



# Get On Board! Entraining Volunteers



Society for  
Technical  
Communication

Ben Woelk, STC Vice President



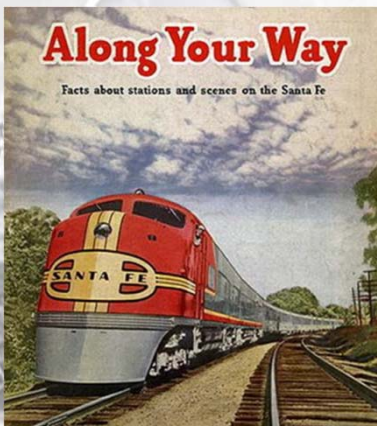
## The Community Leader as Ticket Agent

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



## Identifying Likely Passengers

- Who's hanging out at the station? (regular attendees)
- Who wants to 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)



## Buying a Ticket to Ride

- 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)



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## Providing First Class Accommodations

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



## Commissary

- Leadership resources  
<http://stc.org/mystc/resources/leadership-resources>
- Checklists
- Leadership Webinars
- CAC Slack
- ALWAYS THINK SUCCESSION



## Railway Post Office

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