

Volunteer Recruitment

Postings Tip Sheet



Use this guide to tailor specific volunteer recruitment advertisements to post online

Tips for Responsive Postings

- **Use short, concise sentences** - Listings that have short, descriptive sentences that are to the point prove more effective. Deliver your message in as few words as possible
- **Average about 100 words per listing** - Individual paragraphs should aim to have no more than three sentences each. The listings should have an average of five sentences in total. Successful listings relay all of the necessary information pertaining to the mission of their organisation and the particular volunteer opportunity
- **Use an accurate task description** - Provide brief, but clear details about what the volunteer will be doing
- **Relay your opportunity in a positive way** - Try to get volunteers excited about working with you, by expressing your own excitement about your opportunities and convey that information in an upbeat way



Southampton Voluntary Services

- **Include only one opportunity per listing -**
Market each opportunity separately. Don't lump positions together or ask for 'volunteers' in general



- **Use Correct Grammar -** Successful listings that use correct spelling, punctuation grammar are 92% more successful. Ask someone to proofread for typos and clarity
- **Make it as visual as possible -** When possible, take the opportunity to brand the posting with your program or agency logo, and include a photo of smiling staff and / or volunteers