

Build your Bench.

GUIDE FOR IDENTIFYING CAMPAIGN VOLUNTEERS

You know you can't do this campaign alone - and you sure wouldn't want to. Building a solid campaign volunteer bench from the start gives you a very strong infrastructure for success. So get this right... and your donors will follow.

First, consider leading recruitment by sharing a humanizing story revealing campaign impact. The power of story changes the tone of the volunteer opportunity completely. Imagine one volunteer telling their own testimony in an emotionally powerful way that connects and inspires. This is the space where fire ignites and campaigns take flight. Your job simply becomes extending that invitation for them to carry this meaningful torch forward in a small way.

PRO TIP: Find an org chart or document that maps out your hospital or system's departments and key leaders. This will be a great first step at building a volunteer structure that's the right fit for your organization.



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Running a campaign is so much more effective (and a heck of a lot more fun!) when you do it alongside a team of engaged campaign volunteers. Here's the core roles we will never launch without.

Core volunteer positions

Campaign Chair(s)

Hospital leader(s) who rep the campaign to their executive peers.

Recommended:
1-2 executives

Campaign Coordinators

Working volunteers who coordinate campaign efforts for a specific hospital or entity. Leads local ambassadors.

Recommended:
1-2 per entity

Campaign Ambassador

Frontline of the campaign efforts. Share, inspire, solicit and make the campaign relevant to their department.

Recommended:
1+ per department

Campaign Volunteers

General staff who just want to help! Use for stewardship, booths, rounding and other campaign efforts.

Recommended:
turn no one away!

Project supporting positions

Project Champions

Clinical staff who identify fundraising projects, steward project donors and implement projects on time/budget.

Recommended:
1 per project

Physician Champion

Physician(s) who support a project and reps the campaign to peers.

Recommended:
1+ per project
