Volunteer Recruitment Top Tips

1. Advertising: Getting the Right Reach

- Decide whether you need broad recruitment or targeted outreach based on the skills and experience needed.
- Know your audience (see reference: Charity Digital):
  - Understand why people volunteer and what would draw them to *your* organisation (passion for your cause, skill-building, community impact).
  - Identify the key qualities, skills, and demographics suited to the role.
  - Publish your advert where that audience is most active.
  - Clearly state the value of the opportunity and the attributes you're seeking.

Where to Advertise

- Social media: Facebook groups, Instagram, TikTok, LinkedIn
- Job Centre Plus, Step Up, Vico, Groundwork, Volunteer Fair
- Trustee recruitment: Reach
- Volunteer advertising platforms:
  - GoVo (Royal Voluntary Service)
  - CharityJob
  - ThirdSector Jobs
- Local channels:
  - Wakefield Council comms pages
  - Volunteer Managers Network
  - Citizen Coin
  - Current volunteers/participants as ambassadors
- Don't forget offline options: posters, flyers, community boards, newsletters — essential for people who aren't digitally connected.

2. Crafting an Effective Advert

- Use consistent branded templates (colours, fonts, logos) so your adverts are instantly recognisable.
- Ensure templates are easy for staff to update.
- Consider creating a suite of role-specific templates.

Be Clear and Transparent

- Give people the practical info up front:
  - Time commitment
  - Remote or in-person
  - Onboarding timeframes
- This helps potential volunteers assess whether the role fits their lifestyle and keeps them engaged.

What to Include

- A short, clear overview of your organisation.
- A compelling hook:
  - Highlight the goal of the role (what they'll achieve).
  - Highlight the impact of the role (how it supports the mission and beneficiaries).
- Key elements of the role description and any essential skills.
- Clear contact details: email, phone, website link, "contact us for more information".
- Ensure the language is:
  - Accessible, plain, human
  - Appropriate for your target audience
  - Free from jargon

Inclusive Communication

- Use clear, neutral, simple language.
- Choose easy-to-read fonts and layouts.
- Use alt text for images and explain any GIFs or videos used.
- Aim to ensure no group is unintentionally excluded.

3. Bring the Role to Life

- Use real volunteer stories: testimonials, videos, social media highlights.
- If possible, link to volunteer stories or case studies directly from the advert.

References

- Charity Digital – How to Write the Perfect Volunteer Recruitment Advert
- Designing a Successful Volunteer Recruitment Advertisement
- Bad Examples of adverts, templates etc
- Corporate Responsibility

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