

VOLUNTEER CONNECT – TIPS ON WRITING AN ONLINE ADVERTISEMENT

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Position Name

Avoid using symbols or punctuation marks in the position name
Example: Animal Refuge Volunteer

Short Description

Tip: You have approximately 3-10 seconds to capture the attention of the reader (**your potential volunteer**). Keep to 35-40 words. Mention your organisation's name.

Tip: Ask your existing volunteers why it's valuable for them to volunteer for your program.

Tip: Engage the reader by asking questions e.g. Do you have a passion for...? Do you want to make a difference to...?

Example short description: *Do you have a passion for animal welfare? Would you like to make a real difference to your local environment? Why not be part of a team of likeminded people at The Animal Refuge.*

Detailed Description

Tip: Avoid writing a job description.

Tip: One paragraph briefly explaining your vision, mission or objective/s.

Tip: 3-5 dot points explaining some of the tasks the volunteer is likely to do.

Tip: Finish with a call to action.

Example detailed description:

Step 1: *The Animal Welfare program aims to reduce the numbers of animals being euthanized in pounds and shelters.*

Step 2: *As a volunteer, you will be making a real difference by:*

- *Working alongside our community educators*
- *Visiting schools and attending community events*
- *Temporarily adopting an at-risk animal (optional)*

Step 3: *If this sounds like you, fill in an expression of interest today. We will contact you to chat about the role.*