



REALTORS
Care[®]

Companion Toolkit

Communication Tools and Templates



Email Templates

Non-profit and Community Partner Outreach

Subject: [YOUR BOARD/ASSOCIATION] is Interested in Volunteering!

Hi [NONPROFIT PARTNER NAME] team,

My name is [YOUR NAME], and I help lead our REALTOR® members in volunteer opportunities throughout the community. We're very interested in volunteering with [NONPROFIT PARTNER NAME]. Does your organization have the need, interest, and capacity for volunteers?

If so, would you be willing to schedule a brief call to explore how our REALTOR® volunteers might be able to support your organization, and what working together could look like?

Thank you in advance for your consideration!

[NAME]

Non-profit Partner Scoping

Subject: [YOUR BOARD/ASSOCIATION] Volunteers: Project planning call

Hi [NONPROFIT PARTNER NAME],

We're looking forward to volunteering with [NONPROFIT ORGANIZATION].

Would you be available next week to speak over the phone or on Zoom to walk through some of the details of this project? I want to get to know you and your organization better, learn more about what you need from this project, and ensure our expectations are aligned.

Please let me know what times work best for you, and I would be happy to send a meeting invite/calendar hold.

Let me know if you have any questions I can answer before we connect.

Thank you!

[NAME]

Email Templates

Volunteer Recruitment Invite

Please note that this is an example of how to structure a recruitment invitation using a fictional project. Feel free to adjust it to your style and tone.

Subject: Member Volunteering Opportunity: Habitat for Humanity

Hi [NAME],

[YOUR BOARD/ASSOCIATION] is proud to partner with **Habitat for Humanity** to help build a home for a family in our community. I'm hoping you'll join us!

Our team will work under the direction of Habitat staff and trained volunteers that are skilled in residential house construction. Working alongside other volunteers, including future Habitat homeowners, you'll roll up your sleeves and work together to help families build strength, stability, and independence through affordable homeownership.

We're looking for 10 people for our REALTORS Care® Day on [DATE] for a full-day build and **will hold our internal team kick-off a few days before the project (60-minute call).**

Please let me know by [DATE] if you can join us.

We believe that we can **demonstrate REALTORS Care®** by volunteering with essential organizations that contribute to safe and affordable housing in our community, like Habitat for Humanity.

Please let me know if you have questions about the project.

With so much gratitude,

[NAME]

Email Templates

Post Project Thank You (Nonprofit)

Subject: Thank You From [YOUR BOARD/ASSOCIATION] Volunteers!

Dear [NONPROFIT PARTNER NAME],

On behalf of [YOUR BOARD/ASSOCIATION] volunteers at [LOCATION], I'd like to thank you for your partnership and tremendous heart throughout our volunteer project. We've learned so much about [NONPROFIT PARTNER NAME]'s impact and are proud to play a small part in your service to our community. It has been an invaluable experience, and we hope to partner with you again in the future.

Please keep us informed of any immediate or longer-term outcomes of this project and your mission – I'm sure the team would love to hear about it.

With gratitude for you, your team, and all that you do.

[NAME]

Post Project Thank you (Volunteer team member)

Subject: Thank You for Volunteering During REALTORS Care® Day

Dear [NAME],

Throughout our REALTORS Care® Day, you have shown you care deeply about the people and communities we serve, our fellow team members, and [NONPROFIT PARTNER/ CAUSE]. Your hard work and dedication are greatly appreciated. It was an absolute pleasure to work with you, and you're an incredible asset to the team.

As a result of our work, we achieved [DESCRIBE IMPACT]. Our partner was incredibly pleased with our service and hopes to partner with us again in the future should the opportunity arise.

I hope to see you take part in future volunteer opportunities. If you're interested in participating again, let me know!

Kind regards,

[NAME]

Photo release form

Volunteer opportunity: _____

Date: _____

Media Release

I agree that photos or videos may be taken of me at the volunteer opportunity and grant to [Board/Association] with legitimate business needs, the right in perpetuity to use, store, adapt, modify, reproduce, distribute, broadcast, communicate, publicly perform and/or display, in any form now known or later developed, photos, videos, or audio of myself, as well as my name, quotes or testimonials and/or by incorporating such materials into marketing or advertising materials. I understand that I may ask to delete the photos or videos by contacting my Volunteer Leader; however, I understand that deletion may not always be feasible. I understand that if I do not want photos or videos to be taken of me at the volunteer opportunity I must notify my Volunteer Leader in advance of the event in writing.

Volunteer Signature: _____

Volunteer Name (Print): _____

Date: _____



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REALTOR[®]. Member of the Canadian Real Estate Association and more.