

Writing your case for support to recruit volunteers

Key points to include and consider:

- Strapline e.g. “make a difference, make your mark”
- What your team does, what cause or group of people it benefits
- Range of opportunities that exist
- The difference the volunteer can make to the cause or the people who are supported
- What the volunteer can gain (from the experience and working with your team)
- How the prospective volunteer can find out more (include an email address and phone number so volunteers can get in touch easily)
- Need to make it as appealing and easy as possible to apply

What else do you want to include?

Methods for recruiting volunteers:

- Word of mouth – referrals
- Leaflets and other printed materials/media
- Using volunteer databases
 - **Volunteer centres:** These are local organisations that provide support and expertise within the local community to potential volunteers and organisations that support volunteers. People visit this website to look for volunteering opportunities (<https://www.ncvo.org.uk/ncvo-volunteering/find-a-volunteer-centre> You could place an advert there
 - **Do-it:** Advertising for volunteers on this website: <http://do-it.org> You need to register before you can recruit
 - **Reach:** Visit <https://reachvolunteering.org.uk> to find skilled volunteers. You can search by skill and location
- Organising or speaking at events
- Press and radio adverts
- Online (your own website, other local websites, volunteer recruitment websites, Facebook, twitter). Online methods are particularly attractive to younger people:

What else could you do locally?
