

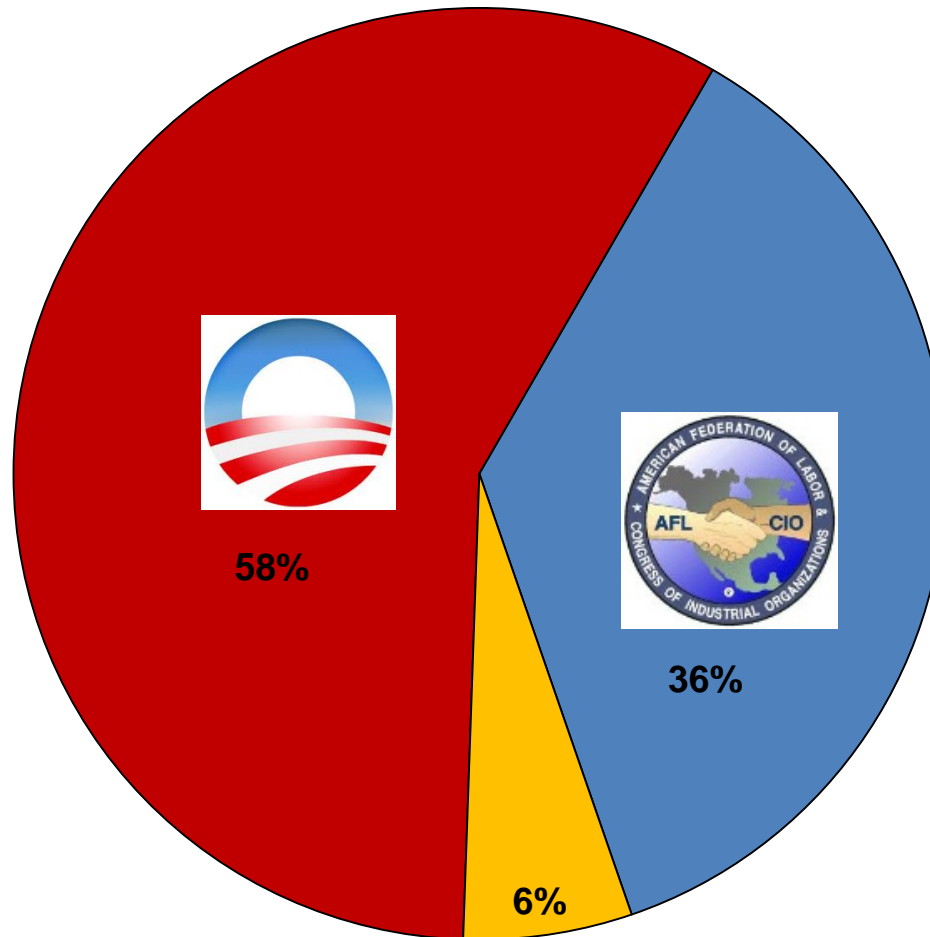
VOLUNTEER PROGRAM

2012 Review

Methodology

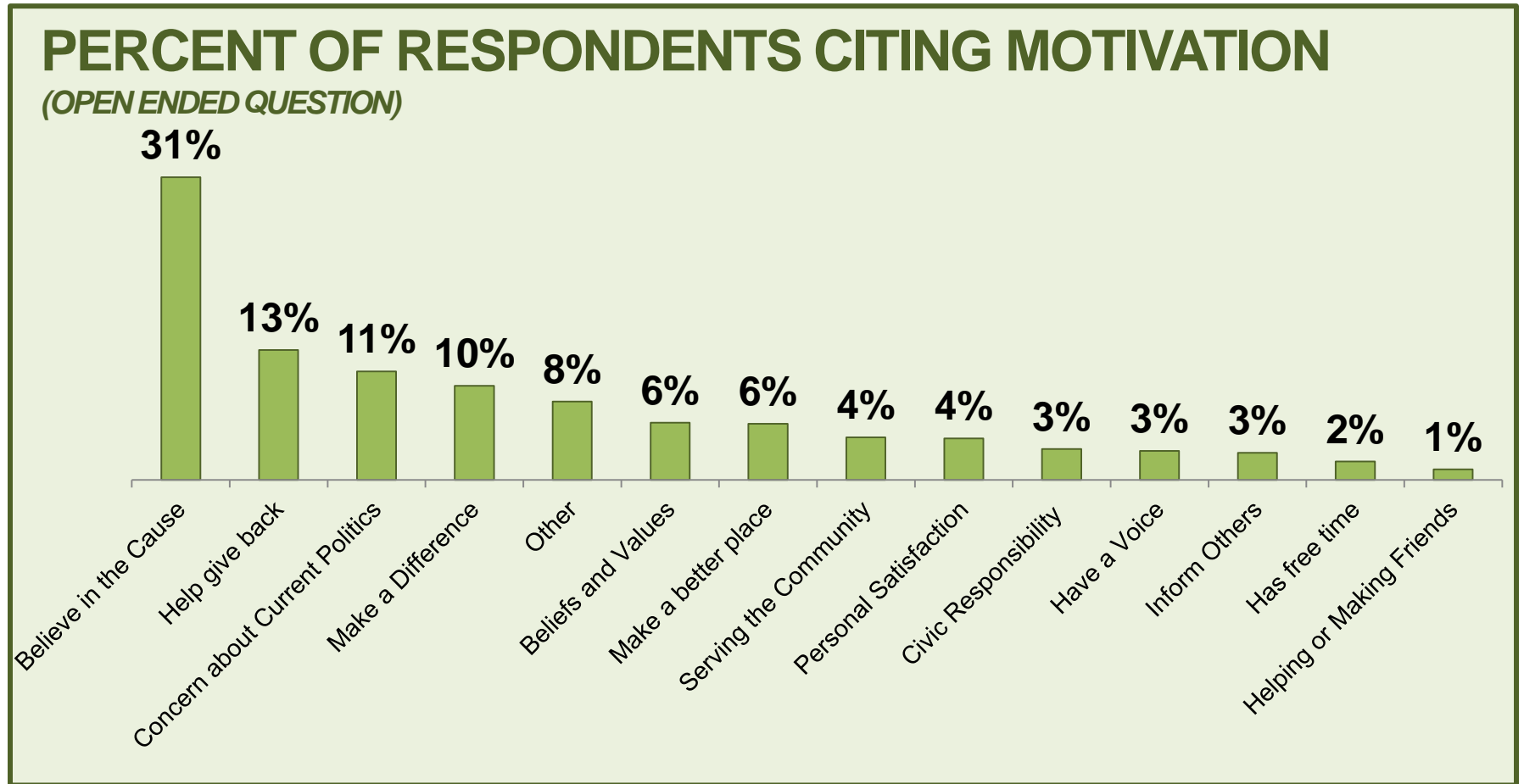
- Surveys
 - AFL-CIO activists
 - AFL-CIO members
 - Likely activists – general public
- Focus Groups
- Field Experiments
- Volunteer/Release Staff Records

WHERE DO OUR MEMBERS VOLUNTEER?



