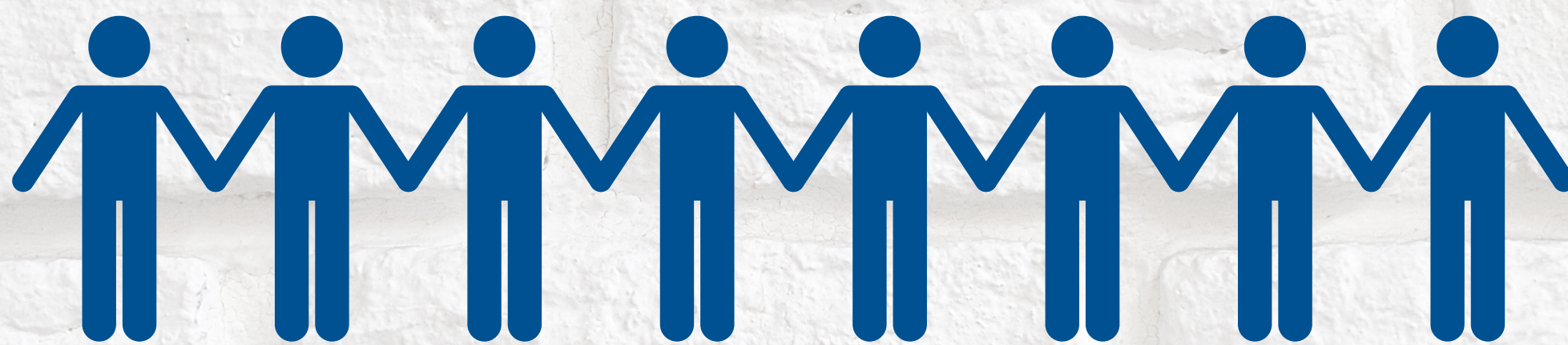


Volunteer United

Tips and Tricks

Welcome!

Thank you for choosing Volunteer United!



This is a Tips and Tricks Guide to making your volunteer opportunities stand out.

Hopefully these tips will help your organization's opportunities and events shine!



United Way
of Central Ohio





Tip #1

A catchy title for your event or opportunity will always attract more people.

Original Example:

Volunteers Needed

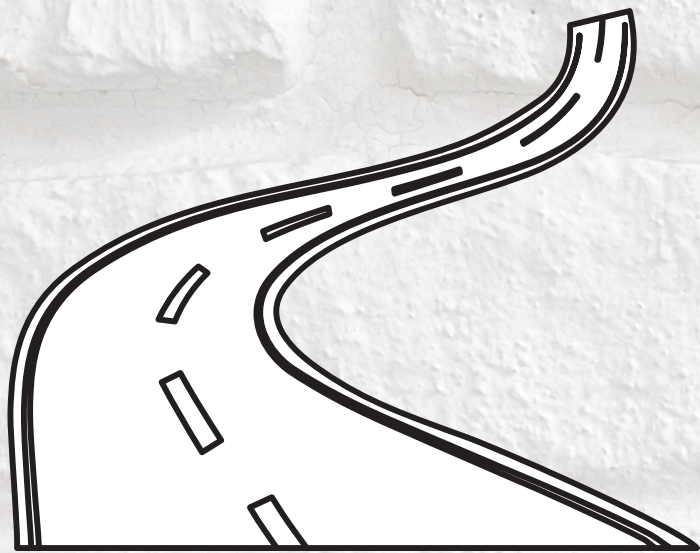
This statement is vague and gives no description of what the volunteer would be doing.



