

3. What concerns do you have about the discipline (profession, trade or personal avocation)?

Responses to this question unleash the "mother - lode!" Learning the passions members hold about their work, along with their goals (as learned earlier), offers insight to a wide range of volunteer opportunities that will be of interest.

Be certain that the match made offers an opportunity for them to contribute their skill, ability and expertise – and at the same time – provides them an opportunity to gain access to information, a connection, or build a relationship that furthers their goals.

Simple questions....yet remarkable in how the information learned can deliver a meaningful experience for members.....and enable you to tap the vast pool of talent in your membership at the same time.

This technique can be done by anyone, anywhere, and at any time. Those who have embraced this approach have enjoyed very positive results.



Three Questions That Mobilize Members to Volunteer

For more information about building, shaping, and transforming your membership community, contact:



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650.355.4094

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Successful Volunteer Recruitment

Your organization first needs to become "volunteer ready;" define a wide range of opportunities that require specific skills and talents and an awareness of how these activities can advance your members' goals (e.g. authoring a blog can increase a member's exposure and legitimacy among his/her peers on a topic).

Adjust Your Lens

Nothing will happen if you hold onto old tired beliefs.

Reshape your attitude - adjust your lens - start by believing that "every member is a potential volunteer."



Get others inspired to act differently by adopting the following principles:

1. The association's greatest asset is its membership & staff.
2. Participation enables members to advance their personal & professional goals (*Staff are not included in this statement because, by their very nature, they are already involved.*)
3. Members possess the skills, abilities & expertise that when tapped can advance the association's mission.
4. Matching members' potential & desire to the right opportunity in the organization generates meaningful & ongoing engagement.

(Established 2009 by the Melos Institute)

Adjust Your Scope

Stop recruiting volunteers. Start interviewing members - learn more about who they are & what "rocks their world."

Three simple questions make all the difference:

1. Hi, I'm _____, who are you?

Start the conversation get your members to tell you about themselves...beyond their job title. Learn more about their personal & professional backgrounds, hobbies, accomplishments, & more. Their stories tell who they are & the talents they possess. Use it to identify how & where to get them involved.

2. Why did you join/what do you find most helpful?

This helps you determine what got the member to join/renew. **For new members**, this tells you the program, product or service that you must match them to quickly to ensure their satisfaction.

For current members, this question gives you an opportunity to ensure that the organization is responsive to their goals.

The type & degree of involvement is contingent on the pace at which they want to achieve their goals. The faster the desire, the deeper the level of involvement you can suggest.

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