



Writing an effective volunteer advertisement¹

When advertising a volunteer role on social media, your website or in the newspaper, simply writing out what the volunteer position involves isn't always enough to grab a potential volunteer's attention. For every volunteer position you are advertising for, use these tips to help write an attention-grabbing and engaging advertisement.

Keep it short

- Keep your adverts short and to the point. Have an eye-catching title. The longer your advert looks, the less likely people will be to read it.

Use clear language

- Use simple plain English.
- Check for any errors.

Explain the position

- Outline the key tasks involved in the position to give people an idea of what they will be doing.
- If needed, outline any necessary skills, qualifications or checks needed.

What is the impact?

- Say why the role is important to the organisation/group.
- What impact it will have on your members/users.

The benefits

- What benefits will the volunteer get from the role.
- It doesn't matter how big or small the benefit might be, if there's something the volunteer gets in return, be sure to mention it.

How to apply

- Now somebody is sold on the position, they need to know what to do next. Include contact information and the best time to get in touch.

NB: Consider using phrases such as 'get involved' or 'can you help out?', instead of 'volunteer'.

Adapted from Volunteering WA: [Writing-an-Effective-Advertisement.docx \(live.com\)](#) and Volunteering Australia [How to advertise a role | Australian Sports Commission \(ausport.gov.au\)](#)