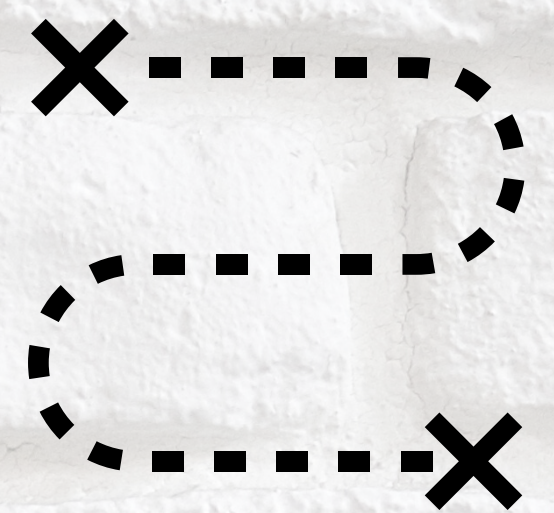
More Engaging Example:

Help package lunches for Central Ohio families

This is much clearer for volunteers. It states what the activity is and who it will benefit.



Tip #2



A detailed, yet concise description is sure to attract more volunteers. If your opportunity statement is long, people may not read the whole thing and in turn not sign up.

Original Example:

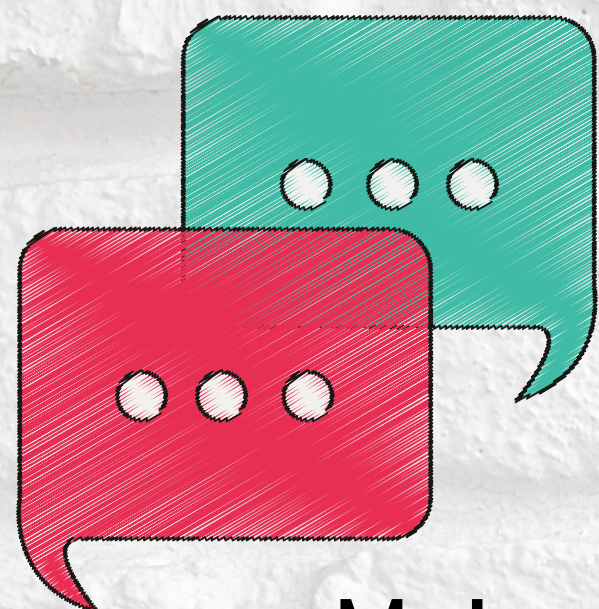
Volunteering is the best thing people can do for their community. Being able to help you community and make a change is life-altering. Seeing the smile on their faces is amazing. You will feel amazing helping those that are around you. We want you to volunteer with us and help us pack lunches for people in your community. Your help will impact the community for years to come.

This is a very vague statement that doesn't tell volunteers what they will be doing. It is very wordy and yet not descriptive enough.

More Engaging Example:

Come out and help your community! We need help packing lunches for families in need! We believe in giving nourishing food to everyone that is in need. Come and donate your time with us

This is much better. It is concise and it tells you the reasoning for the volunteer opportunity and what the volunteers will be doing.



Tip #3



Make your volunteer opportunity about the people you are reaching out to! It makes the readers feel like they are being spoken to directly!

Original Example:

Volunteers will be packing lunches for families in the Central Ohio community. Volunteers are expected to work for 2 hours. Volunteers will be working with other volunteers and are expected to work as a team.

This is impersonal and sounds robotic. It will make volunteers look elsewhere since they aren't be referred to as anything else but "volunteers."

More Engaging Example:

Thank you for viewing this opportunity! We are expecting you to help pack lunches for our Central Ohio community. You will be expected to work with other individuals as a team for 2 hours to feed nourishing lunches to community members in need!

You are speaking directly to the reader and it reads as a conversation instead of a statement.



Tip #4

Pictures appeal to volunteers! It gives them something to envision if they were to accept this volunteer opportunity. However, make sure it is a photo with people in it and not a stock photo of an inanimate object. It will make the volunteers less-likely to sign up since they can't see themselves in the photo.

