



MEDWAY VOLUNTEER NETWORK

Promoting and advertising for volunteers - advice for VSC Organisations

Recruiting more volunteers can contribute to the diversity of an organisation as well as relieve the increasing pressures placed on the sector. Effective recruitment processes help to find the right people for volunteering opportunities you have. Here a few tips for your organisation to consider when promoting volunteering vacancies:



Targeting the promotion of volunteering vacancies

Where you advertise your opportunities will depend on the time and resources you have available and the target audience you want to reach.

There are many methods in which you can advertise your volunteer opportunities. These can range from advertising by word of mouth, placing your volunteer opportunities on regional and national websites, putting up a poster in a local shop, having an article in the local newspaper or a slot on local radio.

Considerations when deciding where and how to advertise include:

Cost/Benefit – this may be financial or commitment of resources. You will need to take into account these costs of advertising and weigh them up against the benefit that the recruited volunteer will contribute to your organisation. For example: writing an article for a local newspaper might be more time consuming than advertising via word of mouth – but will this be as effective and will finding the right person for the role be worth the greater investment of time to recruit them.

Size of audience – do you need to reach a large ‘audience’ to promote this vacancy? Perhaps because you are looking for specialist skills that are harder to find, need to recruit a larger number of volunteers or would like to improve the diversity of your organisation. For example: Word of mouth or a poster in a local shop may be lower cost and less time consuming; however, a much larger audience could be reached by using a national or regional website to advertise the opportunity.

Engaging the community – if you want to involve volunteers from your local community, then advertising on regional or national platforms may not be the best option. In this instance, a poster in a local shop or word of mouth might be more effective in recruiting local people.

Getting Started

Make sure you are clear about the volunteering role that you are trying to promote and reason you would like to involve volunteers with your organisation – as this will help you to how and where you are going to promote your volunteering opportunity. Medway Voluntary Action can offer a ‘*Guide to creating a volunteer role profile*’ for organisations if you needs some help with this.

What you say in your promotion for the volunteering role will depend very much on where you are advertising the opportunity – for example; a press release will need more detail from which an

article can be created, whereas a small paid advert may only have space for a very brief description of the opportunity.

Some key elements to always remember when you are creating your promotion include:

Grab people's attention – perhaps through an interesting headline or eye-catching image/theme.

Get them interested – convey the benefits of this volunteering role (what could the person get out of giving their time to help you).

Make them want to get involved – use positive language and convey a sense of enthusiasm about your organisation and the role you are offering.

Clearly describe the role – help prospective volunteers understand what the role involves and what skills are needed. Be sure to avoid technical language or jargon that might not be understood by everyone.

Ensure you include a 'call to action' – tell prospective volunteers clearly what they need to do to apply for this role with your organisation.

Check for accuracy before publishing - Proof read any text and ensure correct contact details are included.



Different ways in which to advertise your volunteer opportunities could include:

- Word of mouth
- Emails / website / social media
- Newsletter
- Media article –via press release to newspapers, tv and radio networks
- Talks / presentation
- Volunteer case studies
- Open day
- Paid adverts – including digital and printed media
- Posters / leaflets / flyers
- National volunteering websites (see below)
- Be innovative – don't be afraid to communicate your opportunities through new methods!

There are also a range of dedicated volunteering advertising sites where you can promote your volunteering opportunity, these include:

- **Do-It.org.uk** – www.do-it.org
- **vInspired** – www.vinspired.com
- **Gumtree** – www.gumtree.com
- **Charity Job** - www.charityjob.co.uk/volunteer-jobs



Don't forget – all of your digital volunteer vacancy adverts can be promoted to Medway Volunteering Network via their fortnightly newsletter (managed by Medway Voluntary Action).