



Effective Recruitment Messages

Volunteer messages should include a catchy, descriptive title, an attention-getting call-to-action, and information on how to learn more.

An effective recruitment message starts with the impact that the volunteer will have. Describe the assignment in one or two short sentences. Include information on the time commitment, location of the assignment, and the benefits for the volunteer. Finally, specify how to follow up and get involved.

Examples:

- Share your life experiences and enrich the lives of others! Become a volunteer instructor and help your peers learn new skills, engage in inspiring content, and share great social experiences. In just four hours a week you can make a difference by sharing your passion for history, science, literature, hobbies, travel, or more – and all from the comforts of your home or office. Support from our curriculum committee is provided. Contact us today.
- The hero we are looking for is you! For just 5-10 hours per month, you can help connect job seekers to meaningful careers by reviewing resumes and conducting mock interviews. This vital volunteer role helps our employment center serve more community members. Put your professional skills and networks to use by helping those looking for work in your field from the comforts of your own home or office. Training on resume writing and interviewing provided. Contact us today.

Position Title

Crafting the Message

To help develop the strategic message, start by writing three sentences on impact of the work, three sentences on impact of the organization, and three sentences describing actual tasks and time commitment.

Strategic Message

Using the nine sentences developed above, design a few brief, compelling messages that can be posted online, shared in emails, or used as speaking points when reaching out to potential volunteers.