Original Examples:



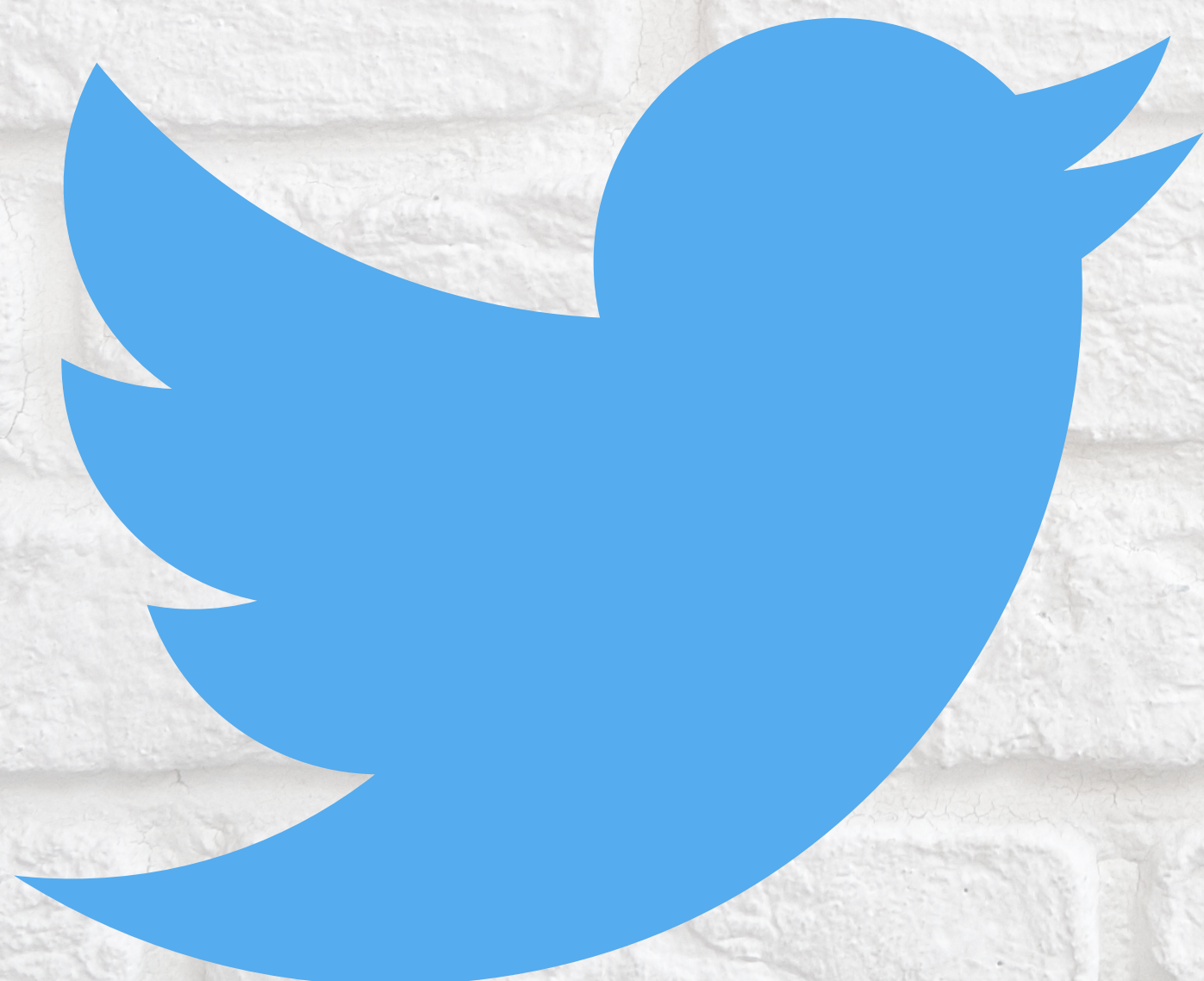
More Engaging Examples:





Tip #5

Get your social media involved! If people want to learn more about your organization, having links to your social media and website is key! Also, sharing your opportunities on your social media and linking it to Volunteer United will increase volunteer responses!



