

Planning for volunteer activities taking into account the flake rate

Goal: You need 6 people to help with a mailing party or other activity.

Recruitment Goal: 12 volunteers (since half won't show).

What will it take?

- An individual can make 30 dials in an hour on average.
- If a staff member or volunteer can call for 3 hours, that means 80 dials, taking into account breaks.
- An individual will actually “reach” 10% of the 80 people dialed, or 8 people. Out of these 8 people, half (or 4) will agree to volunteer.
- Since your goal was 12 sign-ups, it means you need three of these 3-hour shifts. That's 9 hours work!

Is it worth it?

- Is it worth spending those 9 hours of work to get 6 people who show up? If each of them volunteers for 2-3 hours, that's just 12-18 hours of work in exchange for the 9 hours of recruitment!
- Many individuals say no. They think: “I'd rather just do the work myself instead of finding volunteers and save the headache of recruiting, even if it takes a few more hours.”
- But there are long-term costs to saying no, as you fail to take advantage of the reason you're organizing.
 - It's not just getting stuff done.
 - It's about building a base of support that over time equates to power.
 - And generating new leaders for our organization over time.