

## YOUR GUIDE TO

# Marketing Volunteer Opportunities



# Introduction to Marketing Volunteer Opportunities

### Reaching Potential Volunteers

When you need to recruit new volunteers for your organisation there are many ways and places in which you can advertise your volunteer opportunities. These range from advertising by word of mouth, placing your volunteer opportunities on regional and national websites, putting up a poster in a local shop, having an article in the local newspaper or getting a slot on local radio.

Volunteer Centres are a good place to start. They act as a 'go-between,' providing information about volunteering opportunities to potential volunteers and promoting volunteering opportunities on the national Do-it website ([www.do-it.org.uk](http://www.do-it.org.uk)). Therefore, registering your volunteer opportunities with your local Volunteer Centre will ensure it is seen by people booking appointments with Volunteer Centre staff and by anyone searching for volunteer opportunities online.

### Targeting the promotion of your volunteer opportunities

Where you advertise your opportunities will depend on the time and resources you have available and the target audience you want to reach. Writing an article for a local newspaper is more time consuming than advertising via word of mouth, though through a newspaper a wider audience would be reached. Similarly, advertising on regional and national websites will potentially reach more people than a poster in a local shop, whereas highlighting the volunteer opportunity locally could encourage more people to become involved in their community.

The more diverse an audience you target with your promotion, the greater the number of potential volunteers you could attract. Having a diverse range of volunteers increases the skills and experiences you can tap into. However, the volunteer role you want to advertise might be more suited to one particular group or you may want to attract volunteers from a particular group because you want to have a more diverse range of volunteers.



Therefore, before embarking on marketing your volunteer opportunities, take time to think about who you want to attract, before you plan how and where to advertise.

## Where to Begin

Make sure that the volunteer role is clearly defined for the opportunity that you are trying to promote and be clear about the reason why you want to involve volunteers. If you understand this and you can explain what the benefits are of volunteering with your organisation, this will help you decide how and where to market your volunteer opportunities.

Remember, whichever marketing method you use it needs to:

- ▶ *Grab people's attention*
- ▶ *Get them interested*
- ▶ *Make them want to get involved*

Different ways in which to advertise your volunteer opportunities:

- ▶ *Word of mouth / volunteer case studies*
- ▶ *Newsletters*
- ▶ *Open day*
- ▶ *Radio adverts / interviews*
- ▶ *Emails / website / social media*
- ▶ *Talks / presentation*
- ▶ *Newspaper article*
- ▶ *Posters / leaflets / fliers*

*And don't be afraid to try something new – be innovative!*

### Where to Advertise

Below is just a sample of places you can advertise your volunteer opportunity:

**Volunteer Centres** act as a go between providing information to potential volunteers and can promote your opportunity on the **www.do-it.org.uk** website.

**vInspired** is an independent charity dedicated to helping young people (14-25 year olds) volunteer in ways that matter to them (**www.vinspired.com**).

**ivo** allows you to connect with available volunteers, promote your work, events and opportunities on their website (**www.ivo.org**).

**Reach** finds volunteers with the right management, professional, technical or business expertise (**www.reachskills.org.uk**)

**CTN's trustee finder** handles trustee volunteer opportunities (**www.trusteenet.org.uk**).

**Local media** like community radio, newspapers, neighbourhood or parish magazines.

**Local venues** including community centres, sport centres, faith groups, shops, schools.

### And finally...

Remember to clearly describe the role, avoid technical language, proof read any text and ensure contact details are included.

### Additional resources:

In addition to contacting us directly for advice, you can also find more information on the **Hastings Voluntary Action** website at <http://bit.ly/1j7WGPY> and in the Volunteering England Good Practice Bank at <http://bit.ly/1r2oyoW>.