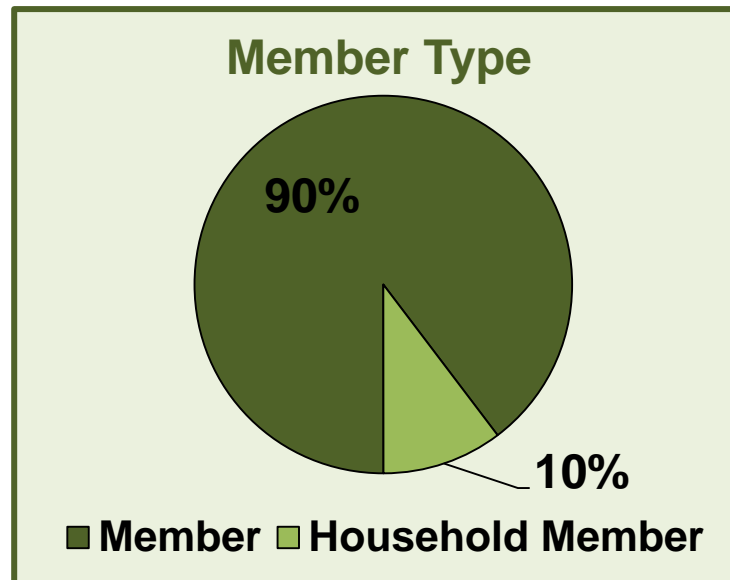
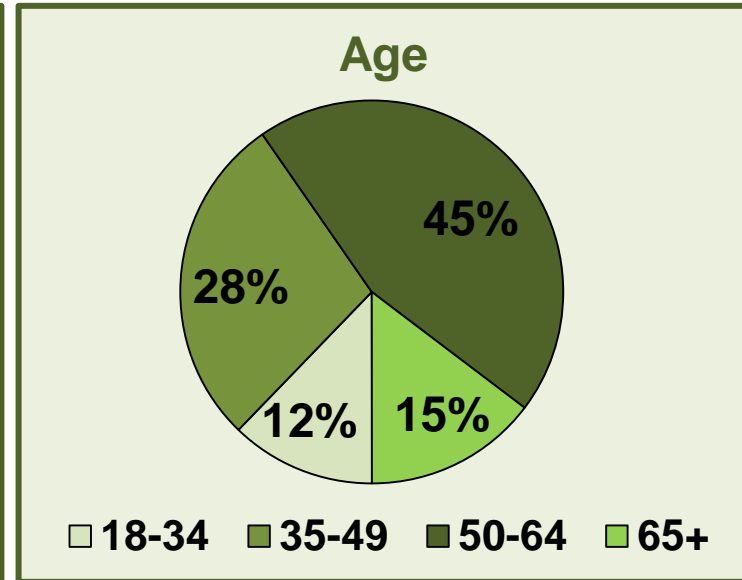
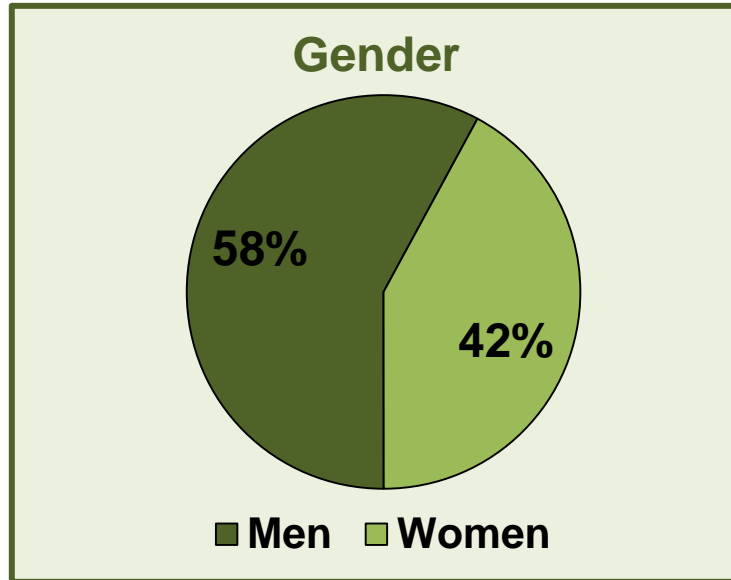
1,610 IVR interviews of members in FL, IA, NV, OH, and WI, AFL-CIO, November 2012.

Why do people volunteer?



1,001 online interviews (iModerate) of activists, AFL-CIO, August 2012.

Who volunteers?



Volunteer imperatives

- Recruit
- Retain
- Produce

Recruit

1

Historic Volunteers: The first set of prospects comes from historic data in the LAN “My Campaign” volunteer database. The AFL-CIO has used “My Campaign” since 2010 and individuals with prior volunteer history are tagged for every action they’ve taken during since time.

2

Online Leads: We have two types of leads from the web: Anyone who signs up for anything online is added to the “My Campaign” volunteer database. A smaller subset of individuals who sign up online and indicate they want to volunteer are identified and prioritized.

3

“Blind” Prospects: Individuals modeled as likely to support unions as well as the candidates and causes we endorse, and are likely to take action in support of a progressive cause.

FINDINGS AND RECOMMENDATIONS

- For volunteer recruitment, self-selecting prospects that approach the organization themselves are always the best recruitment choices.
- After that, actual volunteer activism is the best indicator of recruitment success; and recent activism is more valuable than historical.
- “Blind” recruitment, even well-targeted to likely supporters, does not yield anything close to the results that online signups and historic volunteer data will.

Retain

Principles of Volunteer Retention

- Thank the volunteer. Then thank them again. Then thank them again when they are done.
- Have fun. Make the experience fun for them.
- Work alongside them: leaders must be the hardest working people in any group.
- Debrief with them after their activity.
- Reschedule, reschedule, reschedule. No volunteer should leave an activity without a hard ask being made for another shift. A 50% on-site reschedule rate is a good sign.
- Volunteers should receive a thank you call or e-mail after every shift.

Action starts with a volunteer management system that lets you clearly track flake rates. You cannot combat what you cannot track. This is why data entry in the “My Campaign” volunteer database is so important.

Principles to Combat Flake Rate

- Schedule in person whenever possible: people are less likely to flake when they have made an in-person commitment.
- Every volunteer should receive a reminder call prior to their scheduled activity.
- Let them know you noticed: call missing volunteers a half hour after an activity has begun and let them know you miss them. They will realize they are not just a name on a list, and that a real person was waiting for them to come through.

