



# Volunteer Opportunity Descriptions Planning Guide

 **getconnected**  
by Galaxy Digital





# How to use this guide:

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Writing winning volunteer opportunity descriptions requires a strong understanding of the true needs your program has for volunteers. From there, looking through the eyes of the volunteer to ensure your descriptions and the volunteer experience truly align will build trust in your program's volunteer relationships. Making sure your opportunities are poised to recruit takes employing processes + tools that streamline your recruitment.



**Assess volunteer needs + volunteer experience**



**Create a repeatable volunteer opportunity description worksheet**



**Employ processes + tools that make volunteer opportunities recruitable**

## Assess volunteer needs + volunteer experience

**Does your program currently have a process for assessing volunteer needs? If yes, is it working well and how often are you evaluating if it's working?**

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**Do you have written descriptions of shifts and volunteer roles?**

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**Do you have a clear picture of what volunteers are experiencing when working their shifts in your program? Do your volunteers feel like this aligns with the jobs they signed up for?**

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**Take time to evaluate + write out the following: 1) Volunteer needs by program + by shift 2) Volunteer job descriptions 3) Volunteer experience (use volunteer feedback + surveys to determine if volunteers feel this matches their expectations when signing up)**

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# Create a repeatable volunteer opportunity description worksheet

## **Title:**

Giving your volunteer opportunity a title that jumps forward supports your recruitment + engagement efforts. This could be a volunteer job title, program title, activity, or combination of the three.

For example: Delivery Driver doesn't tell me what program I will be working in or what I will be delivering. But Petfood Deliver Driver for Camden Animal Shelter gives me more information in the title right away!

## **Description:**

Answer only the most important questions here. **Who > What > When > Where**

## **Skills + Interests:**

Searchable on your volunteer site + visible within the opportunity. This can often be addressed in the beginning with a "who we're looking for" opening.

## **CTA:**

Here's your chance to motivate your volunteer to action! This is where you use lots of verbs in your language and ask for them to complete their sign-up now. A sense of timeliness is important here.

## **Next Steps:**

What does the volunteer need to do next? Do they need to wait to hear from you to receive confirmation, and fill out a background check? It's best to clarify these briefly here and automate your follow-up processes as much as possible.

## **Brief Requirements Overview:**

If additional onboarding, training, or certifications are required list them but save details for another space.

## **Relevant Links:**

No need to list everything out!

If you have relevant links to more details, include them to shorten the length of reading on one single opportunity description)

# Cultivate processes for outreach to potential partners + growing relationships with current partners

## Title:

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## Description:

Who 

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What 

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When 

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Where 

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## Skills + Interests:

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## CTA:

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## Next Steps:

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## Brief Requirements Overview:

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## Relevant Links:

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# Bring It All Together

- ▼ **Get clear on your program's volunteer needs**
- ▼ **Create volunteer shift + role descriptions**
- ▼ **Use a repeatable worksheet-style structure for filling out volunteer opportunity descriptions**
- ▼ **Align volunteer experience with expectations set within descriptions**
- ▼ **Gain feedback at intervals from volunteers to ensure descriptions are aligning with experience**
- ▼ **Test opportunity descriptions in volunteer recruitment outreach messages**
- ▼ **Gain feedback from your current volunteer base + community members regarding the clarity of recruitment messages**
- ▼ **Use a volunteer management tool that streamlines your efforts + gives volunteers a central location to learn about + sign up for your opportunities**

Head to our Learning Center for Volunteer Leaders to access bonus resources on volunteer management tools + how-tos on organizing volunteers and making an impact!

[www.galaxydigital.com/blog](http://www.galaxydigital.com/blog)