



*Welcome to*

# Crafting a Compelling Service Opportunity Listing



# Today's Speaker



Kate Baldus

# Guest Speaker



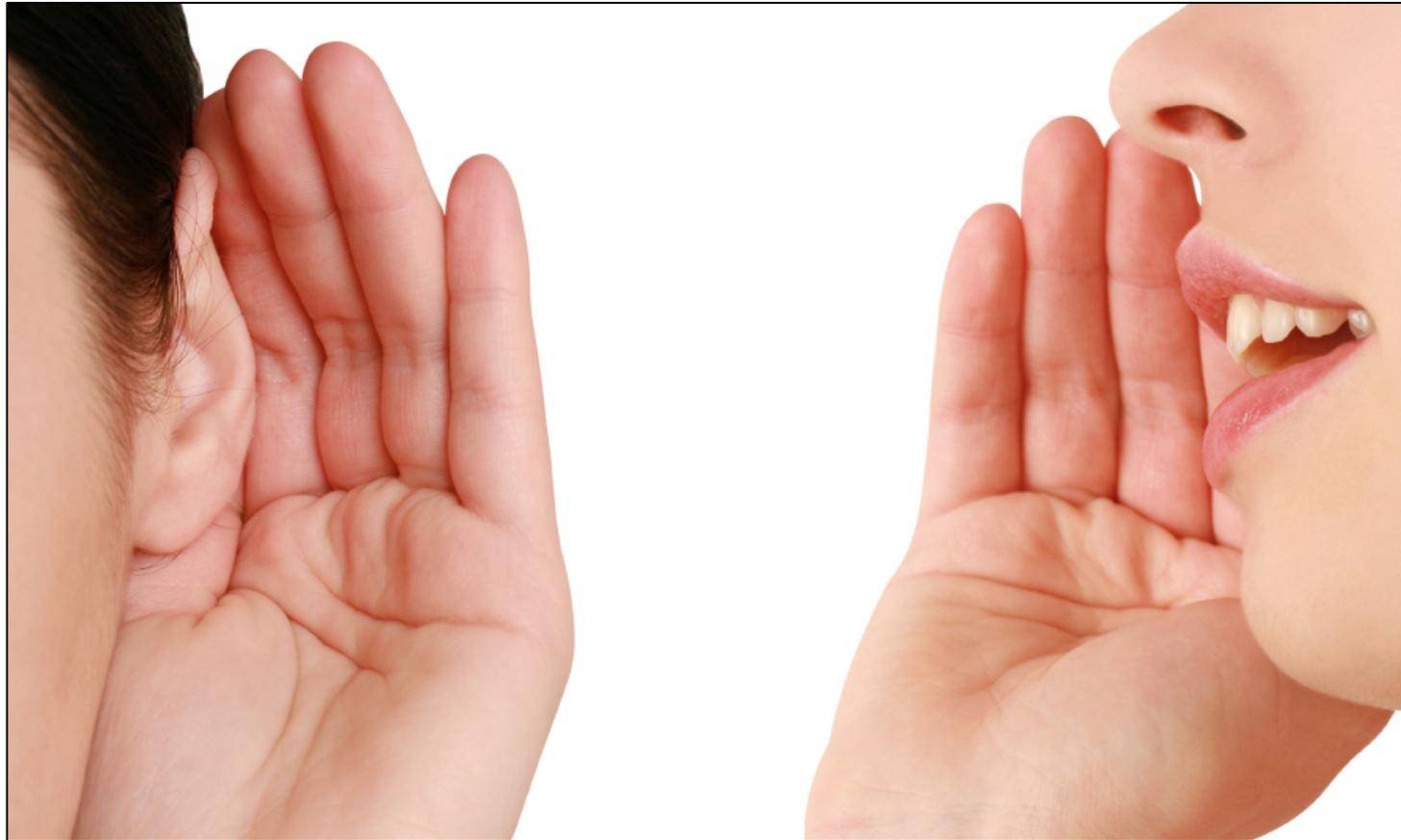
Heather  
Cunningham  
Think Tank, Inc.

