



Society for
Technical
Communication

Get on Board: Entraining Volunteers

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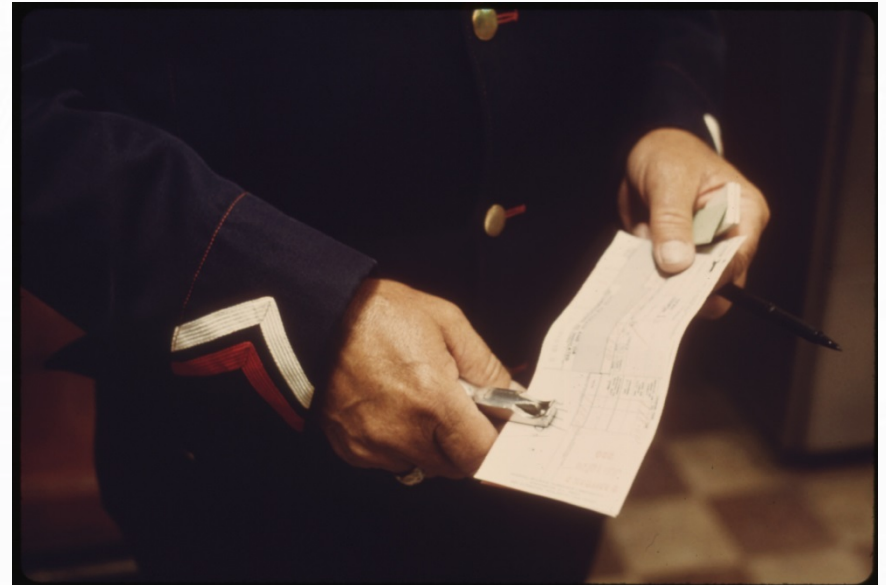


The Community Leader as Ticket Agent



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- Get to know your members (and potential members)
- Gather testimonials (<http://benwoelk.com/why-i-value-stc-rochester/>)
- Meet prospects individually



http://commons.wikimedia.org/wiki/File:CONDUCTOR_AT_DODGE_CITY,_KANSAS,_PUNCHES_A_TICKET_FOR_A_PASSENGER_ON_AN_EASTBOUND_SOUTHWEST_LIMITED._THE_RAIL..._-_NARA_-_556007.jpg



Identifying Likely Passengers



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- Who's hanging out at the station? (regular attendees)
- Who wants be a conductor or engineer? (leadership-related program)
- Who are the business travelers? (companies that support STC)
- Who are the frequent travelers? (former/current volunteers)



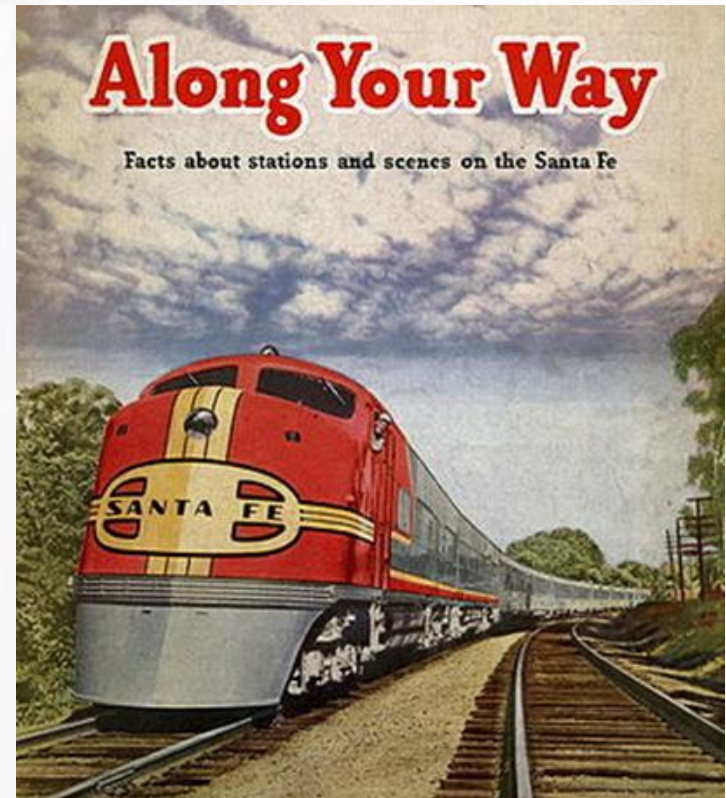
[http://commons.wikimedia.org/wiki/File:Los_Angeles_Union_Station_\(5603957705\).jpg](http://commons.wikimedia.org/wiki/File:Los_Angeles_Union_Station_(5603957705).jpg)

Buying a Ticket to Ride



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- Where's this train going?
(vision for the community)
- What's expected along the way?
(council meetings and other obligations)
- Am I in for the long haul?
(time, responsibilities)
- Will it be an adventure?
(leadership experience, fun)
- Can I get a discount ticket?
(students)



streamlinermemories.info



Providing First Class Accommodations



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- Who will make sure I'm comfortable?
(mentoring)
- Is there a rewards program?
(recognition)



http://commons.wikimedia.org/wiki/File:Turquoise_Room_Santa_Fe_Super_Chief_1951.JPG



Commissary



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- Leadership resources
<http://stc.org/mystc/resources/leadership-resources>
 - Checklists
 - Leadership Webinars
- Outreach Team Reps
- Community Affairs Committee (cac@stc.org)



<http://jewlgurl.deviantart.com/art/Stock-Old-Brick-Building-with-Wooden-Trestle-308736961>

Railway Post Office



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http://commons.wikimedia.org/wiki/File:Loading_Mail_onto_Railway_Post_Office_Car.jpg