



# FIVE WEEK PLAN

It can be hard to even know where to start when it comes to recruiting your volunteers on a state-wide level, but the CFD has adopted a five week plan that has seen dramatic results.



1. Log into your Campaign Leader account and download the **Volunteer Report Spreadsheet** for your agency.
2. Have your Agency Director or Executive Sponsor send out a recruiting e-mail to ALL agency employees.



1. Send an e-mail out to the volunteers identified on the volunteer report asking if they will be returning to the Annual Giving Campaign.
2. Gauge the progress of new and returning volunteers by adding them to your spreadsheet.



1. Ask your management team to send out a recruitment e-mail to the volunteers who have not responded, as well another e-mail to your agency.
2. Gauge the progress of new and returning volunteers by adding them to your spreadsheet.



1. Repeat the steps from week 2.
2. If you've already confirmed all of your volunteers, skip to week 5.



1. Enter your confirmed volunteers into the CFD System.
2. For all of the volunteers who have not returned your e-mails. assume they are rejoining the campaign this year.