

Effective Recruitment Message

(taken from Betty Stalling's Training Busy Staff to Succeed with Volunteers)

Three essential elements for an effective message:

- The statement of need
 - Not the agency's need but rather the client's need
- How the volunteer can help
 - More impact by saying "You can help by"...rather than "Volunteers are needed"....
- Benefits of the position to the volunteer
 - How volunteers will be helping themselves by volunteering

Examples of Recruitment Messages

Example 1:

▶ Statement of client need

They have gloves, bats and softballs, but no coach. 75 mentally-challenged boys and girls are waiting for a coach.

▶ How to help

Don't let them strike out. Join our Special Olympics Team! Call 1-800-Gold today!

▶ Benefits

You'll never feel more appreciated (and you'll get some exercise, too!).

Example 2:

▶ Statement of client need

Many Seniors in our community are not eating balanced meals and are suffering from malnutrition.

▶ How to help

You can give three hours to chop, slice, spread, boil, wrap, and pack food with our chef and other great folks.

▶ Benefits

Knowing you've made a difference, enjoying your team, and learning how to cook in large quantities!

Sample Recruitment Messages

Every 15 seconds a woman is beaten in this country. Every 15 seconds her partner shares in her loss of self-esteem. Their children are learning how to behave in relationships. You can help stop this cycle of violence and learn valuable communication skills by serving as a volunteer with the Battered Women's Alternatives Hotline. In the next 15 seconds, you can make a difference!

One out of five Americans can't read this message! By volunteering to teach an adult to read and write, you can open a world of opportunity for some who might otherwise be limited – stuck! We'll provide the training, you set the time and place of the lessons. Call Project Read at 555-877-5329.

Many elderly in our community live lonely stretches without a warm smile or embrace. Your family could volunteer to “adopt” one of these senior residents. The members of your family will experience some rare quality time together while giving someone's grandma or grandpa a real lift.

Infant car injury and death can be reduced by 75% with the use of infant car seats. You can make infant car seats available to new parents by volunteering to demonstrate these seats each Wednesday at North County Hospital. You will receive gratification from knowing you are helping to save the lives of our most valuable resource – our children.