# **You Make the Difference Initiative**

## **Week 1 Tool: Volunteer Onboarding – Task Description and Why Video**

## **Objective:**

Set volunteers up for success by providing clarity, connection to purpose, and a clear path to making a difference.

# **Step 1: Create a “Why We Matter” Welcome Video**

Purpose:

Help volunteers understand the deeper mission of your organization — and how their role connects to it.

Checklist for Your Welcome Video:

* Share your organization’s “why” — the deeper reason you exist.
* Describe the impact you make on the community.
* Explain how the volunteer’s role supports that impact.
* Celebrate what “winning” looks like for your organization.
* Keep the video short (under 3 minutes).

Tip:

This video can be shared on your website, at orientation, or in welcome emails.

# **Step 2: Build a Simple Task Description**

Each volunteer role should have a clear description that answers:

* The Task:

 What is the volunteer being asked to do?
* The Goal:

 Why is this task important to the bigger mission?
* The Time Commitment:

 How many hours? How often?
* The Location and Conditions:

 Where will they be? Any special considerations? (standing, weather, heavy lifting, etc.)
* The Tips for Success:

 What advice or safety guidelines will help them succeed?
* The Contact Person:

 Who can they reach out to with questions?

# **Step 3: Consistently Reinforce Purpose**

After onboarding:

* Regularly remind volunteers of their importance.
* Share updates on “how we are winning.”
* Celebrate accomplishments — both big and small**Final Thought:**

When volunteers clearly understand their task and feel emotionally connected to your mission, they stay longer, perform better, and become true ambassadors for your cause.

Clarity + Connection = Confidence.