# Session Goals

By the end of the webinar, you will be able to:

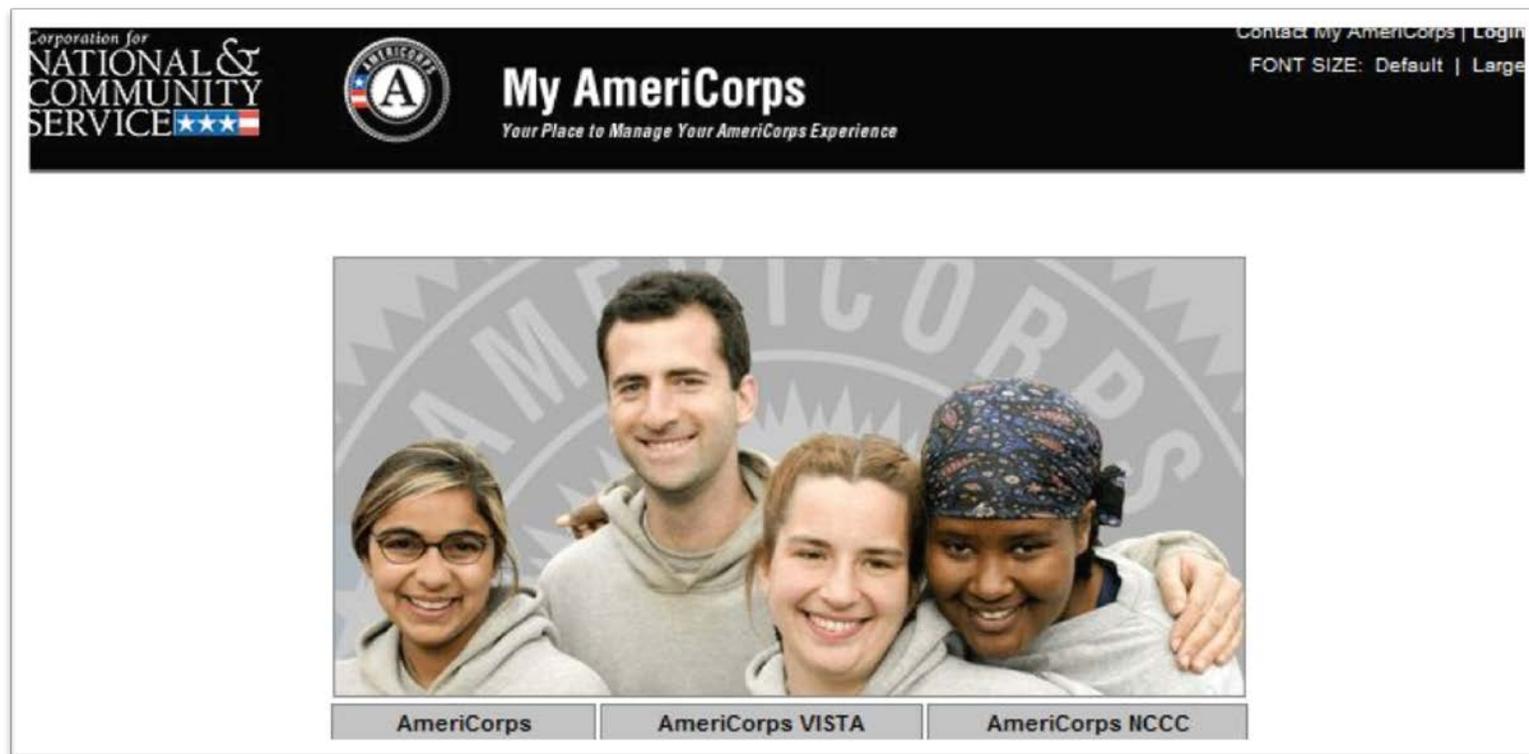
- Articulate the importance of the Service Opportunity Listing as part of your recruitment plan
- Describe what makes an engaging Service Opportunity Listing
- List the key components of a Service Opportunity Listing
- Draft a catchy two-line teaser
- Describe the relationship between a VAD and a Service Opportunity Listing

# Why are service opportunity listings important?



VISTA supervisors stress the importance of creating a detailed and clear position description that can be used as a screening tool before and during an interview.

