



# HOW TO WRITE A GREAT VOLUNTEER OPPORTUNITY

When it comes to writing a volunteer opportunity to attract the volunteers you want, it's often the little things that make the biggest difference. Here are some simple tips that will make your opportunity stand out from the crowd.

## AN ENGAGING TITLE

**DO:** Describe the task they will be doing and keep it succinct.

**DON'T:** Use the word 'volunteer' in your title, instead try descriptive words like assistant, support, specialist, enthusiast, coordinator, guide or leader.

## DETAILED DESCRIPTION

Here's your opportunity to say more. We recommend you include a detailed outline of –

- Your Organisation
- The Opportunity
- The social impact your organisation and this opportunity will have
- Traits you're looking for in a volunteer (skills, experience, attitude)
- Clearly articulate the expected commitment (mostly time, but anything else that you need them to commit to)

## SEARCH SUMMARY

**DO:** Think of this as your 'movie trailer'. Use action words to sell the activity. Make sure you include what the volunteer will be doing and the impact they/this opportunity will have. Leave them being inspired and wanting more.

**DON'T:** Include information about your organisation here.

## OTHER HANDY TIPS

- Complete all the fields that appear in the rest of the form
- Put yourself in the shoes of the volunteer and remember they don't have the knowledge you have
- Run a draft past someone who knows nothing about the volunteer opportunity and get their feedback
- If you have an idea how to improve your text once you've written it, make sure you jump back in and update it. You can do this at any time.