Sample Social Media Posts



Food Bank of Central Ohio

Sponsored

Like Page

Come and join us on February 20th to help feed Central Ohio families! Sign up on VolunteerUnitedCbus.org



Help Feed Central Ohio

Where your gift of time becomes a powerful force for good

[VOLUNTEERUNITEDCBUS.ORG](https://VolunteerUnitedCbus.org)

Sign Up

28

127 Comments 55 Shares

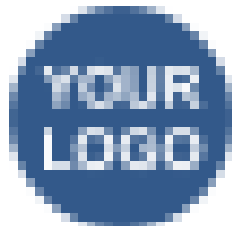
Like

Comment

Share

Sample Social Media Posts

Instagram

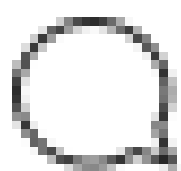
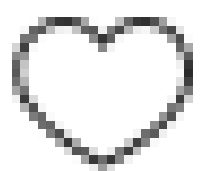


Food Bank of Central Ohio

Sponsored ▾



[Sign Up](#)



♥ 66 likes

Food Bank of Central Ohio 1 in 5 children in Ohio are hungry. Help us feed Central Ohio families! Sign up on VolunteerUnitedCbus.org

Sample Social Media Posts

YOUR
LOGO

Food Bank of Central Ohio

@foodbankCO

Join us on February 20th and help feed your community! Sign up at VolunteerUnitedCbus.org

10:39 AM - 21 Feb 2020



Help Feed Central Ohio Families

4.2 / 5.0 stars - 64 ratings

77



213



Tip #6

Show readers how your organization impacts Central Ohio! Statistics and numbers are great indicators, but can be hard to read or comprehend. Adding graphics will show possible volunteers how your organization has changed Central Ohio.

Original Examples:

We fed 50,000 Central Ohioans in 2019



Last year, we raised \$1 million with your help!

More Engaging Examples:

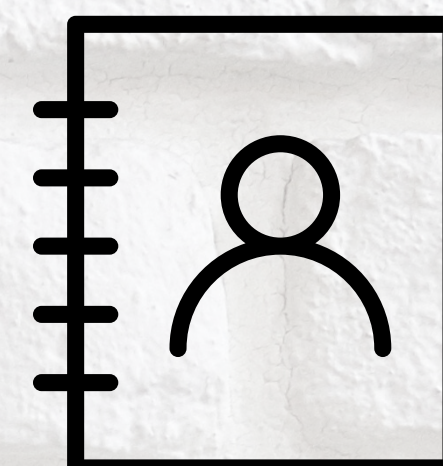


Adding these graphics makes it easier for readers to see these accomplishments in a more tangible way.





Tip #7



Make your contact information clear! Ensure that there is one person that can post their phone number and email for direct questions!

Original Example:

Front Desk phone number

This is impersonal and the caller may not know who to ask for.

info@yourorganization.org

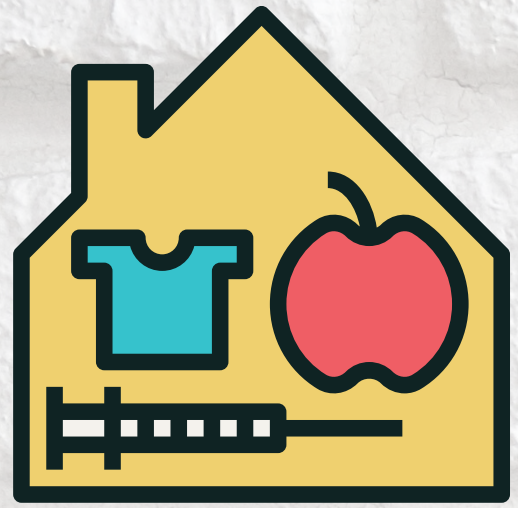
This is a vague email and, again, leaves people trying to contact you unsure of who to address the email for.

