Best Practices for Recruiting Online

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Agenda

• Introduction to Recruiting Online
• Making the Case for Online Volunteer Recruiting
• Best Practices for Recruiting Online
• Review Real Opportunities Using Best Practices
• Things to Remember
Recruiting Volunteers Online

Another Tool to Recruit Volunteers

- VolunteerMatch User Survey

VolunteerMatch Research

- 100 Popular opportunities
- 100 Opportunities with no connections

Best Practices

- Applicable for any online recruiting site

Learning Center
8 Easy Steps for Recruiting Online

Make the Title Work for You
• Catchy, Fun, Interesting

Keep it Brief
• One Opportunity, 100 words

Word it Simply and Make it Easy to Understand
• No Jargon, no Acronyms

Make an Impact
• Include a Strong Call to Action
8 Easy Steps for Recruiting Online

Provide Direction and Support
- Time Commitment, Training, Restrictions

Make it Visually Appealing
Include Pictures, Graphics. Make use of White Space.

Remember to Edit
- Grammar, Spelling

View your Listing as a Volunteer
- Use a Critical Eye.
Best Practices for VolunteerMatch

**Title Stands Out**
- Call to Action

**Make Good Use of First Sentence**
- Visible to prospective volunteers

**Brainstorm and Use Keywords**
- What kinds of volunteers do you want to find you?

**Keep Connections on VolunteerMatch**
- Information is only useful if volunteers click ‘I Want to Help!’
Make Your Title Work For You

The Best Volunteer Opportunities in Oakland | VolunteerMatch
42,908 volunteers are needed near Oakland Displaying 1 - 25 of 932 Opportunities
Near Me & New

1. **Food Distribution Volunteer Needed in Oakland (Lakeside Senior Apartments)**
   with Satellite Affordable Housing Associates
   Lakeside Senior Apartments, 1507 2nd Ave, Oakland, CA, 94606
   It's Flexible! We'll work with your schedule
   This opportunity has 1 shift
   Since Shelter-In-Place Order happened in March, we expanded the food distribution at our sites and begun to provide consistent food deliveries to sites that do not normally receive food. In our current operation, we've...
   Date Posted: November 19, 2020
   4 Active Opportunities

2. **Want to help a student succeed in school? Become a food distribution...**
   with SAFE PASSAGES
   250 Frank H. Ogawa Plaza #6306, Oakland, CA, 94612
   It's Flexible! We'll work with your schedule
   With families being affected by covid-19, food distribution has taken a more prevalent part in Safe Passages. Students have various needs that need to be met in order for them to succeed academically. As a result, we give...
   Date Posted: November 18, 2020
Using Best Practices

Seeking Hospice Superheroes: Invisible Cape

Provided

A GREAT ORGANIZATION

I Want to Help

Put your Superhero powers to the test and join our proud, productive team of Hospice Volunteers. Our Volunteer Department will provide you an engaging, empowering training (and invisible cape) to prepare you to serve in one of the following ways:

**Friendly Visitor**

- Be a Superhero to our in-home hospice patients and families throughout our area. Our Volunteer Department carefully matches you to a patient and/or family based on personality, location and availability. We even go with you on your ...

Read More
An Opportunity that Needs Work

Park Volunteer
A GREAT ORGANIZATION

A group opportunity. Invite your friends.

I Want to Help

Park volunteers needed.

Duties include:
- Protecting the native flora
- Park safety
- Environmental awareness programs for children
- Building and maintaining park trails
- Providing general assistance and information to park visitors

Applicants must be at least 18. Signed waiver required. Please dress appropriately for outdoor labor.

Have fun while spending quality time in nature.
An Opportunity using Best Practices
Remember...

Your VolunteerMatch opportunity may be the first time a volunteer learns about your organization:

- Use language that is welcoming
- Clearly state needs and impacts
- Outline any potential ‘deal breakers’
- Craft opportunities that will attract the volunteers you need
Thank you!

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