

After determining the content of the task and a potential source for finding volunteers, you need to prepare a message in order to reach the volunteers. The design, structure, and content of the message are equally important for recruitment. The length, structure, design, and/or accompanying visual material will be points to consider when preparing the message.

### What should be in the message?

- 1\_ An attention-getting introduction.
- 2\_ A clear statement of the organization’s need. What exactly is needed? What problem is being addressed?
- 3\_ A clear solution to the problem. How can a volunteer meet this need?
- 4\_ A description of the task.
- 5\_ What the volunteer will gain from the experience.
- 6\_ Contact information.

**Exercise:** Write a message to find volunteers [30min].

*An attention-getting introduction:*

*The need:*

*The solution:*

*Description of the task and the skills needed to complete it:*

*How the volunteer will benefit:*

*Contact information:*



WORKING WITH  
VOLUNTEERS