

# Volunteer Recruiting 111

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Fridays for Future USA  
2020

Rolf vom Dorp [slowclimate@gmail.com](mailto:slowclimate@gmail.com)



# Agenda

- Welcome
- Introduction to Volunteer Recruiting using ActionNetwork
  - Why Volunteers are a core element of the Grassroots movement?
- The process of Recruiting
- The Recruiters Toolbox
- Volunteer Recruiting and Organizing and the Climate Movement
- Acknowledgements and Additional Resources

# Introduction to Recruiting

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# Why FFF needs Volunteers at the the Grassroots?

- The grassroots form the vast majority, hold the “tree tops” or “grasstops” accountable (in a way that they may not hold each other accountable) and is a democratic movement. This requires organization and division of labor and this means we need volunteers in the millions. Virtually everyone in FFF is a volunteer!

# Why Volunteers at the the Grassroots?



Volunteers are crucial to helping fuse together the grass roots, to growing the grass roots. Volunteers should be distinguished from activists who are not engaged.

Volunteers are unpaid, devote precious time to the movement, above all under a strong understanding that change starts from the bottom. Implied is a regularity and dependability in the work.

Without volunteers we cannot bring together folks to make the change we need.

# Recruitment of volunteers

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organizers who help engage, recruit  
volunteers



# Defining Organizing

- Bringing people together to do things
- Organizing “Is a form of leadership which consists of enabling a community to use its own resources to create the power they need to achieve the change they want”
- Create democratic, sustainable/self-sustaining community power

Volunteers do this organizing!

# Defining Organizing means in part recruiting and activating volunteers



Organizing as defined by Marshall Ganz (right; left is César Chávez)

- Organizers identify, recruit and develop leaders
- Organizers build community around (local) leadership
- Organizers bring people together, challenging them to act on behalf of their shared values and interests



# The Recruiters Toolbox

The process under ABR  
Always Be Recruiting

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On every occasion seek to recruit by building a relationship between the volunteer and the prospective volunteer.

On every occasion seek to recruit by building a relationship.

How?

Where?

When?

On every occasion seek to recruit by building a relationship.

How, which means how do we connect? Examples

--Sign in face to face contact a petition with always a direct ask, Can you help !

On every occasion seek to recruit by building a relationship.

How, which means how do we connect?

--Sign a petition with always a direct ask, Can you help?!

--Give a story of self and then at the end ask if you want to help. Get information of prospective volunteer.

On every occasion seek to recruit by building a relationship.

How, which means how do we connect?

--Sign a petition with always a direct ask!

--Give a story of self and then at the end ask if you want to help. Get information of prospective volunteer.

--In whatever we send out, whatever form we make ask directly, can you help or can you sign our petition.

--Whatever the case, get this information into the FFF AN with field Volunteer, Value Yes..

On every occasion seek to recruit by  
building a relationship.

More how?

Begin a low key systematic recruiting process but persist.  
ABR

Use your list off of ActionNetwork

# Where do we recruit? What can a volunteer do?

In school or at home, with others, gather signatures

Tabling with others, gather signatures

Create, organize events

Work with volunteers, recruiting, training

Work with data

Work with all things and help build the team

Work with written media

Work with graphics, art, videos. Eg take pictures and post.

Cook/provide food or snacks at meetings

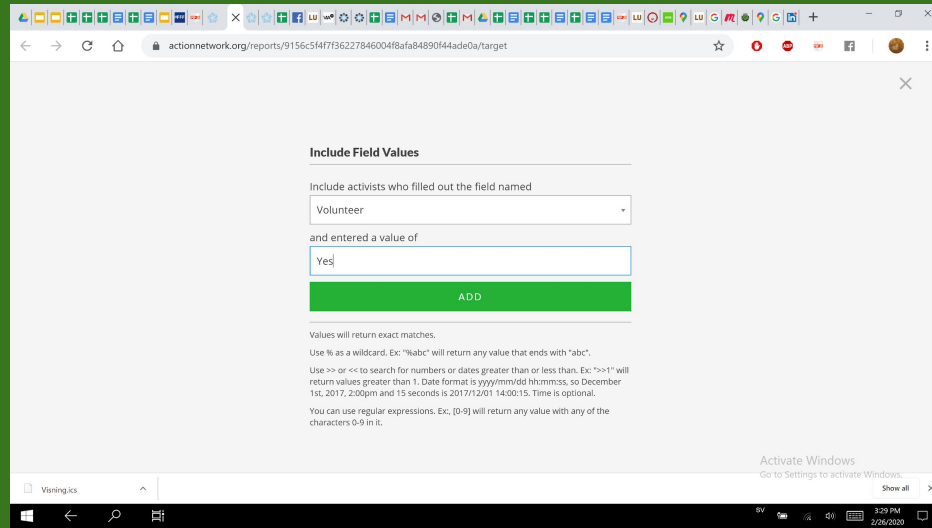
Raise Funds



Use for example the petition from Action Network. Encourage this.

