*Why use VolunteerMatch?*

As the largest active network of volunteer recruiters, VolunteerMatch gets more than 125,000 visitors each week – a big reason why we have become the #1 search result for “volunteer” at both Yahoo! and Google. VolunteerMatch is a nonprofit, online, national service matching volunteers with over 70,000 nonprofit organizations and programs – and our network is increasing by over 250 organizations and 7,000 new members each week. VolunteerMatch is simply the best destination on the Web to find a great place to volunteer or recruit passionate volunteers to support your mission.

By participating in the Get Involved Initiative you receive the advanced “Community Leader” tools for free for all of your branches, along with promoting your listings on the “hub”, a [branded website](http://californialibraries.volunteermatch.org/) to promote California libraries as centers for civic engagement and great places to volunteer. <http://californialibraries.volunteermatch.org/>

*What is the Difference Between Account Administrators and Listing Contacts?*

VolunteerMatch offers two levels of access to your organization’s account.

* Administrators have full access to the account, and can log in and create opportunity listings, edit organization details, and add or remove other administrators. A registered organization can have more than one administrator managing the account. Administrators receive the emailed monthly reports and receive email notifications when an administrator is added or removed from the account. All administrators have their own username and password.
* Listing Contact is the other access level. The contact person for a listing receives and manages a listing’s volunteer referrals. Contacts do not have login access to the organization account, and cannot post listings, but can be selected to receive volunteer referrals via email. Contact level access is a good option for larger organizations with multiple active listings; when one or two people managing a VolunteerMatch account can still direct referrals to different departments or staff members. *Keep in mind that administrators are automatically contacts, so if you are a small organization, your administrators can still act as the contacts for your listings.*

*What is the widget? Why should I use it and how do I get it installed?*

The website “[widget](http://www.library.ca.gov/lds/docs/GetInvolvedWidgetCode.txt)” is a search box that will take potential volunteers to the Get Involved library “hub” to interest potential volunteers in the volunteer opportunities you have posted, along with local community projects. Install the widget on your library’s (and city or county) websites to drive potential volunteers to the branded site and get immediate display of your library’s volunteer opportunities. Once posted on your website, it will look like the green and orange "Get Involved" box on the [www.library.ca.gov/lds/getinvolved.html](http://www.library.ca.gov/lds/getinvolved.html) website. Ask VolunteerMatch for the widget “code,” and then give it to your library's "tech" person and they will be able to post it on your website. For technical help on this, send a message to VolunteerMatch Tech Support: [californialibraries\_support@volunteermatch.org](mailto:californialibraries_support@volunteermatch.org.).

*What is Reposting?*

When you create a listing it is “activated” and “posted.” Activated means a listing shows up in VolunteerMatch search results. Posted means the listing initially appears as the first listing in the

search results. Over time, though, a posted listing moves farther and farther down on the search results as the top position is replaced by new listings from other organizations using VolunteerMatch. You want your listing to be at or near the top of the search results to have it seen by the most number of volunteers. Volunteers may not look further than the first few pages of search results – only showing them the first 40 or so listings.

The Repost tool allows you to easily move your listing back up to the top of the search results. ***This is the most important thing you can do to have your listing be visible to the most number of volunteers!*** To repost, go to “manage listing” and click on repost. Once you click REPOST you will receive confirmation that your listing has been reposted.

*What Should I Know About Using Photos?*

**Listings with photos receive almost three times as many referrals as those without pictures**. It is important to have a photo in your listing. A picture gives a prospective volunteer a better idea of what type of tasks they will be doing, or the impact they can make by volunteering with your organization. You are allowed to store up to five photos in each branch account, which can then be applied to your organization page and any of your listings.

*What is a Virtual Opportunity?*

A virtual opportunity is any volunteer opportunity that can be completed from any location, and does not require the volunteer to be in a specific area or zip code. If an opportunity is virtual it means that the organization can be anywhere, and so can the volunteer. A Virtual Opportunity can be completed and returned to the organization by mail, phone, fax or email, and does not require the volunteer to visit the organization’s location. Great examples of virtual opportunities are writing newsletter articles, translating documents, researching and writing grant proposals, knitting baby blankets, or providing phone support to clients. Virtual listings will appear in VolunteerMatch’s Virtual Opportunity category search results for volunteers across the country and not in local zip specified search results.

*What is Multi-Zip, and Do I Need to Use It?*

Most listings do not need Multi-ZIP coverage. VolunteerMatch’s default search settings allow volunteers to see listings within 20 miles of their ZIP code. If your listing has a location ZIP code within that radius it will automatically show up. If a volunteer widens his or her search range your opportunities will still show up. Click “No Additional ZIP Codes” to move on to the Advanced Tools. Usually, if you have branch locations placed throughout your service area, your service area should be covered just by the 20 mile radius search among each of those zip codes. If you want or need to recruit beyond the 20 mile radius, you can use the Multi-ZIP tool to add additional ZIP codes. There is a charge to use this feature -- each additional ZIP code is $0.50. As part of the state library’s Get Involved project, you have VolunteerMatch’s “Community Leader” status and can therefore receive a discount off of any Multi-ZIP purchase. *Note: When you use Multi-ZIP you will not be able to repost your listing.*

*What are Custom Questions?*

When a volunteer expresses interest in an opportunity and clicks I WANT TO HELP! you may include up to three questions to be answered and returned to you with the volunteer’s contact information on the referral form. These questions can be optional or mandatory. You may create an unlimited number of questions to store in the Custom Question Manager and select up to three of them for each listing. The customize referral form page allows you to gather information from a volunteer when they click I WANT TO HELP! on VolunteerMatch. By asking things such as “Are you willing to be fingerprinted?” and “Are you available to serve on weekends?” you can screen out volunteers at this stage, or let them screen themselves out before you have invested more time in cultivating them. The referral email you receive with a volunteer’s contact information will also include the answers to the Custom Questions you select.

*How Should I Use Greetings and Documents?*

When a volunteer clicks “I Want To Help!” to refer themselves to an opportunity, VolunteerMatch automatically sends an email back to them confirming that referral. With Greeting Manager you can add one of 5 customized email responses to each listing and include a personal note as well. With the Document Manager, you may attach a document to be sent as an attachment when a confirmation email is sent to a volunteer. Document Manager adds up to 3 of your 5 stored documents to each listing and provides additional information to your volunteer. Sample documents you might want to attach include a volunteer position description, volunteer application or additional information about the library or the volunteer program.

*What does Site Syndicate mean?*

To syndicate something is to publish it at the same time in several different locations – like a syndicated column in a newspaper. Site syndicate does something similar with listings on your websites. After entering all of your listings into VolunteerMatch this tool allows you to quickly republish them on your website. This allows potential volunteers to find these opportunities on your website in addition to in a VolunteerMatch search, and links directly to VolunteerMatch so that any changes you make to a listing automatically is changed on your website as well. Find your Website staff member or volunteer to help you if you do not have access to the content on your organization’s website.

*What are archived referrals?*

On the Viewing and Exporting Referrals page you also have the option to archive referrals. An archived referral will no longer show up in exports, and the volunteer’s email address will no longer show up when you use the email referrals tool. Use this tool to remove duplicate referrals or referrals from prospective volunteers that never actually volunteered with your program or organization.