



# Advertise/Promote role

Define the ideal volunteer profile, and clearly communicate the role's value and requirements—ensuring it's genuinely rewarding and meets your organisation's needs. To recruit effectively, understand why people volunteer and what draws them to your organisation.

## Where to advertise your roles

There are lots of places locally and nationally to advertise volunteering roles. It's good to think about the demographic of volunteers you may want to recruit and where they might look for voluntary roles. Remember to advertise in more than one place.



### CAN – Community Action West Northants

Community Action Northants offers a shop window of opportunities for organisations to advertise.



### NHS Volunteering

#### NHS Volunteering

NHS Volunteering is a national shop window website that advertises volunteering roles in health only. It is open to organisations outside of the NHS to advertise on.



### GOVO by Royal Voluntary Service (RVS)

GOVO is a national volunteering website run by the voluntary service.



### Libraries

Your local library welcomes a wide range of people and they may have a notice board.



### Job Centre

Job centres often encourage people seeking work to Volunteer through Volunteer to Career schemes.



### Social Media

Share on your social media pages. Don't forget to share posts on local area groups particularly village groups for rural communities or ask other organisations to share your posts.



### Community Centres

Community centres understand their local communities, they may have a notice board you can advertise on or be able to sign post people.



### Word of Mouth

Don't forget to let everyone in your organisation know that you are actively recruiting volunteers. You never know who knows who!



## Acknowledge receipt of the application

- Provide a prompt acknowledgement and thank you, ideally within 2-3 working days and outline the next steps and time frame.
- Set the tone of the role and the organisation in your response, informal and chatty vs formal and professional.