

Volunteer Recruitment Checklist

- Define whether recruitment needs to be broad or targeted.
- Identify your target audience and why they might volunteer.
- Clarify required skills, qualities, and demographics.
- Choose suitable advertising platforms (social and offline).
- Use consistent branded templates.
- Ensure templates are easy for staff to edit.
- Provide clear, practical details: time, location, and onboarding.
- Include organisation overview.
- Create a strong 'hook' (role goal + impact).
- Summarise key responsibilities and required skills. Use 'Volunteer Profile' as opposed to 'Role Description.'
- Use clear, simple, accessible language.
- Add descriptive text to images and avoid jargon.
- Include accurate contact details.
- Link to volunteer stories/testimonials.
- Review for accessibility and inclusivity before publishing.
- Use pictures that are specific to the role.

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