Best Practices for Recruiting Online

Tips & Tricks for Recruiting Online
Here are some simple steps to consider when creating your opportunity on VolunteerMatch:

Make the Title Work for You – This is your hook. You need your title to stand out from other titles. Make it compelling, fun and informative. For example, "Unlock the World – Teach a Child to Read" has much more impact than "Volunteers Needed to Teach Reading."

Keep it Brief – To get a volunteer's attention ask for help in as few words as possible. Let the volunteer know the exact job they perform without too much detail. Only include information that helps them understand how they are making a difference.

Word it Simply and Make it Easy to Understand – What is your volunteer opportunity? Use terms that your volunteers can relate to, and try saying it out loud first, and then writing it. Using industry jargon or non-profit acronyms will create more questions than answers in the minds of your volunteers. They should know what they will be asked to accomplish. Keep your sentences short and succinct.

Make an Impact – Describe how your organization makes an impact and be very clear about how your volunteers play a role. Let people know how your community appreciates what you do.

Provide Direction and Support - Volunteers need to know that they will have direction and support from you. Include key information to get a volunteer interested - training, location, equipment, etc. Encourage them to contact you for additional information.

Make it Visually Appealing – A picture says a thousand words. Include some type of graphic – whether it is a picture, a map, etc. Make your posting warm and welcoming.

Remember to Edit – Listings with spelling and grammatical errors receive significantly fewer referrals. Always check for spelling and grammar. You should always have someone else proofread your posting. Ask for their suggestions about how to make it short, simple and inviting.

View Your Opportunity as a Volunteer – Look at your posting as it appears on VolunteerMatch.org. Does your title stand out in search results? Does it communicate clearly? Edit your posting if necessary.

Finally, have someone else read through your opportunity before you post it. Make sure that you are clear and have said exactly what you need to convey in as few words as possible. It is also a good idea to have someone look over it for grammatical errors or misuse of words such as "they're" or "their" that spell check would not correct for you. Ask your reader whether they have any suggestions to make the posting more interesting to a volunteer. Have fun with it! If you are excited about the opportunity it will show in your writing. **Get started at https://www.volunteermatch.org/claim-your-nonprofit**