# Where to list your positions?

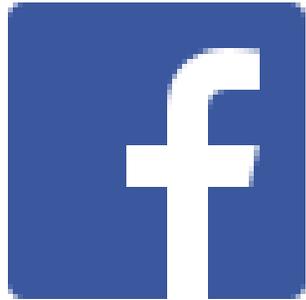


**MyAmeriCorps.gov via eGrants**

# Other sites for listing positions



idealist



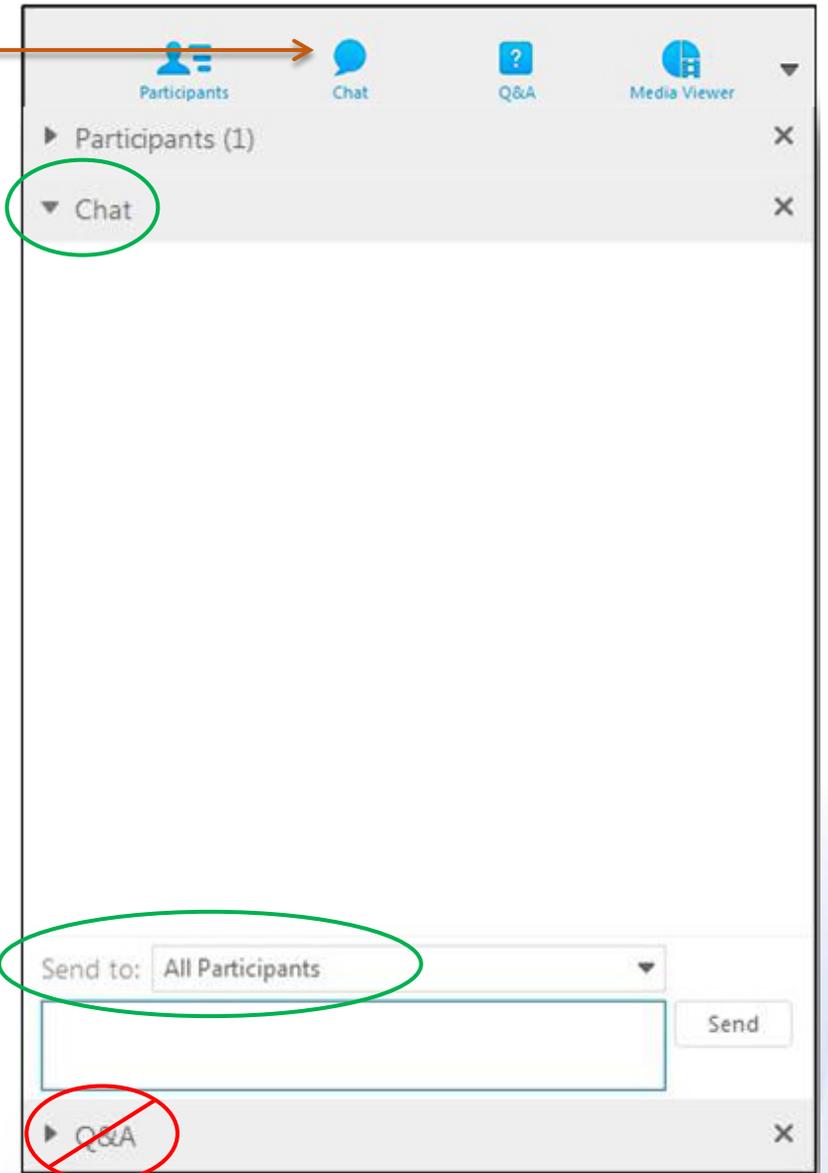
craigslist®



# Chat Question

- What makes a service opportunity listing stand out, either on MyAmeriCorps or another site, like Idealist?

Click this button if you don't see the chat panel.



# Key Components of a Service Opportunity Listing

- Who
- Where
- What the members will do
- Why people should join YOUR project
- Nitty Gritty:
  - Start and end dates; contact info; living allowance amount; terms, conditions, and benefits of service

# Program Benefits

- Think about including:
  - living allowance rate for your county
  - choice of education award OR end of service stipend (with amounts)
  - leave time allowance
  - Extras: like additional training, housing, meal plans, or transportation assistance

# Personal Benefits of Volunteering

Think Tank, Inc. exists to alleviate poverty by equipping communities to embrace mindsets and practices that restore the social fabric of society.



Heather  
Cunningham



# Poll Question

Think of a time when you volunteered..

I volunteer because\_\_\_\_\_.

