

Advertising Roles

Clear, honest and inclusive adverts help the right people feel confident to get involved.



Good adverts attract more people and create better experiences for everyone



Essential Actions

- ☐ Clearly explain what the volunteer role actually involves
- ☐ Avoid vague titles or jargon-heavy descriptions
- ☐ Include expected time commitment and flexibility options
- ☐ State whether the role is online, in-person, hybrid, home-based, community based, inside, outdoors etc
- ☐ Include transport and accessibility information
- ☐ Explain who the role may suit and what strengths are valued
- ☐ Include a named contact person for questions
- ☐ Use plain English and short paragraphs or bullet points
- ☐ Make it clear that volunteers do not need to be "perfect" to apply
- ☐ Include multiple ways to express interest (email, form, voice note, phone call)
- ☐ Advertise in multiple places - online volunteering platforms, professional networks, posters, social media, newsletters. Consider where you may find volunteers that might not be online or directly looking for your organisation.



Good Practice

- ☐ Include photos or short videos showing the role in action
- ☐ Share volunteer stories or case studies from diverse, representative backgrounds
- ☐ Explain organisational values and culture
- ☐ Highlight how neurodivergent perspectives and lived experience are valued
- ☐ Offer micro-volunteering or short-term opportunities alongside longer roles
- ☐ Include information about expenses or travel reimbursement



Reflective Questions

- ☐ Would someone understand this role if they had never volunteered before?
- ☐ Does the role description reduce anxiety or increase it?
- ☐ Are we advertising tasks clearly or simply saying we need volunteers?
- ☐ Have we unintentionally create barriers through language or assumptions?
- ☐ Where else could we advertise to reach a diverse range of people?



Small changes make a big difference

Clear, inclusive advertising is the first step to a welcoming and accessible volunteering experience.



Cup-O-T:
Wellness and Therapy Services.