

## Writing a Volunteer Advert

To attract people to volunteer with your group or at an event, it's important to promote effectively so that they are seen by the target audience. For local roles, digital forums or community newsletters (Parish Council, schools, faith centres etc.) can be useful as can good old-fashioned printed posters on notice boards. For wider publicity it can be useful to connect with your local volunteer centre. [Cambridge CVS](#) is the local organisation in Cambridge which runs training sessions for their members and are great to speak to if you need any advice. Further afield and depending on your location you could also connect with [Volunteer Uttlesford](#), [Ely and District Volunteer Centre](#) and [Huntingdonshire Volunteer Centre](#).

When drafting a volunteer advert think about:

- **What is the purpose of the role?** What are you trying to achieve from recruiting volunteers? Refer to the role description here so the messaging is consistent.
  - An overall purpose could be to reduce the carbon footprint of your community, to increase the number of homes with solar panels or extend the life of products.
  - It's also useful to break it down to specifics. For example, is the purpose to make use of existing skills in your community by recruiting volunteers to skill share at a repair cafe? To enable an event to run successfully and smoothly and be well-received by attendees? To improve the online presence of the group?
  - If you break it down and have your purpose clear, this will help potential volunteers to see how they will be supporting the group through their volunteering activities and the impact they will have.
- **Who is the audience?** Who are you trying to engage? You can refer to [Britain Talks Climate](#) or [Engaging Rural Audiences](#) for ideas on this.
- **How will you reach your audience?** Once you've defined your purpose and your audience, it's time to think about how you will reach them.
  - **Where will your audience see adverts?** Are they likely to be on social media? Will they see notice boards at local schools or community centres? Will they read local newsletters? Listen to local radio stations?
  - **What messages will appeal to them?** Will they be interested in environmental issues? Supporting a stronger community? Meeting new people? Think about the segments in [Britain Talks Climate](#) alongside the [rural communities](#) research from Climate Outreach and how each of these would react to certain messaging.

If it's helpful, use the box on the following page as a template for drafting your volunteer advert. As mentioned above, if you have drafted a **volunteer role description**, it will be useful to refer to this.

<b>Name of the role:</b>	
<b>Purpose of the role:</b>	
<b>Audience:</b>	
<b>How will you reach your audience?</b>	
<b>What type of advert are you drafting? e.g. item in a newsletter, social media post etc.</b>	
<b>How will you use images or visual elements in your advert?</b>	
<b>Content of advert</b>	