- ① Personal Values
- ② Community Concern
- ③ Esteem Enhancement
- ④ Gain Understanding
- ⑤ Personal Development



# Core Principles of Recruitment

- 1 BUILD SOCIAL CAPITAL**
- 2 DO WITH**
- 3 LISTEN FIRST**  
And build on strengths
- 4 PROMOTE LEADERSHIP**  
And self governance
- 5 HOLISTIC**  
Recognize the interconnected parts



# David's Service Opportunity Story



# Opportunity Listing Makeovers



Communications and Fundraising VISTA at ~~Women's~~  
Place Ready Partners

Help children succeed! ~~The~~ As our VISTA you will work  
on raising funds from multiple channels and tell our  
story in our public materials. Great opportunity for  
budding fundraiser. including individual donors, grants  
and events, and will also get the word out via email  
blasts, newsletters and social media.

# 2-line Teaser Makeover

Results 11 Through 20 First Previous 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 Next Last  
Your search returned 107 results.

Program Name ▾	Program Type ▶	Start Date ▶	Location ▶
 <b>American Legion Auxiliary Call to Service Corps</b> WE WANT YOU! American Legion Auxiliary Call to Service Corps places AmeriCorps VISTA Members with numerous organizations serving veterans, military servicemembers and their families.	VISTA	08/10/2015	Multiple States
 <b>Anti-Hunger and Opportunity Corps - VISTA member</b> The Anti-Hunger and Opportunity Corps engages members in moving society beyond the soup kitchen by improving access to benefits programs.	VISTA	11/03/2015	Multiple States
 <b>Arlington Public Library Literacy Coordinator</b> The Arlington Public Library's volunteer-based Reading Corps program assists students in PreK to second grade in reading, writing, and oral literacy skills while also instilling a love of reading.	VISTA	11/03/2015	TX

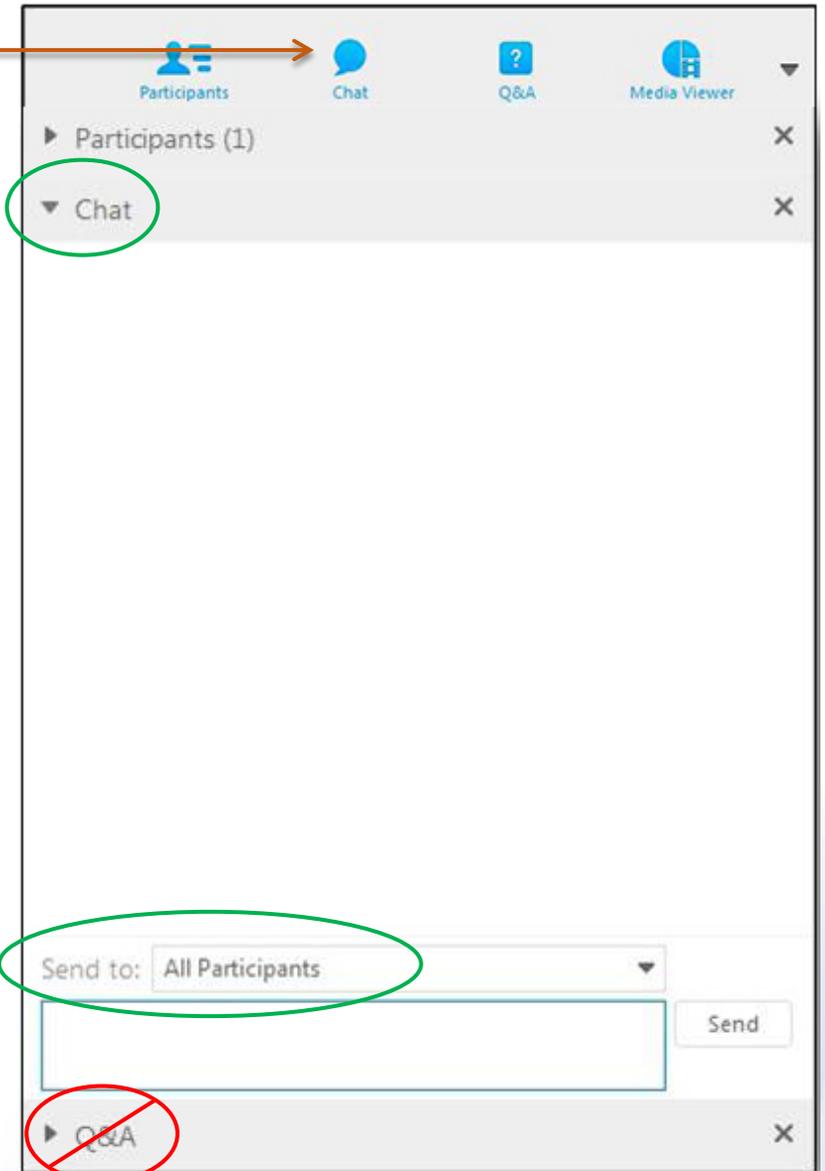
# Chat: What do you think of this teaser?