More Engaging Example:

Contact Brandi Davis, Senior Manager of Volunteer United at:

614-227-2714 OR brandi.davis@uwcentralohio.org

This gives readers a name and title of the contact as well as a direct phone number and email. It will make your possible volunteers more comfortable to ask questions.



Tip #8



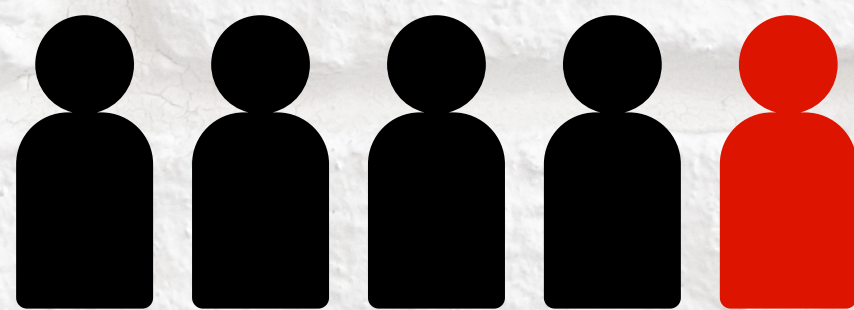
Make the need known in your description. If you can show that there is an issue that your organization is trying to help, it will encourage people to volunteer with you.

Original Example:

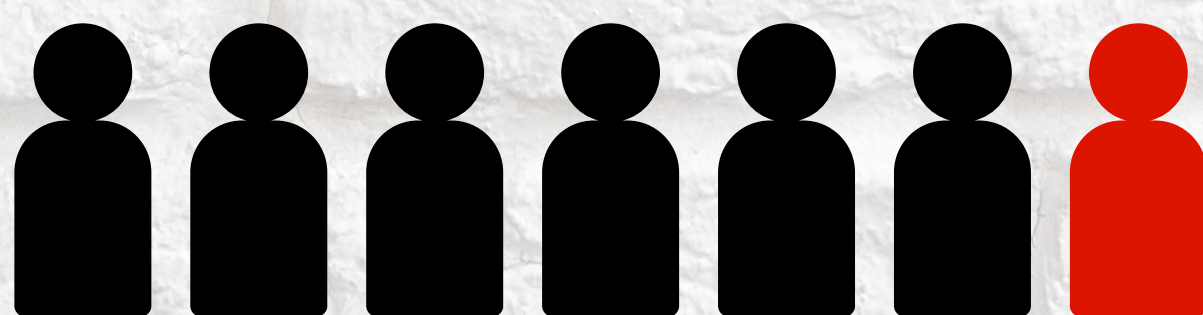
Hunger in Central Ohio is an issue that plagues our community. Though this states the issue, it doesn't show the severity of the problem and it won't inspire people to help.

More Engaging Example:

Did you know that 1 in 5 children face hunger in Ohio?



Or that 1 in 7 people are food deficient?



This shows the urgency of the issue and helps people imagine how many Ohioans are struggling with hunger.



Tip #9



Ensure that your opportunity matches your mission statement. Having inconsistencies can turn possible volunteers away.

Original Example:

A Food Bank Opportunity- Help us clean the Nationwide Arena after the Blue Jackets game!

What does this have to do with feeding Central Ohio? Having this inconsistency can make your organization seem confusing.

More Engaging Example:

A Food Bank Opportunity- Help us pack lunches for the hungry in Central Ohio

This is more consistent with this organization's mission and highlights it to potential volunteers.



Tip #10



Include quotes from previous volunteers if you can! It will show the legitimacy of your programs and will bring in more volunteers since people are likely to trust testimonials from previous volunteers.

