



Making your opportunities attractive

Introduction

Clearly expressed opportunities are far more likely to attract potential volunteers.

Time spent writing opportunities will pay off in the long-run.

Writing opportunities

You need to attract people's attention instantly and then prompt them to request more information.

The title is the first thing people will look at - does it capture what the role involves?

Start the opportunity description by making clear what the benefit is to the volunteer. What skills will they develop? Who will they be working with? What benefit will their volunteering bring to the organisation as a whole? How much fun will they have?!

Set out what is required, including an idea of the time commitment.

Remember that you are trying to sell the opportunity (but don't overdo it!)

A second opinion

If possible, get someone else from within your organisation to read through what you have written. Ask them if it makes sense, if there are any mistakes and if they have any suggestions for improvements.

Dos

Remember that well-written opportunities are far more likely to attract potential volunteers.

- Make it sound interesting and appealing
- Use a concise and descriptive opportunity title (*no more than 70 characters*)
- Place important information at the start of the opportunity description
- Use short paragraphs and short sentences
- Keep the word count low
- Use an objective style
- Avoid jargon and acronyms
- Check spelling
- Include directions and availability
- Keep us informed of any changes in your contact details