Communications and Fundraising  
VISTA at Ready Partners

Our after school program supports kids in grades 4 - 8 by matching them with mentors and providing tutoring services.

Length: 98 characters

Click this button if you don't see the chat panel.



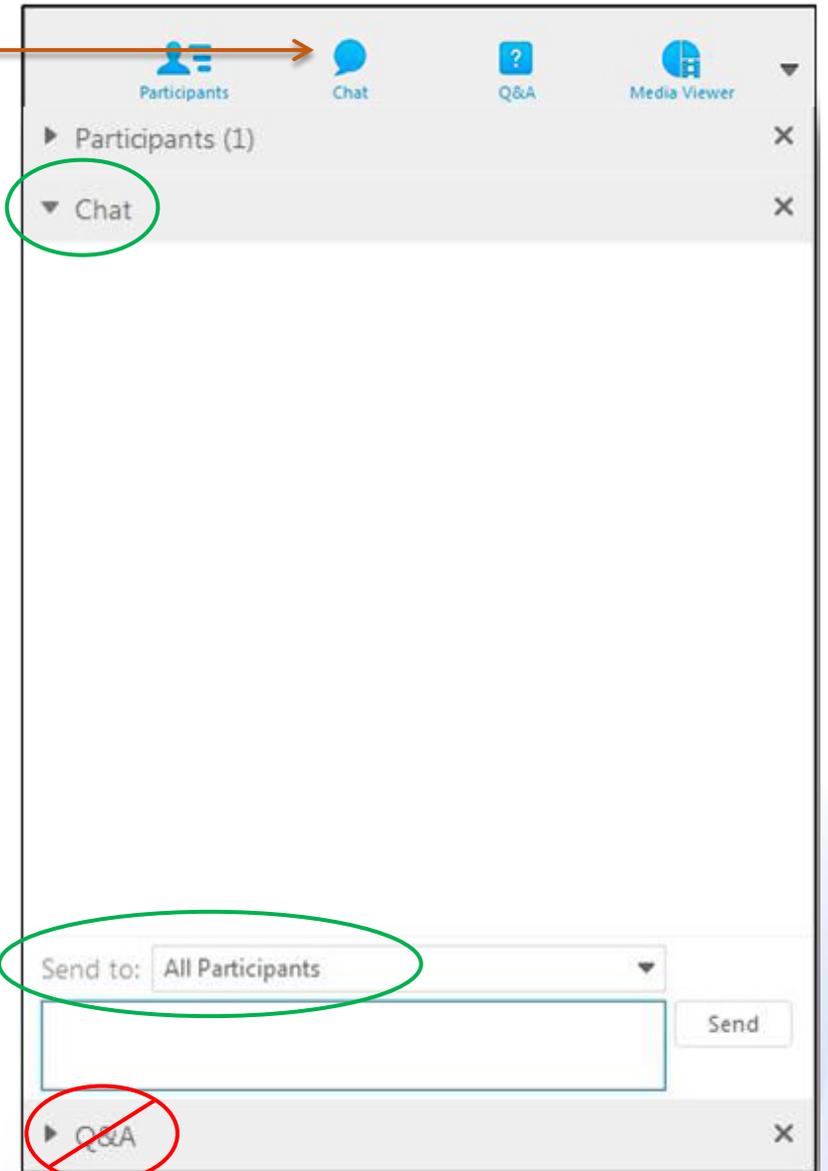
# Chat: What do you think of this teaser?

Communications and Fundraising VISTA at Women's Place

The VISTA will work on raising funds from multiple channels, including individual donors, grants and events, and will also get the word out via email blasts, newsletters and social media.

Length: 158 characters

Click this button if you don't see the chat panel.



# Makeover....

## Communications and Fundraising VISTA at Ready Partners

Help children succeed! As our VISTA you will raise funds from multiple channels and will tell our story in our public materials. Great opportunity for a writer or budding fundraiser to serve in an after-school and mentoring program.

