

Recruitment Message Worksheet

Use this worksheet to craft a brief recruitment message that grabs the interest of potential volunteers with a succinct, engaging description of a volunteer opportunity. You can write the message based on: an actual volunteer position at your organization you know you will help recruit for; your own position based on your understanding of VISTA service and your VAD; or an organization you've volunteered with previously whose mission you are passionate about.

Step 1

Review the questions posed in the first column of the table below. Write any possible key words that spring to mind as you think about each question in the second column. In the third column, start piecing together the key words into a phrase or sentence that answers each question.

Guiding Question	Key Words	Brief Description
Who are you? (What is your organization, mission, history, and role in the community?)		
What is the need in the community the volunteers will work on?		
What will volunteers do? (Use active words that convey challenge and excitement.)		
Why should people volunteer? (What will they learn? What will they accomplish? What do you offer that's unique? What are some benefits of volunteering?)		
How does someone get more information? (mail, phone, e-mail)		

Step 2

In the space below, write a short (one-paragraph) recruitment message that incorporates your key words and short descriptions from the table above into a concise, creative pitch that is likely to appeal to potential volunteers.