

VOLUNTEER ROLE ADVERT TEMPLATE

A purpose of the advert is to encourage people to want to learn more about the role and the charity. It should only include the headlines of the role and how it supports the charity in delivering it's mission.

Banner Headline

Write a message or question that grabs attention. Instead of just stating the role (e.g. Befriender), try asking something like: "Do you have 30 minutes a week to brighten someone's day?"

Task

Write a few bullet points about the key aspect of the role. Be clear what they are as it will be easier to attract the right candidate.

Impact

Share how this role will support the charity in delivering on its mission.

Skills

Let them know the skills and personality you're looking for. It's not just about technical ability—being friendly and outgoing matters too. You'll attract more volunteers if the role also helps them build their skills, like improving their Excel knowledge.

Training

Share with the candidate how you welcome and support them into your charity – good onboarding, named supervisor.

Benefit

The volunteer will want to know how this role will benefit them. Share if they will make friends, meet new people, gain skills or knowing you have made a difference in the life of someone vulnerable.

Location

Most people like to volunteer near where they live. However, there is also an increase in the number of people who enjoy volunteering from their home. Remote volunteering is also attractive to potential volunteers. Some roles offer all options.

Time Commitment

More people are expressing a preference against ongoing roles, so we encourage flexibility around expectations for continued support. This varies by role—for example, Trustees typically commit to weekly involvement over several years

Minimum Age

Be aware when working with volunteers under the age of 18, you will also need to ensure that you have the correct support in place for them.

What to do Next

Share with them who or how they can reach out to in the charity to learn more about the role.