

TOGETHER WE CAN

A GUIDE TO FAMILY SUPPORT VOLUNTEERING

TOP TIPS TO THINK ABOUT WHEN ADVERTISING FOR FAMILY SUPPORT VOLUNTEERS

Together We Can is a collection of resources for organisations developing a service where volunteers support families of a child with a life-limiting or life-threatening condition. The resources were developed and tested specifically for this purpose with volunteers working in the homes of a child with a life-limiting condition, but might be useful for any organisation developing volunteer services.

TOP TIPS TO THINK ABOUT WHEN ADVERTISING FOR FAMILY SUPPORT VOLUNTEERS

Advertising for Family Support Volunteers is an ongoing process and there is no simple single approach that works. Be prepared to put a lot of effort into this, it is the basis of success for everything else that relates to volunteers.

Keep it simple. The ad needs to appeal to the right kind of person, have sufficient information to inform them about the role, keep their attention and prompt them to take action.

Focus on “what’s in it for me” from a volunteer’s perspective eg meet new people and make new friends; do something useful; support children and families; gain experience in a variety of roles; explore different career and job opportunities; get relevant training or develop skills.

Promote the organisation as somewhere appealing to link with – think about using photographs/quotes/case studies.

Avoid jargon. Remember people don’t always understand the “palliative care” jargon we often use in day-to-day communications.

Tell prospective volunteers what will be expected of them eg the type of work and the time commitment expected.

Clearly tell them how to apply and how to find out more information.

Tailor the information if you are seeking specific skills or are looking to recruit from a specific group eg DIYers.

Work with others within the organisation who can help eg Human Resources Department who are used to recruiting and the Communications team who can help clarify the messages and design the adverts with you.

Follow up all enquiries.

Keep a record of what works (and what doesn’t).

Be prepared to advertise, advertise and advertise again.