

Crafting a Volunteer Recruitment Message

Qualities of a good recruitment message:

- The opening message should be interesting enough to entice the potential volunteer to consider volunteering for the organization.
- The body of the message should present information in an order that psychologically matches how people will think about the offer.

Need: Is there a problem?

Solution: Can this job help solve it?

Fears and Questions: Can the prospective volunteer help with the job?

Benefits: What's in it for the prospective volunteer?

Contact Point: What steps does the potential volunteer need to take to get involved?