

Promoting Your Volunteer Opportunities

When promoting your volunteer opportunities volunteers like to know the following:

- What difference they will make by being involved with your organisation. Many people are motivated by the impact they could make through volunteering and so this can help your recruitment campaign.
- How they might benefit from volunteering e.g. learning new skills, meeting new people, being part of a team, training etc.
- Are out of pocket expenses covered by your organisation. The cost of volunteering can be a barrier and also some people don't like to ask and so it is important to be clear about this.

Where to Promote Your Volunteer Opportunities

It is a good idea to promote your volunteer opportunities in a wide variety of ways, as this will help to recruit a more diverse team of people. Where to promote your volunteer opportunities can include:

- Volunteer Centre Salford's Volunteering Portal
<https://www.salfordcvs.co.uk/need-volunteers>
- Local Universities and Colleges
- Community training courses
- National Volunteering Websites Do IT | Connecting people to do good things
<https://vinspired.com/>
- Social Media – Facebook, Twitter etc.
- On your website – make sure it is clear to people looking on your website how they can get involved in volunteering at your organisation.
- Word of mouth – ask your existing volunteers, staff etc. to help spread the word.
- Existing networks
- Posters and/or leaflets that can be distributed in various places, such as libraries, job centres and community centres
- Connect with local organisations and do a talk or presentation for the people they work with.
- Taster sessions or open days a good way for people to find out more about volunteering at your organisation.