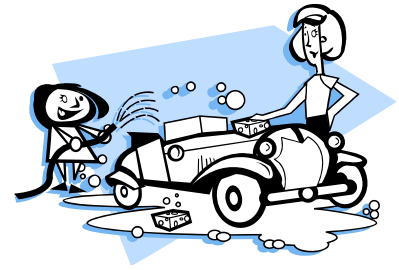


# How to Advertise for Volunteers

## Why do People Volunteer?

- Because they are asked
  - Because they believe in the cause
  - Because they want to make a difference
  - Because they are grateful for what they have and want to give back
  - Because they have a meaningful relationship with the person asking them to volunteer
  - Because they are leaders in other organisations, and volunteering is expected
  - Because they have an intense interest in the particular program
  - Because they want to challenge others to volunteer
  - Because volunteering is a family tradition
  - Because they feel peer pressure
  - Because they want to be recognised
  - Because they really want paid employment
  - Because they need work experience
  - Because they are new to the area and want to meet people
- PLUS MANY OTHERS



**Our advertising needs to appeal to their needs.**

**It needs to be displayed where they will see it/ hear it/ be influenced by it.**

**There are two main questions that prospective volunteers ask:**

1. Am I going to be able to do the voluntary work?
2. Will I fit in?

### **1. Can I do the job?**

Firstly what is the **role**?

- Time commitment
- Will there be changes in the role: will I be a trainee and then progress in my responsibilities?

Do I need **special skills**?

- Is prior learning expected?
- Will there be training offered?

What will be the **financial costs** to me?

- Travel
- Child care
- Materials
- Uniform or special clothing

## How to Advertise for Volunteers

**How long** is this job for?

- Temporary
- Part-time
- Forever
- A one off event – a project
- Short term or long term.
- Flexible (SRE teachers who stagger their times away so all can teach and have holidays).

What kind of **support** will be offered?

- Supervision
- Mentoring

### 2. Will I fit in?

This is the most important one.

How does this **organisation work**?

- Who would I be working for and with?
- Who benefits from my role?
- How do I meet others doing the same role?

What will **my role** be and who can assist me?

- This is linked to support (above)

Are there any **social networks** in this organisation/role?

- Is there any fun in this role? (especially important for young people)
- Will I get to meet new people?

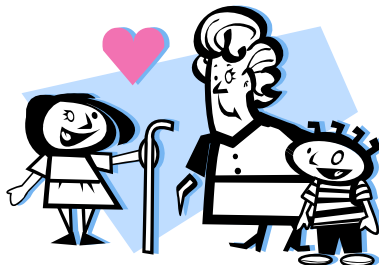
What are the **other benefits** for me?

- These can be both altruistic and measurable (eg leading to employment)
- eg Olympics volunteers
- People who did Hunter Harvest.

Pathways into and out of the role

- First point of contact
- A supervisor (coordinator of volunteers)

**The matching of organisation requirements  
and volunteer needs  
is the key to successful advertising for volunteers.**





## Design an Advertisement

[Motivational appeal/goal]

\_\_\_\_\_

by [task] \_\_\_\_\_

for [persons or goal] \_\_\_\_\_

for [time required] \_\_\_\_\_

in/at [general location] \_\_\_\_\_

[reward] \_\_\_\_\_

training provided \_\_\_\_\_

[any requirements/qualifications, eg screening]  
\_\_\_\_\_

For more information call [recruiter's name]  
\_\_\_\_\_

at [organisation/program] \_\_\_\_\_

at [phone number] \_\_\_\_\_

## How to Advertise for Volunteers

### Examples:

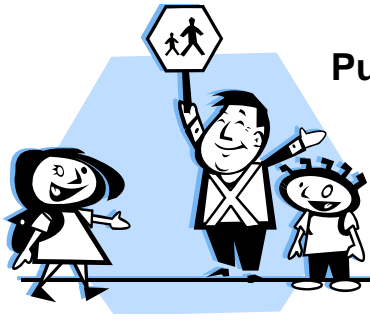
You can help seniors remain independent in their homes by delivering meals three days a week in your neighbourhood. Here's a chance to put in a great day's work helping others! Training provided. Must have car. For more information call Jane Doe at Meals for Seniors at 555-1234

*Brighten the day and share a meal! Help prepare and serve lunches at the Parkhurst Adult Day Care in Ballard one to three days a week! We're looking for "people" people who like to visit and have fun. Training provided. To receive more information about joining the team, call John Smith at 555-5678.*

Do you want to help create a better life for our seniors? Community agency advocating for senior rights is looking for "just do it!" individual to spearhead public information campaign. We need your firm handshake, persuasive tongue and about ten hours of your time per month! Training provided. To learn more about this exciting opportunity, call Georgia Brown at Eldervoice at 555-9876.

*Earn the smile and appreciation from a homebound neighbour simply by stopping by once a week with flowers, your child's school artwork and an hour of your time. Neighbour's Keeper is a program offered by The Old Stone Church in West Seattle. We value our volunteers and provide them with all the help they need to bring companionship into the lives of lonely seniors and disabled people. Training provided. Call Sara Sotta at 555-4321 for information.*

From <http://www.idealists.org/if/idealists/en/FAQ/QuestionViewer/default?section=04&item=16>



## Publicity Tips

(mostly from Judy Esmond's book *Count Me In! – 501 Ideas on Recruiting Volunteers*)

- Tap into International or National Volunteers Day/Week. (11 – 17 May 2009)
- Run an article in the local newspaper about unusual volunteer assignments in different organisations and offer to showcase yours.
- Try sampling:
  - Try before you buy
  - Coffee, cake and chat evening
  - Some organisations have 'fairs' where you can sign up for all kinds of volunteering positions and each one has a separate display.
- If your volunteering position is only in school terms, advertise that!
- 'No regrets': consider a campaign with the theme 'I have no regrets' and encourage people to look back and say how they made a difference through volunteering for your organisation.
- People are more likely to read a human interest story than one seeking volunteers – so write one!
- Take before and after photos: one before volunteering (sad) and one after (happy).
- Advertise that this position offers the secret of remaining young and take a photo of a serene senior citizen.
- Advertise in the places that your target audience is likely to look: for SRE this would be school newsletter, church, church groups, playgroups that use church premises, parents of youth group children.
- Do a radio interview and sound enthusiastic.
- Try this line: "Will swap boredom for the satisfaction of helping others".
- Organise a display of what volunteers do in your organisation and display at markets and in other community forums.
- Use colours: yellow is sunny and cheerful, red is hot and vibrant, blue is calm, stable, serene and trustworthy.
- Incorporate graphics into your written material.
- Five basic elements to keep in mind are:
  - Order (the images are organised and easy to follow)
  - Balance (to show stability)
  - Contrast (of colours and elements)
  - Unity (it looks like a whole)
  - Harmony (appealing)

## How to Advertise for Volunteers

- Find Bible quotes that will give the message for your Christian organisation and use them on promotional material, eg. “How beautiful are the feet of those that bring good news” – SRE teachers.
- Do some research and find out why some of your volunteers started in the first place and think about how to target others who may have that as their motivation.

### Headlines

Are very important to anything you write:

- Posters
- Articles
- Advertisements
- Promotional information

Design a catchy headline for your volunteer position:



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Test this out before you use it. Make sure you use your organisation’s logo somewhere on the promotional material.