

Three Parts of a Recruitment Message

- I. Statement of Need
- II. How the Volunteer Can Help
- III. The Benefit to the Volunteer

Examples of a Statement of Need

Example 1:

In Terms of the Organization:

Special Olympics needs softball coaches for spring league.

In Terms of the Client:

They have gloves, bats and softballs...but no coach. 75 boys and girls with special needs are waiting for a coach. Don't let them strike out. Join our Special Olympics Team! Call 1-800-GOLD today.

Example 2:

In Terms of the Organization:

The Senior Lunch Program needs people to cook meals for seniors on Tuesdays.

In Terms of the Client:

Many Seniors in our community are not eating balanced meals, are suffering from malnutrition, and therefore need...

Sample Recruitment Messages

Every 15 seconds a woman is beaten in this country. Every 15 seconds her partner shares in her loss of self-esteem. Their children are learning how to behave in relationships. You can help stop this cycle of violence and learn valuable communication skills by serving as a volunteer with the Battered Women's Alternatives Hotline. In the next 15 seconds, you can make a difference!

1 out of 5 Americans can't read this message! By volunteering to teach an adult to read and write, you can open a world of opportunity for some who might otherwise be limited - stuck! We'll provide the training, you set the time and place of the lessons. Call Project Read at 432-877-5329.

Many elderly in our community live lonely stretches without a warm smile or embrace. Your family could volunteer to 'adopt' one of these senior residents. The members of your family will experience some rare quality time together while giving someone's grandma or grandpa a real lift.

Infant car injury and death can be reduced by 75% with the use of infant car seats. You can make infant car seats available to new parents by volunteering to demonstrate these seats each Wednesday at North County Hospital. You will receive gratification from knowing you are helping to save the lives of our most valuable resource - our children.

H-4



Volunteer Impact Leadership Training Series 2-15-08

Adapted by and licensed to the Minnesota Association for Volunteer Administration (2006) by Betty B. Stallings, based on *Training Staff to Succeed with Volunteers--The 55 Minute In-service Series*, © 1996 Betty B. Stallings, Building Better Skills