

Basec△mp22

Energise. Engage. Empower.

Top tips to win the hearts and
minds of volunteers

Start with the WHY

Give people the reason for the change – reason to get involved and change behaviours

Then...

- Outline what it will look like the other side
- Explain how we will get there – step by step
- Consider what we need to do to make it happen
- Share the benefits – what's in it for me/ what does it mean for me

Think, Feel, Do

For each audience work out what you want them to:

- Think
 - Feel
 - Do
-
- Think about what you can do to make this happen and how you can measure that it has worked – that people understand, know what to do and change their ways of working and behaviours.

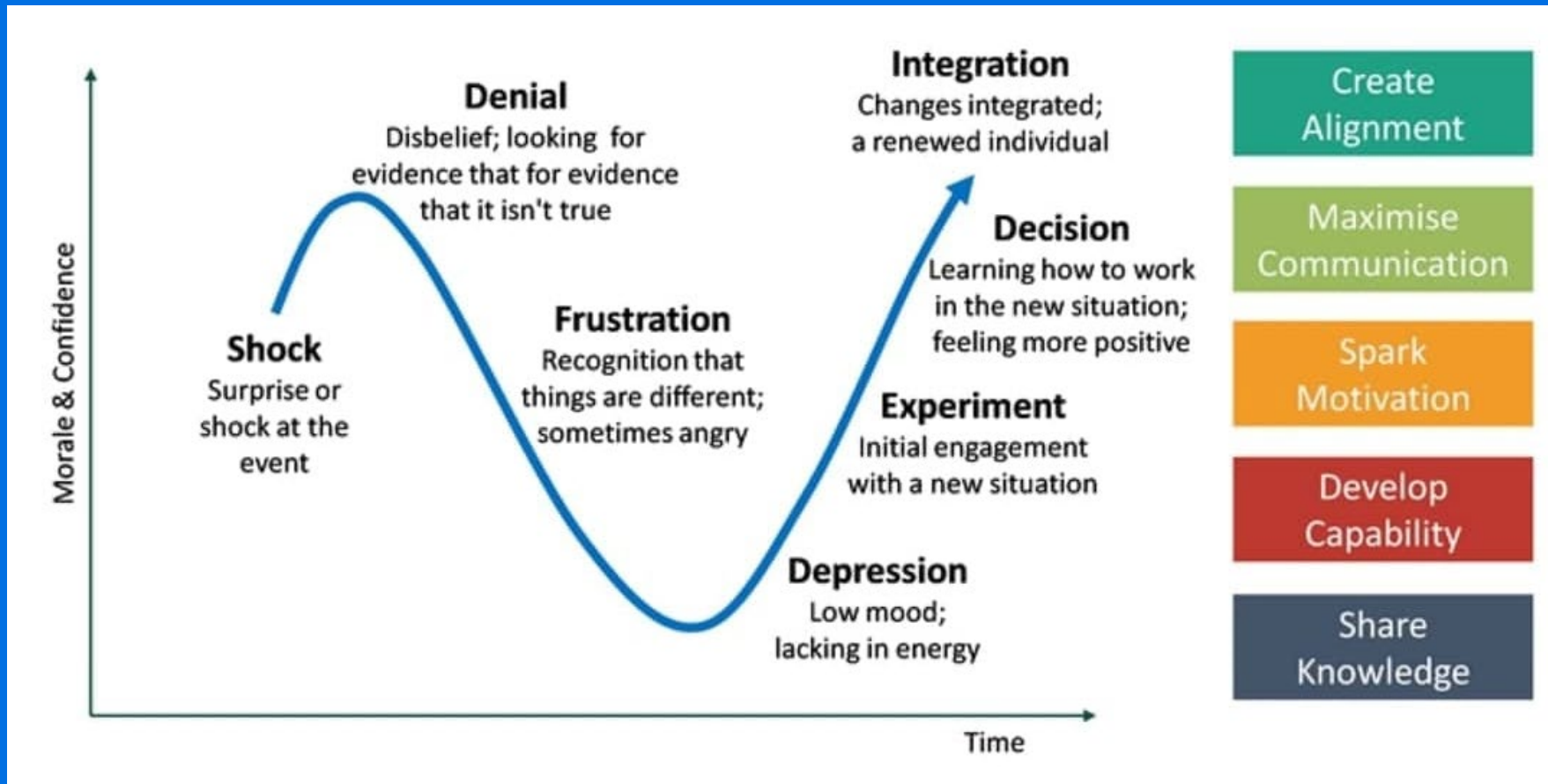
Top Tips

- Have a plan that has space to evolve and grow to include feedback through the journey
- Get involved early, start communicating early
- You will need time to understand the detail so that you can communicate it simply
- Comms is part of leadership

Top Tips

- Think about where people are in the change journey
- Engage people emotionally
- Work with advocates and early adopters
- Personalise what you say – give people what they need

The change journey



Consider where people are on the curve to tailor what you say accordingly

