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## Writing opportunities for do-it: some guidelines for organisations

### Introduction

On do-it well-written and clearly expressed opportunities are far more likely to attract potential volunteers.

Time spent writing opportunities will pay off in the long-run.

### Writing opportunities

You need to attract people's attention instantly and then prompt them to request more information.

The title is the first thing people will look at – does it capture what the role involves?

Start the opportunity description by making clear what the benefit is to the volunteer. What skills will they develop? Who will they be working with? What benefit will their volunteering bring to the organisation as a whole? How much fun will they have?!

Then set out what is required, including an idea of the time commitment.

Use short sentences and clear language. Avoid lists containing more than three items.

Remember that you are trying to sell the opportunity (but don't overdo it!)

### A second opinion

If possible, get someone else to read through what you have written. Ask them if it makes sense, if there are any mistakes and if they have any suggestions for improvements.

### Two examples

#### 1) *Lunchtime Assistant*

Volunteers are needed to help lay the table, serve lunch and wash up.

Might be better expressed as:

#### *Lunch-club helper*

Make friends over lunch. Our friendly stroke club needs volunteers to help with lunch-time duties and to socialise with members.

#### 2) *Shop assistant*

Homelessness charity works to give people a chance to help themselves. We run outreach, hostel and support services. We need volunteers to help in our charity shop.

Might be better expressed as:

#### *Retail assistant*

Are you keen to start a career in retail? Our busy shop needs an enthusiastic assistant to help sort, select and sell. Profits go to our work helping homeless people to help themselves