**Writing an Effective Advertisement**

When advertising a volunteer role on social media, your website or in the newspaper, simply writing out what the volunteer position involves isn’t always enough to grab a potential volunteer’s attention. For every volunteer position you are advertising for, use these tips to help write an attention-grabbing and engaging advertisement.

**Basics**

*Be succinct* – Keep your adverts short and to the point. Have an eye catching title. The longer your advert looks the less likely people will be to read it.

*Use clear language* – Check for grammatical and syntactic errors – reading it out loud can help with this. Also use simple language as English isn’t everybody’s first language.

*Explain the position* – Outline the key tasks involved in the position to give people an idea of what they would be doing.

*The impact it has* – Stress the importance of the position, what impact it will have on your members or service users. Demonstrating the effect it will have is a good pull factor.

*The benefits it has* – It doesn’t matter how big or small the benefit might be, if there’s something the volunteer gets in return be sure to mention it.

*How to apply* – Now somebody is sold on the position, they need to know what to do next. Include contact information and the best time to get in touch.

**Template**

If you’re stuck for ideas on how to write your advert, try using this template. Replace the highlighted sections with the position’s details.

[Goal of the position] by [task involved] for [persons or club] for [time commitment required] in/at [location]. [Reward]. Training provided. [Requirements or qualifications necessary].

For more information contact [person] at [club] on [contact information].

*See the below example for how this might turn into an advert.*

They say an army marches on its stomach, and our rugby players certainly do! Rugby VWA needs someone to help feed our teams by handing out food and drink at our home games. Games happen once per week at the Rugby VWA grounds, so we would need you for two hours per evening on match days. Come down, feed the hungry players, and watch some great rugby! Training provided. All you need is a head on your shoulders and a love for rugby.

For more information contact Ben at Rugby VWA on (08) 9482 4333 during business hours.