



1-YEAR

# VOLUNTEER COMMUNICATION PLAN

BY KENNY AND ELLE CAMPBELL



## USER AGREEMENT

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## OVERVIEW

When we think about training our volunteers, we often about in-person meetings or big events. But if we want to keep our vision in front of our volunteers all year long, we have to think about training in a bigger way. That's where communication comes in. Whether you prefer to **communicate with your volunteers through email, text messages, social media posts, or phone calls**, the point is that you stay in touch with them every week.



## COMMUNICATION

If you're following along with our 1-Year Volunteer Strategy, you'll see this icon on your **1-Year Volunteer Calendar** every week.

### EVERY YEAR

At the beginning of each year, we recommend doing a quick survey of your volunteers, like [this one](#), so you can ask about their favorite ways to be appreciated. Do they want emails? Text messages? A private Facebook group? Good ol' snail mail?

Regardless of how you decide to communicate with your volunteers, we still recommend making weekly volunteer emails the core of your communication plan, and then using other methods to enhance your communication with your volunteers.

Once you've decided which methods you'll use to communicate with your team, decide what types of content you'd like to send your volunteers and how often you'd like to send it.

While there are countless ways to approach this, here is a starting point . . .

### EVERY MONTH

Each month, consider sending your volunteers . . .

- A spotlight on one volunteer on your team.
- A story of a win in your ministry.
- A fun or inspiring video or two.
- A helpful article or resource recommendation.

### EVERY WEEK

Each week, consider sending your volunteers . . .

- A personal note.
- Upcoming news and announcements.
- A look at what you'll be teaching and discussing.
- A helpful resource or encouraging thought.
- A survey or feedback question.

Maybe communicating with your volunteers every week feels overwhelming, but you really can do it! By establishing some basic systems (and sticking to them), it can actually be pretty simple.

#### STEP 1: START WITH AN EMAIL

Even in the age of social media, sending a weekly email is still your most reliable way to communicate with your volunteers. Services like [MailChimp](#) even allow you to customize their newsletter design templates, see which of your volunteers open the emails you send, and view your emails in a web browser - which means you can get some extra use out of each email by sharing the link to that email with your volunteers through social media or text. To make your process as easy as possible, we created a blank **volunteer email template** for you, plus **ready-to-edit volunteer emails** for every week of the year. Hooray!

## STEP 2: MOVE TO SOCIAL MEDIA

Once you have your weekly email written, you can repurpose the content in that email on your social media platforms. Using a social media scheduler like [Buffer](#) is a simple way to copy and paste what you've already written in your email newsletter. With this system, you can schedule your posts for the entire week in just a few minutes.

And if you're using one of our series, guess what! We've already written a few **social media posts** for every single series . . . and they're all just the right number of characters.

## STEP 3: FINISH WITH TEXT MESSAGES

Once your emails and social media posts are done, you may want to reinforce important deadlines or information through text messages to your volunteers.

And if you're really desperate, try a making phone call, showing up on their doorstep, or spray painting your announcement on the side of their house.

Just kidding. Don't do any of those things.

## INSTRUCTIONS

### WHAT TO DO

To help you with your volunteer communication this year, we've written 50 volunteer emails and 50 weeks' worth of social media posts.

To get started, open the **Volunteer Emails** for each series, customize them, and then send or schedule them.

Once your emails are finished, open the **Volunteer Communication Guide** for that series, copy and paste our social media posts into your social media scheduler, and supplement those posts with any additional posts or announcements specific to your ministry.

Or, if you really hate our emails, check out the blank **Volunteer Email Template** we've provided and make it your own!

### WHAT WE'VE PROVIDED

- An editable volunteer email template.
- 50 editable volunteer emails.
- 13 sets of social media posts (one for each series).

ABOUT THE AUTHORS

# KENNY & ELLE CAMPBELL

- stuffyoucanuse.org
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Kenny and Elle were youth pastors in Buffalo, NY (home of the chicken finger sub) for almost ten years. Kenny was the Middle School Pastor and Elle was the Small Groups and Volunteer Coordinator for Middle School Ministry. While they were there, they founded Stuff You Can Use, a youth ministry resource company, as a way to share the resources they were already creating for their ministry with others.

Today, Kenny and Elle live in Atlanta, GA, where they lead the Stuff You Can Use team full-time, host the podcast Youth Ministry Answers, coach and train youth workers around the country, and serve students and small group leaders every Sunday as youth ministry volunteers.

Kenny and Elle are also the creators of [Eventfeed LIVE](#) and [PHARISEES: The Party Game](#), and Elle has co-authored the books [Creating a Lead Small Culture](#) and [The Art of Group Talk](#).

When Kenny and Elle aren't creating youth ministry resources, they're usually playing games, listening to podcasts, exploring new cities, and looking for things that make them laugh.

If Kenny could ride any animal into battle, he would choose a sand seal (the rentable variety, not the wild ones) because it worked pretty well for Link when he was fighting Divine Beast Vah Naboris.

If Elle could hang out with any celebrity, she would meet Emma Watson at a used book store because Hermione Granger and the Hogwarts library are sadly not actually real.

And if you want to chat with Kenny or Elle about youth ministry, board games, pizza, or which podcasts you're currently listening to, reach out on social media! They like making new friends.