

Volunteer Connect Online

Advertisement writing tip sheet

November 2016

Upload your logo

Basics	Details	Skills	Availability	Notifications	Referrals	Tags
--------	---------	--------	--------------	---------------	-----------	------

Position ID

This will self-populate

Reference ID

N/A

Details
Organisation
Address/Phone
Contacts
Positions
Referrals
Insurance

Position Name

Avoid using symbols, hyphens or punctuation 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, express interest today. We will contact you to chat about the role.*