



VolunteerMatch

VolunteerMatch Learning Center  
Introductory Approaches

# Tips & Tricks 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

# 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

Near Me & New ▼

Displaying 1 - 25 of 932 Opportunities

## 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



I Want to Help

A group opportunity. Invite your friends.

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

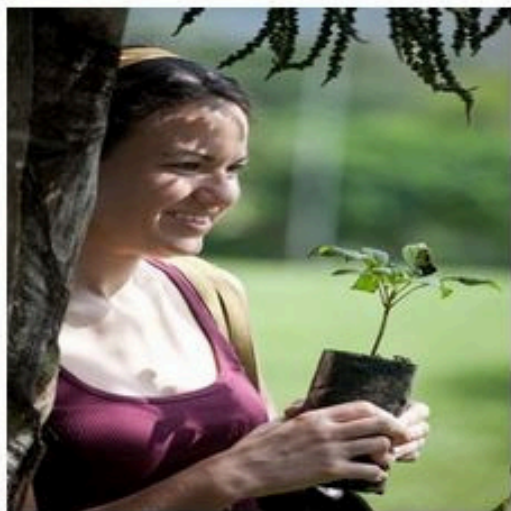
Become a Park Docent & Educate your  
Community

A GREAT ORGANIZATION



I Want to Help

A group opportunity. Invite your friends.



Join us twice a month to help  
maintain the health of our  
local park!

Do you love history and nature? Try being a docent! As a docent you can share your interest in nature or the cultural history of our area with park guests.

Our hikes and activities are designed to appeal to people of different ages, backgrounds and levels of outdoor experience. Docents can learn how to present existing programs on topics such as early ...

[Read More](#)

# 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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Follow us on Twitter: [@VolunteerMatch](https://twitter.com/VolunteerMatch)

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