

OTHER IDEAS

Think of people stuck out on industrial estates. What do they do during their lunch hour? Perhaps a few could be persuaded to do some typing for you such as minutes/agendas.

Ask a local Councillor with a particular interest in your area of benefit, to see if he/she would help you. Publicise on the internal email systems of larger companies. Ask estate agents if they would give your leaflets out to people moving to the area.

If you are looking for computer expertise, why not ask a computer supply shop if you could leave your leaflets on their counter.

For players involved in seasonal sports, why not find out what they'll be doing with their evenings after the end of the season. Tell them your organisation could fill that gap until the new season starts!

Contact other voluntary organisations to see if they have volunteers who are looking for work, to gain experience in other areas which your organisation could help them with. You could do the same in return.

Act while it's hot! If the national media are running with a story relevant to your work and aims, use the public's increased awareness by offering your local paper a story and then add the usual request for volunteers at the end.

For one off events you could approach well known actors who come to Poole or Bournemouth. Could you ask them to volunteer to open your fete perhaps? Or if it's your organisation's birthday could you invite them to blow out your candles? The publicity from the event could draw other volunteers to your organisation.

Also look out for new companies opening up in the area. They may want to increase their profile. What could be better than publicity through volunteering for you.

Contact us

Bournemouth Volunteer Centre

The Link

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www.bournemouthcvs.org.uk



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This snapshot on writing a better advert was kindly written by Monique Munroe on behalf of Poole & Bournemouth Volunteer Centres.

How to...write a better volunteer advert

01202 466130

Write a better advert...

Would you volunteer for this charity if you saw the following advertisement?

“Our kitchen is filthy and cockroaches hold grande prix races across the floor. We’re looking for a volunteer to help us cook lunches (the last one died of food poisoning) for a miserable bunch of people who grumble about whatever we serve....!”

I know it’s extreme, but I hope it gets the point across that it’s worth giving some thought to the wording of your adverts. Take John’s problem. He needs more volunteer drivers. So he sat at his computer and typed up the following:

“We urgently need volunteer drivers. Can you help us? Expenses paid. Contact John at Driving Delights on 01202.....”

Would you have replied to that advert? Possibly if you didn’t care who you drove or what vehicle you used. But there could have been many more volunteers who might have been persuaded to phone John, if only he had worded it differently. Let’s look at what he could have put in: For a start he could have put down who the volunteer would be driving. Rather than put down a blanket, ‘older people’ or ‘children’ he could have given an example:

“Gladys lives alone and doesn’t have any family or friends nearby. Driving her to the sea front and back for a cup of tea would really bring a smile to her face.”

So now the potential volunteer can picture the sort of person they will be helping. Next, and bearing in mind that people don’t have a lot of free time these days, you could also add in the advert the time commitment.

“Gladys lives alone and doesn’t have any family or friends nearby. Driving her to the sea front for a cup of tea for an hour once a fortnight, would really make her smile.”

The advert as it stands doesn’t mention where the driving will take place so John could add. **“Driving her to Sandbanks for a cup of tea once a fortnight, would really make her smile.”**

Hopefully the potential volunteer is getting the picture now, but there is still something missing from the advert. What sort of vehicle does John want volunteers to drive? Their own car or one of the charity’s?

“Gladys lives alone and doesn’t have any family or friends nearby. Driving her in your own car to Sandbanks for an hour once a fortnight for a cup of tea, would really make her smile.”

Then John could have added a few words about the charity he represents: **“Contact John of Driving Delights on 01202 Driving Delights is a local charity making a difference to older people in Poole.”**

There are still other improvements you could make such as adding, **“Contact John at Driving Delights for an informal/no obligation chat”**. You could also use quotes from Gladys to make it more personal. So, finally, adding a few words to really draw the volunteer in, we have:

VOLUNTEER DRIVER NEEDED

Gladys lives alone and doesn’t have any family or friends nearby. Driving your own car to take her to Sandbanks for an hour once a fortnight for a cup of tea, would really make her smile. If you feel you would like to make a difference to people like Gladys then we’d love to hear from you. Expenses paid. Contact John of Driving Delights for an informal chat on 01202 Driving Delights is a local charity improving the lives of older people in Poole.”

Call us on 01202 466130 to ask for other good practice advice

Think of the famous WWI poster with Lord Kitchener pointing a finger and saying “Your Country Needs You?” Everyone who looked at that must have felt he was talking directly to them. If you can get that message across in all your adverts, you should have a winner on your hands and a few new volunteers too!

Where to look for volunteers

Once you’ve written your advert and designed a poster here’s some places you might like to try advertising for volunteers:

Volunteer Centres and Councils for Voluntary Service, **Places of worship:** churches, temples, synagogues and mosques, **Public spaces,** Parks, clubs, cafes and pubs, **Public services,** Post Offices (these often have advertising posters on their walls for which a charge is made), Libraries, Sports centres, health clubs, sports injury clinics, Markets, including farmer’s markets and farm shops, Supermarkets and shops, **Information Centres** such as the Citizens Advice Bureau, Job Centres, Disability Benefit Centres, Council Offices, Police, fire and Ambulance staff, Community Centres, **Education:** Adult education, colleges, Schools (state and private), Music schools, Universities (freshers fairs, student union), Nurseries, Riding schools, Dancing schools, Driving schools. Any place that has a **waiting or reception area,** Health centres, doctors surgeries, Private clinics, Dentists, Osteopaths, Beauty therapists, Nail technicians, Chiropractors, Hairdressers, Barbers,

Chiroprodists, Physiotherapists, Opticians, Slimming clinics, Accountants, Solicitors, Surveyors, Tax office or tax advisers, Blood donor sessions, Large firms of builders, Insurance companies, Internet cafes, Housing associations/hostels, Stockbrokers Any to do with the **motor trade** such as: garages, tyre replacement dealers, windscreen replacement, **Youth organisations:** Air Training Corps, Sea Cadets, Rainbows, Brownies and Guides, Beavers, Cubs and Scouts, Sea Cadet Corps, **Clubs:** WI, Townswomen’s, Guild, Lions, Rotary, Sportsomists, **Special interest** e.g. gardening, Golf, Political clubs, Masons, Royal British Legion, Yacht/sailing, Community and hospital **radio stations,** Seasonal and **community events** such as carnivals, fairs or boot sales, Local and free **newsletters/community magazines,** Businesses with canteens/staff rooms, Adverts