



Recruiting and Motivating Volunteers

- ◆ **Stress the homeowner;** spend some time with him/her/them so that you can get some interesting information and good stories. Telling prospective volunteers about the PERSON they would be helping will give them a tangible reason to give their time. For example, how long they've lived in this house, how old they are (if the homeowner is pretty old...), where they worked, recent health problems, their hobbies, etc.
- ◆ **Stress that it's "short and sweet!"** With lots of people, it only takes three work-parties to get a whole house painted, and they only need to come to two!
- ◆ **Stress that it's tangible:** they'll get to see the fruits of their labors immediately. Volunteers have told us they periodically drive by the homes they've painted to show friends (and family who come to visit from out of town) what they helped do.
- ◆ **Stress the significance of this paint-job to the homeowner.** We're told over and over by the people whose homes we're painting that we are answering their prayers. Several have written to us saying it literally gives them the desire to live longer!
Imagine watching your home deteriorate in front of your eyes; imagine how it might feel to see the home you love slowly but surely falling apart, possibly becoming the eye-sore on the block. You want to keep it up, but you just don't have the money.
Then along comes some volunteers to paint it and do some minor repairs. How do you feel now? How do you feel about the volunteers?!?!?
- ◆ **Stress that this can be a lot of fun.** What could be drudgery if you were to be doing it at home all alone becomes a good time when lots of people are doing it together for a good cause.
- ◆ **Stress that there's work for people who hate to paint!** In addition to painting, most of the homes have a few small repairs job that need doing: replacing a broken window or a rotten board. Also, many of the homes could use some garden work. Crew coordinators need help with phoning and gathering equipment. And last but not least, your crew could always use some food!
- ◆ **Make sure you've got snacks and beverages** (non-alcoholic of course) for your volunteers. Attention to those sorts of details keeps people happy and keeps them coming back...
- ◆ **Invite people to bring their school-aged children with them.** We believe that it's important for children to be part of this sort of significant volunteer activity. Our **Adult/Youth ratio policy** is 1 adult for each elementary school-aged youth; one adult for every 2 middle or junior high school aged youths; and one adult for every 3 high school aged youths. This policy is important both in terms of safety and quality assurance...
- ◆ **Last but not least, they'll learn more about painting so that they can organize a paint-party for their own home in the future!**

