

Creating A Stellar Volunteer Posting

A volunteer posting is a valuable tool to attract the right talent. Not only do you want to find suitable applicants, but you also want to ensure that they feel informed, connected, and passionate about your organization and mission, even before they apply.

STEP 1 – BUILD AN IDEAL VOLUNTEER PROFILE FOR EACH ROLE

Decide the following:

- WHO would be your ideal candidate and what skills/attitude/qualifications should they have?
- WHAT is the role and how does it impact the organization's mission?
- WHERE will the volunteer be working (e.g. remote or in-person)?
- WHEN will you post and when are you planning to screen, onboard, and train applicants?
- HOW will the interview process work, and how will you be assessing your applicants?

STEP 2 - WHAT TO INCLUDE IN YOUR POSTING

Remember, a posting is *not* a role description. It's an advertisement. You need to include enough information that applicants can make an informed decision, but you don't need to give them an exhaustive task list. Include:

- Basic Information
 - Role title
 - Start date
 - End date (if applicable)
 - Location (e.g. remote or in person)
- Organization information
 - Organization name
 - Organization location
 - Organization mission (what difference you're making in the world)
 - Brief summary of organization's objectives
- Role information
 - List only the main tasks, not all the details (ie: "admin work", not "typing documents, filing paperwork, and answering phones")
 - Clearly define how the role helps the mission
 - Preferred skills (if any)
 - Preferred qualifications/requirements (if any)
 - Schedule and/or required availability (be open about expected timelines)
- Other
 - Instructions on how to apply (e.g. send an email, scan a QR code or see the website)
 - Volunteer manager's contact information in case applicants have questions
 - Include an image (organization's logo, or a photo of volunteers) to catch people's attention

STEP 3 - GET FEEDBACK

Once you have a draft of the posting, have someone else review it, in case you've missed anything and to make sure it reads clearly.