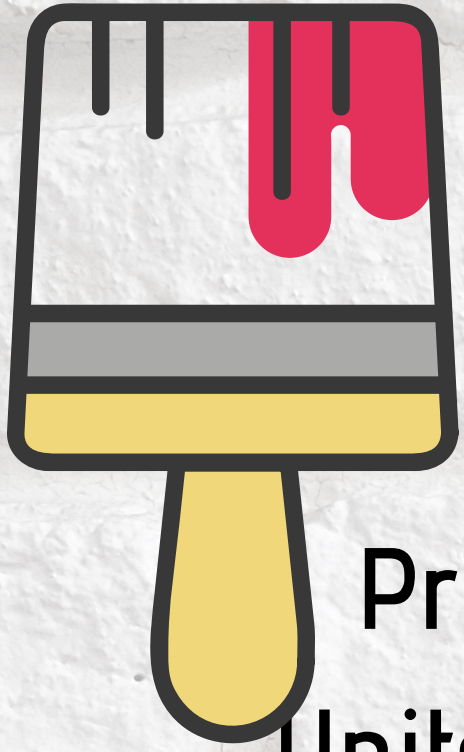
Examples:

Long-time volunteer Sheri says, "I love volunteering here. It is the highlight of my week."

Gavin, first-time volunteer says, "I was really nervous at first, but everyone is so welcoming."

Our volunteer coordinator, Patrice, says, "I was a normal volunteer at first. Fast forward many years later, and now I manage the volunteers on my weekends. It is such a great organization to work for."

If possible, include photos of the speaker with these quotes. It will give readers a face to match with the quote and it will make the statement seem more authentic.



The Final Tip

Promote "Skills-based Volunteering" on your Volunteer United Page! Some people aren't comfortable serving meals or reading to children, but they still want to volunteer. They can volunteer by using their skills such as painting, coding, plumbing, and so on.

Example:

Painters Needed- We recently had a flood and we experienced a lot of water damage. We need volunteers that are professional painters to come and help us out!
We will provide lunch!

Electrician Needed- Our lights keep flickering and we don't have the money in the budget to get this professionally fixed. If you have electrician experience and can help, let us know!

What does all of this look like put together?

[Home](#) > [Opportunities](#) > [Help Us Feed Central Ohioans!](#)

Help Us Feed Central Ohioans! 🔒

Feb 20, 202012pm-2pm



What does all of this look like put together?



Did you know that 1 in 5 children in Ohio don't know where their next meal is coming from?



Or that 1 in 7 Ohioans are food deficient?



Thank you for viewing this opportunity! Come out and help your community! We need help feeding for families in need! We believe in giving nourishing food to everyone that is in need. Come and donate your time with us.

We are expecting you to help pack lunches for our Central Ohio community. You will be expected to work with other individuals as a team for 2 hours to feed nourishing lunches to community members in need!



What does all of this look like put together?

Thank you for viewing this opportunity! Come out and help your community! We need help feeding for families in need! We believe in giving nourishing food to everyone that is in need. Come and donate your time with us.

We are expecting you to help pack lunches for our Central Ohio community. You will be expected to work with other individuals as a team for 2 hours to feed nourishing lunches to community members in need!

We are hoping that 2020 will be as successful as 2019! Last year, we:



What does all of this look like put together?

We love our volunteers and our volunteers love us! But don't just take it from us! Hear from them:



Sheri, Long Time Volunteer

**"I love working with this organization!
It is the highlight of my weekend!"**



Tony, Lead Activist

**"I love adventure and exploring, and
this organization allows me to
explore in a new way: It allows me to
explore my own morals and beliefs."**

If you have any questions about this volunteer opportunity, you can call Brandi Davis at 614-227-2714 or email her at brandi.davis@uwcentralohio.org


What does all of this look like put together?