The AN petition has a volunteer category.

Run a volunteer report. Target: field Volunteer, Value Yes. Also target city, , Value “exact name”



The screenshot shows a web browser window with the URL [actionnetwork.org/reports/9156c54f7f362278460048afa84890f44ade0a/target](https://actionnetwork.org/reports/9156c54f7f362278460048afa84890f44ade0a/target). The page displays a configuration section titled "Include Field Values".

Under "Include Field Values", there is a text input field containing "Include activists who filled out the field named". Below this is a dropdown menu with "Volunteer" selected. Further down, there is another text input field containing "and entered a value of" and a text input field containing "Yes". A green "ADD" button is positioned below these fields.

Below the form, there is a section titled "Values will return exact matches." followed by several lines of explanatory text regarding wildcards, date formats, and regular expressions.

At the bottom of the browser window, there is a Windows taskbar showing the time as 3:29 PM on 2/26/2020.

## Generate a volunteer list

From the petition or report generate a list.  
Then generate, download, upload to eg google sheet.

Then call-write weekly and suggest a meeting at a coffee shop.

## Have a one on one

Connect for ca. 45 mins. Use a one on one check sheet.

**Shorts on what to do at 1on1:** Meet in public place. Give story of self, what you do with FFF. Explain about FFF. Build trust. Ask questions about person's past. Before ending, agree what is the next step (training, meeting, etc.) Inform you will share information with others in FFF. If possible, suggest small tasks to start with.

Enter info into the one on one sheet, then enter information into the volunteer form on AN.

Fill out oneone sheet after the meeting.

Important on volunteer direction.

**Not with AN:** Help the local group but **not** as organizer for events, volunteers, data, or team.

**With AN:** Help as organizer for events, volunteers, data, or team. Requires AN access.

Notify FFF group/mentor and make sure the volunteer is welcomed, helped, supported to find a role. Follow up with the mentor.

## Volunteering **With AN:**

Sign GDPR agreement.

Assign to mentor, depending on interest. Mentor may be in local group or higher up in AN structure.

Urge to go trainings on grass roots organizing, general intro to AN and digital Organizing, and on making and using petition.

Urge to gather at least a few signatures for petition to understand why building the base is vital

# Volunteers and the Climate Movement

Volunteers are the heroes of our efforts. REI

REI. Always ask yourself do I REI volunteers.

- **Respect** the volunteer. Many are new. Avoid browbeating, backbiting, manipulating. Core values.
- **Empower** the volunteer. Avoid front criticism, encourage, you step back, volunteer step forward. Core values.
- **Include** the volunteer. Open, transparent. Everyone. Core values.

core values, that include:

As an addendum, FFF also upholds the **FridaysForFuture Core Values**. These core values include

1. FFF is a grassroots climate movement, which unites behind the science.
2. FFF is founded on facts, not politics and is non-partisan.
3. FFF is committed to solidarity with front-line communities.
4. FFF is decentralized and non-hierarchical and mitigate for power.
5. FFF welcomes everyone. All are needed.
6. FFF does not tolerate discrimination, bullying, or harassment.
7. FFF encourages regular, persistent public action.
8. FFF builds collaborative partnerships/relationships.
9. FFF prioritizes local participation.
10. FFF uses awareness and regenerative culture.
11. FFF does not blame and shame.



# Volunteers and the Climate Movement

- Remember that a healthy movement is one where:
  - People feel equipped to carry out the tasks asked of them
  - People don't burn out
  - People feel joy, belonging, urgency to act, and hope, not fear, dread, or frustration
  - People feel they are listened to, and that their needs are respected

- In FFF, local and national groups led by volunteers have the autonomy to determine their own broader goals, which will be tailored to their region's context and their group's capacity
- That being said, many FFF volunteers share common global goals, including that:
  - Governments listen to the **scientific** community
  - Governments secure a **pathway** to less than 1.5°C increase in global temp
  - The public **understand** the problem of greenhouse gas emissions and impacts
  - Governments declare a climate **emergency**

**Volunteers are the most vital element of FFF  
to make the change we need.**

# Acknowledgements and Additional Resources

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# Acknowledgements

We based much of the content in this training off of [an organizer's handbook](#) produced by Marshall Ganz, the Leading Change Network, and the New Organizing Institute. We are deeply grateful for the work of these people and organizations, and their dedication to making their expertise public.



# Additional Resources

In addition to the guidebook listed in the previous slide (highly recommend as a resource!), read about the work of the most famous community organizers, including **César Chávez**, **Saul Alinsky**, **Ella Baker**, and even **Barack Obama** (who was a community organizer in Chicago for several years right after college).

You can draw lots of inspiration from their lives and the strategies they employed!