Length: 195 characters

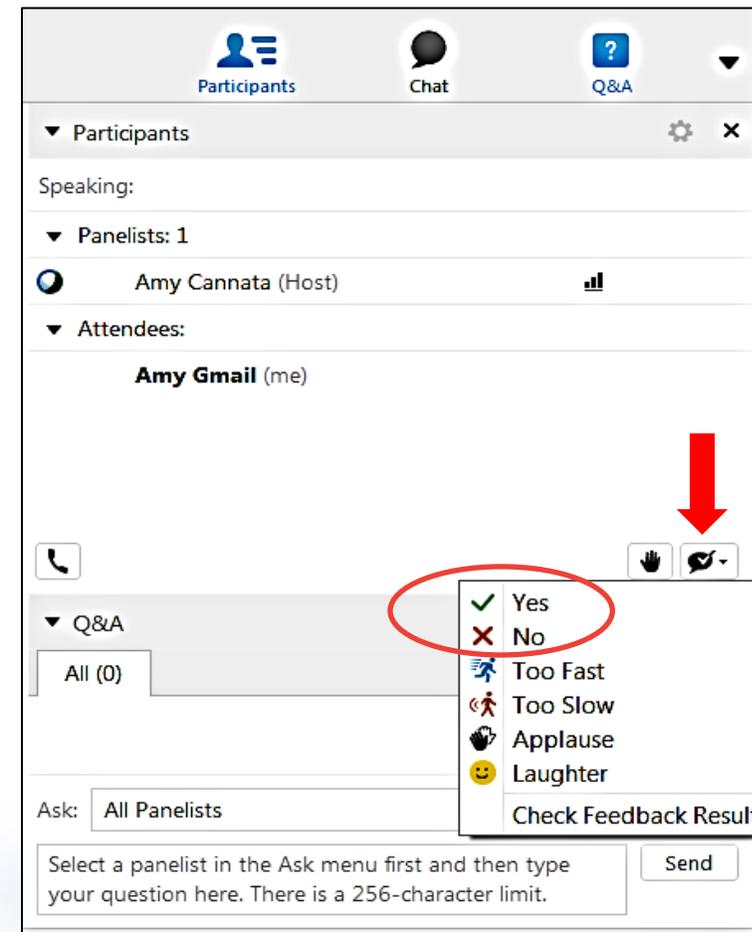
# What do you think of this listing?

Member Duties: Members will create new programs for our shelter. Members will also plan events. Communication skills needed.

Vote by selecting the check or x button on the participant voting panel on the right

