

## **BEST PRACTICES**

**By Cheri Hickman**

### **How To Be Effective in Getting Volunteers**

Getting volunteers usually takes a lot of time with very little response.

Stevie Dawn Blakely presented the way she finds and gets volunteers to commit.

You need to know their communication style.

There are 4 different communication styles:

We'll look at them as: North, South, East, and West

- North: Direct, short, and sweet. Get to the point!
- South: Are all about Relationships. They want to hear the story.
- East: Are your dreamers. No details. They see the big picture and let someone else worry about the details.
- West: These are your data people. They want all the details before they make a decision.

You can find out what their personality is by asking them ONE Question.

Understand, her question relates to the annual fundraiser they do. You'll get the idea. Prior to discovering their personality type her response was about 30%. Once she discovered how to determine their personality her response was more like 75%.

#### **Here's the question in the subject line of an email:**

" I need your TShirt size by (date)!"

In the body of the email you give the information as follows for the different personality styles.

(For the Norths) Repeat the subject line:

I need your T Shirt size by (date)

(For the Souths)

It'll be really fun to get everyone's picture wearing their Tshirts at the event.

(For the Wests)

Statistically 30% of everyone has stopped reading this email. I want to thank you for giving me your tshirt size.

(For the Easts)

TShirts are awesome! Every volunteer will have one to show off.

Thank you for giving me your tshirt size!