

Volunteer Recruitment Messages

With targeted recruitment, it is important to create a message that will appeal to qualified prospective volunteers. For example, a message to ask a CPA to review your audit would be different from the message to a volunteer to make calls to check in with members who haven't been active lately.

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.

Here is one example:

- 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.

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

PREPARE TO WRITE THE MESSAGE

To develop a strategic recruitment 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.

CRAFT THE MESSAGE

Using the nine sentences 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.