✓ = good to go

X = needs improvement



# VAD

Language transfers to



# Member Duties

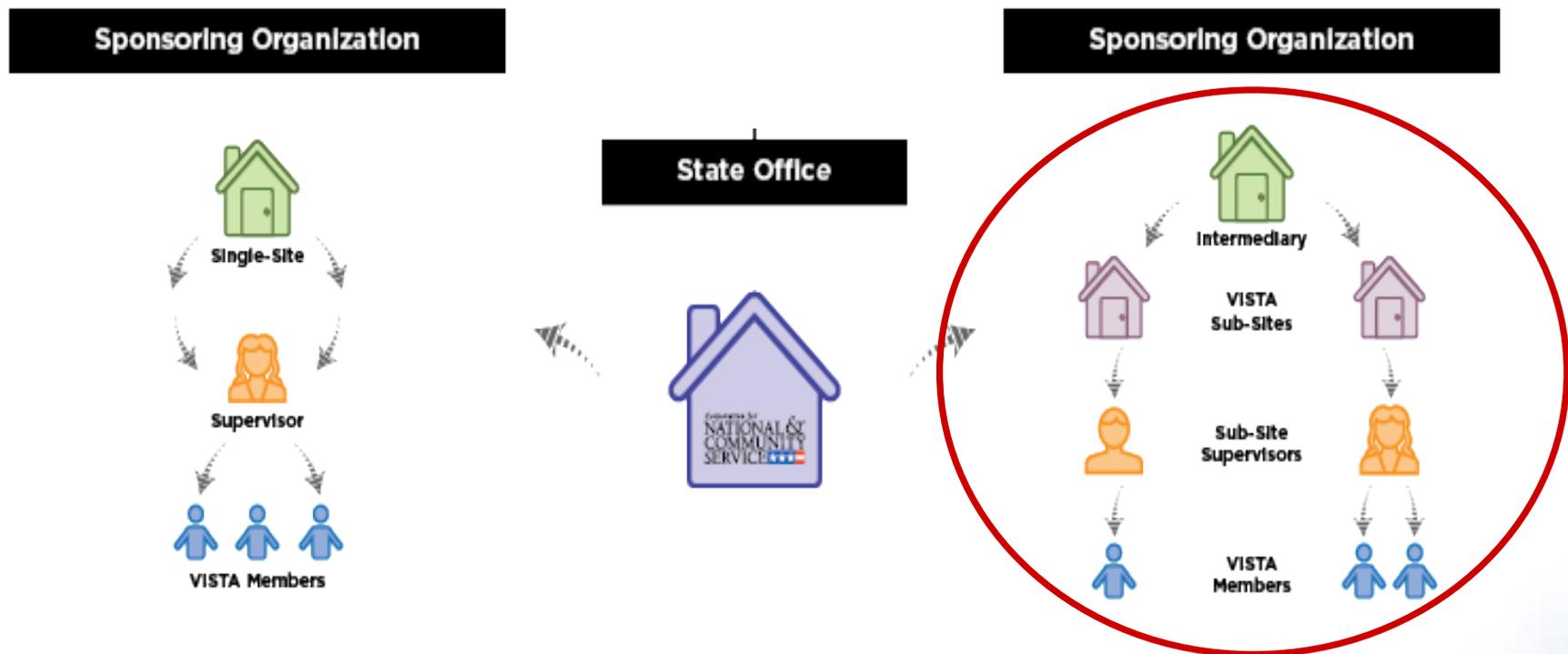
# Mercy Corps Oregon, Member Duties

- As a VISTA member at New Connections you will help end poverty by creating a program that links low-income ex-offenders with employment. Major functions will include cultivating a network of employers willing to hire ex-offenders by conducting in-person and online outreach, pursuing donations for a computer lab by developing a funding plan and securing donors, and designing a volunteer recruitment plan and recruiting and training volunteers. VISTAs serve their communities through indirect service.

# Mercy Corps Oregon, Skills

- Applicant should hold a four year degree in behavioral sciences or similar, or four years of relevant work experience, or a combination thereof. The applicant should be independent, possess strong writing skills, and enjoy public speaking. The applicant should have experience with MS Office Suite, project planning, and volunteer recruitment.

# Working with Sub-sites



**45%**  
of you  
indicated  
you are an  
intermediary  
sponsor with  
sub-sites

# Recruitment Approaches for Projects with Multiple Sites

1. Intermediary Sponsors Recruit Directly
2. Sponsors Ask Sub-Sites to Recruit
3. Hybrid Model

# Share Templates with Sub-sites

As a VISTA member at ABC Cares you will help end poverty by building a volunteer recruitment and support system. Major functions will include creating a tracking system for volunteer inquiries, writing marketing materials, and developing a volunteer training program.

# Tips for Success

- External opportunity postings should include the same details as your My AmeriCorps listing
- Note where your best applicants found out about your listing
- Once a position is filled:
  - Take down external listings
  - Uncheck “accepting applications” in eGrants
- Don’t forget to look for candidates within the community you serve

# Member retention starts with intentional recruitment!



# Next Steps

- Look at your two-line teaser
- Compare your VAD to your member duties
- Identify what makes your program unique

# Evaluation

- Please take a few moments to share your feedback through the quick poll on the right side of the screen.
- How can we improve these sessions? What topics should we include in future webinars?
- Thank you very much for your time and participation!

# Questions ?

- To ask a question verbally, call in using the number on this slide and press \*1
- To ask a question electronically, use the Q&A feature located on the bottom right corner of the screen. Please ask “All Panelists”

The screenshot shows a user interface with a sidebar on the left containing three items: 'Participants (2)', 'Chat', and 'Q&A'. The 'Q&A' item is highlighted with a red circle. Below the sidebar, there is a section titled 'All (0)'. At the bottom of the interface, there is a form with a dropdown menu labeled 'Ask:' containing the text 'All Panelists', which is also circled in red. To the right of the dropdown is a 'Send' button. Below the dropdown is a large empty text input field.

# Thank You for Your Participation!

If you have further questions or for more information, contact us: [VISTAwebinars@cns.gov](mailto:VISTAwebinars@cns.gov)

**Our next webinar:**

**Project Sustainability Approaches & Strategies**

4/19/2016

2:00pm Eastern

*Visit the Supervisor Webinars page on the VISTA Campus for a schedule of upcoming webinars and recordings of past webinars*