

Digital Marketing for Volunteer Recruitment: Helpful Links

<u>Idealist</u>	Organizations can create a free page and volunteer opportunities can be posted at no cost with searches that include functions, location, and organization types.
<u>Volunteer Match</u>	For a small fee of \$9.95 a month, Volunteer Match offers extensive volunteer recruitment and management services. Features such as automatic reply and attachments further engage your target audience and expand your reach.
<u>LinkedIn</u>	LinkedIn is a great option to search for volunteers. It is the largest professional network in the world with nearly 600 million profiles.
<u>VISTA Campus</u>	Online learning resources to help you serve better, as well as opportunities to connect with your fellow VISTA members, leaders, and alumni
<u>Canva</u>	Choose from thousands of pre-designed templates that you can upload your photos and logo onto, and make a variety of graphic assets
<u>Noun Project</u>	A free icon library where you can download icons that are great for infographics!
<u>Sprout Social</u>	Explore some of the pros and cons of different social media platforms with this guide Sprout Social keeps an up-to-date reference for the proper dimensions of images on all social media platforms
<u>VISTA Publications (brochures, Flyers, etc.)</u>	A great source of brochures, flyers, and other VISTA marketing materials to use in your office and represent VISTA in the field
<u>VISTA Logos</u>	Access logos for use on service gear and on printed and electronic documents. Guidelines for use are also provided