**Volunteer Connect Online**

**Advertisement writing tip sheet**

**November 2016**

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**Position ID**

This will self-populate

**Reference ID**

N/A

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**Position Name**

Avoid using symbols, hyphens or punctuation in the position name

**Example: Animal Refuge Volunteer**

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**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.

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**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, express interest today. We will contact you to chat about the role.