



Volunteer Recruitment Series: Recruitment Messaging Worksheet

Please complete before attending or watching the Follow Up Communications Workshop. This worksheet will ask you to reflect on the Volunteer Position Description and Volunteer Persona for the role you've chosen. If you don't have a full Volunteer Persona you may want to build that before completing this worksheet. The recordings and resources can be found on the Learning Center <https://learn.volunteermatch.org/>

Think about the person in your Volunteer Persona. When you think about why they might want to volunteer what about this role most closely aligns with their motivation?

Don't just stop at a volunteer who wants to "give back" or "make a difference" think about how this Persona will want to see the impact of their time/effort and what they want to accomplish. Share a message that helps them understand how this role will help them do that.

Think about where you might find this type of person. Where does your Persona go in person, where are they online? Are they actively looking for volunteer opportunities or do you have to seek them out?

List out the places you might find this Persona and consider what message might be the best fit. Are you posting on VolunteerMatch where you need to use a very targeted message to find the right person in a crowd of people who already know they want to volunteer, or are you reaching out to a specific group that has skills/interests you're looking for, but may not know about volunteering or your organization?

When you think about your persona, what is keeping them from volunteering with you now? Is that barrier something you can influence, or is this a "fact of life" that the role/organization needs to accommodate?

For example: if your role requires a volunteer to be available at the same time/day every week during business hours that will limit who can volunteer. You can try to better target people interested in that type of schedule or commitment – knowing that that is a small subgroup of all volunteers, or you can add flexibility into the role. You can't "make" people be less busy or not need full time jobs.

When you think about the barriers what messaging or information might help your Persona overcome that barrier? This messaging is most effective when it ties back to the messaging about motivation or what they want to accomplish with their volunteer time.

If you know your Persona has a busy schedule/lots of existing commitments how can they still accomplish their volunteering goals with this role? Share information about your flexible schedule, online training tools, etc. Is your Persona concerned they might not be prepared to work with your clients? How will you train and support them initially and over time?



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>**