

Use this worksheet to develop event recruitment pitches to post online and in printed materials. **Note:** If you have different volunteer roles for your event, create one listing for each volunteer job or team available.

Volunteer Position/Team Title

Volunteer Recruitment Post Messaging

Posting Subject Line/Title:

Use an engaging title that includes key words (NOT “Volunteers Needed!”)

Posting Body Text:

Approximately 100 words, 5 sentences, 3 per paragraph (with correct grammar); use one of these formats to write it:

- 1) What is the community need?
- 2) How does this event provide a solution?
- 3) How do volunteers make the difference between event success or failure?
- 4) How does a volunteer sign up to help?
- 5) **Direct Contact information (a person’s name, phone & email)**

Visuals to be Used

Photos of past events, video testimonials from those who benefit or volunteers who enjoyed participating last time, photo of direct contact person, logo, etc.

Groups Who Might Distribute the Post

Below are some ideas; choose those that are most active in your community and who are likely to have an affinity with your cause:

- Staff of Event Sponsors
- Corporate Employee Volunteer Programs
- Your staff's Personal/Professional Networks
- Your Current Volunteers
- Your Past Event and Other Volunteers
- Local Congregations
- Fraternities/Sororities
- Professional Associations
- Service & Other Clubs

Where to be Posted

Below are some ideas; choose these and others that can be shared with groups of people who might want to help:

- Agency Website
- Fliers
- Local Volunteer Center's Website
- Local Community Calendar
- Local Media Outlets
- National Volunteering Websites
- Direct Emails
- Newsletters
- Church Bulletins
- Bulletin Boards/Fliers/Handouts
- PPT Slide Decks

Social Media Sharing

Choose those that are actively used by the people you want to reach:

- Blog
- Facebook
- Twitter
- Google+
- LinkedIn
- Pinterest

How Will You Know Which Pitches Worked?

Analysis of web site clicks, use of social share buttons, asking event volunteers how they heard about the opportunity, etc.

Notes