

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

Method Card 13 ■ //