frequency: _____

Your team has structure and continuity.

☐ Set Short-Term Volunteer Goals

You defined immediate, measurable actions.

Examples:

- Doors to knock: _____
- Calls to make: _____
- Events to staff: _____

You are giving volunteers direction and purpose.

☐ Reflected on Team Momentum

After recruiting your first volunteers:

I feel more confident / overwhelmed (circle one)

- Biggest strength of my team so far: _____
- Gaps I still need to fill: _____

You are building capacity thoughtfully.

☐ Confirmed Team Activation

- Total active volunteers: _____
- Volunteers assigned to voter contact: _____
- Volunteers assigned to fundraising: _____

Your campaign is no longer just you — it is a growing team.

Before moving forward:

If you have volunteers activated and roles defined, you are set to get ballot ready.