

## Recruitment 3 Get more volunteers –



creating brilliant adverts

### OVERVIEW

Attract new volunteers with attention grabbing, relevant and customised content. Inspire future doers and give it a goers. Remember, like for like attracts so if we promote success and excitement then it will generate this same response.

### STEPS

- Advertise tasks, not roles - before you start writing your advert, ask yourself: What sort of skills are needed to carry each task out? Which qualities or life experiences would make someone a great fit? What interests might someone who'd enjoy this role have? Instead of advertising for a 'Beaver leader', you might advertise for someone: Who enjoys interacting with young people. Who would be great at organising craft activities. Who has plenty of energy and enjoys playing games. Who is patient and caring?
- Write like a pro - A catchy title. Photos and images which are relevant to the task. Friendly, informal language – focussing on the task(s) you need help with. A summary of what's involved and expected – including information about when, where and how often your new volunteer will be needed. Contact details, so they can get in touch. Take a look [here](#) for more. Always include a Call to Action – what are you asking them to do. Call, email, read, watch etc. Consider 'what's in it for me' in the messaging so ensure you write it for the audience and not yourself.
- Ensure your place the correct Group/District/Unit brand identity on any placements.
- Make sure you have photographs of volunteers and young people (with permission) to share.
- Try using a design package such as Canva (free if you have charity status) to make your adverts to come life as dynamic [content](#). Moving content is the most shareable (fact).
- Consider a physical and virtual notice board for your vacancies – on premises, your website and social media.
- Spread the word online - connect with people looking for volunteer opportunities in your area, using platforms like [doit.life](#), [Volunteer Match](#), or [Idealist Volunteer+](#) Promote governance or skill-based roles on [Reach Volunteering](#) and [Trustees Unlimited](#) and on LinkedIn.
- Extend your reach on social media, sharing vacancies on your Scout or personal account on **Facebook**, **Twitter** or **LinkedIn**. Take a look at our [social media guidance](#) to optimise your profile(s)
- Consider a shop window display to support recruitment - <https://scoutsbrand.org.uk/catalogue/item/a-great-shop-window-for-scouts>

### FURTHER INFORMATION

- Contact Kirstie Armsworth, Scouting Support Officer, [kirstie.armsworth@sesscouts.org.uk](mailto:kirstie.armsworth@sesscouts.org.uk) support.