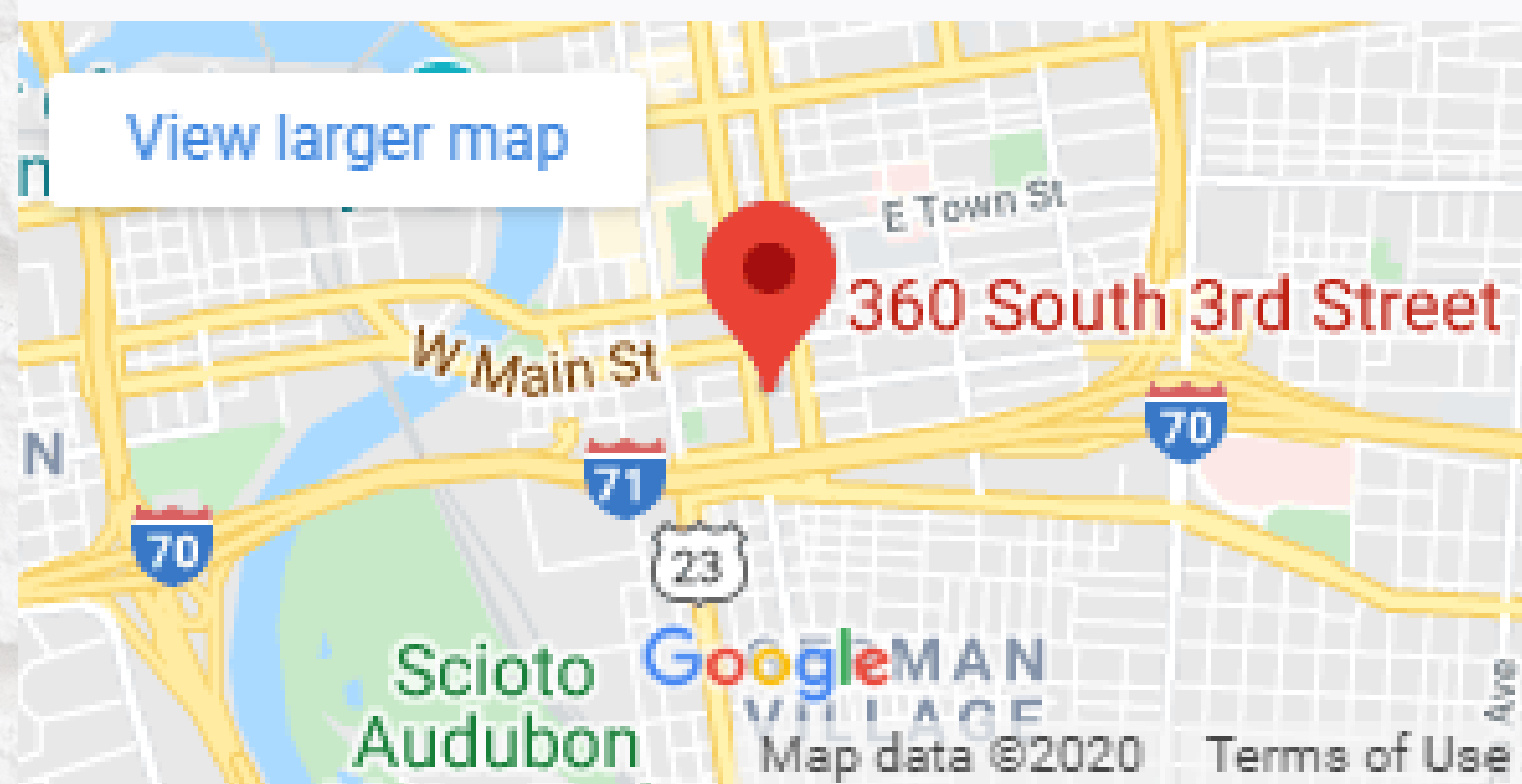
Contact

 1-614-227-2700

 volunteerunited@uwcentralohio.org

Location

 360 S. 3rd Street
Columbus, OH 43215



Links

 [Website](#)

 [Facebook](#)

 [Twitter](#)



We hope that these tips and tricks help your opportunities stand out!



If you have any questions, or if you believe there could be more tips added, contact us!