Live Follow-Up Call: Results

Contacts			
	Made Calls *	Made 10+*	Avg # calls*
Treatment			
Control			

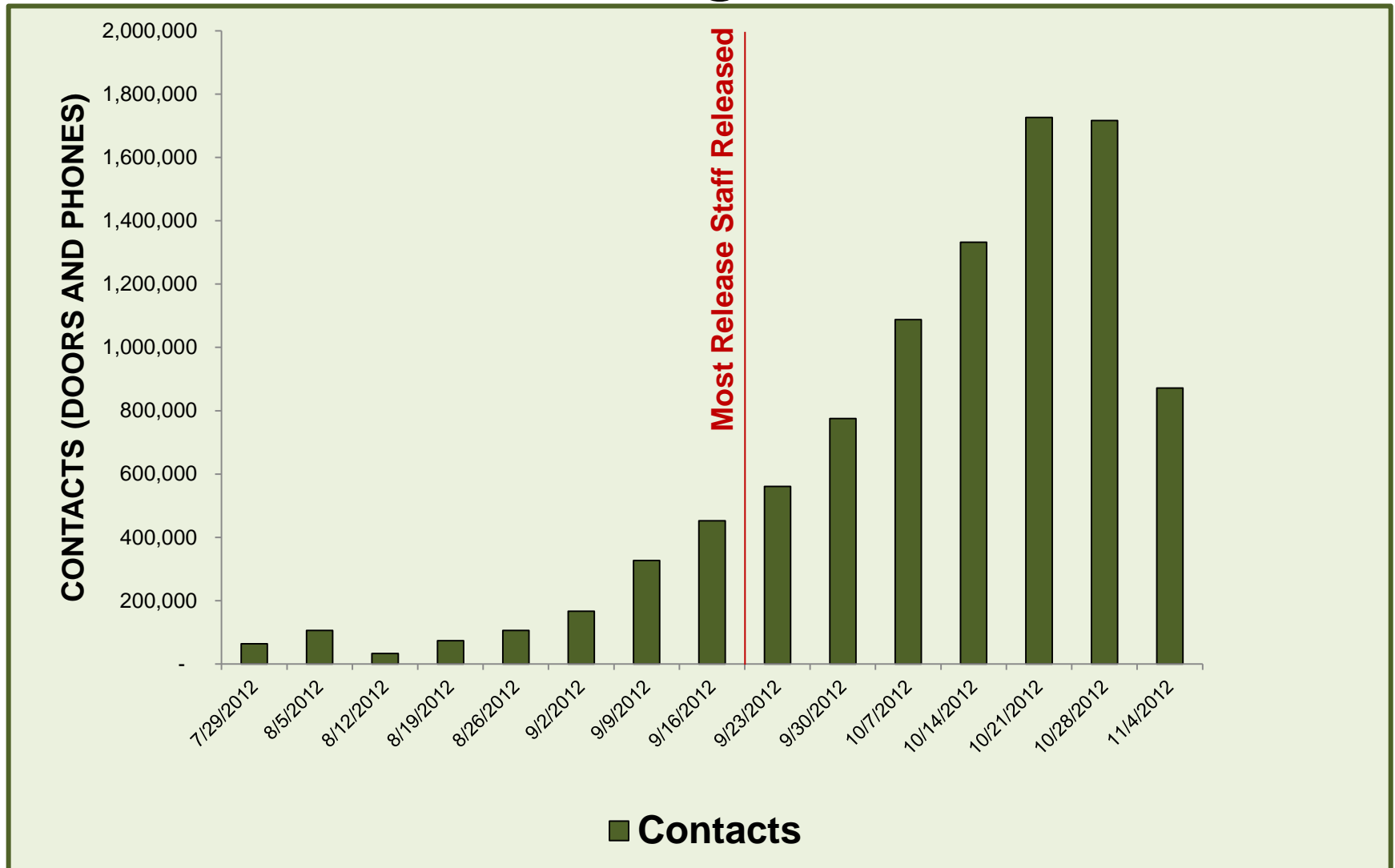
5-fold increase in productivity

*p < 0.01

Union challenges

- Release staff timing
- Training
- Best practices
- Accountability

Release staff timing



Union solutions

- Release staff timing
 - -> Earlier release staff
- Training
 - -> Year round training for mobilization
- Best practices
 - -> Continuous testing and adoption
- Accountability
 - -> Greater transparency and hard reporting