

Writing Newsletter Adverts

To advertise your vacancies with us, please write short items for our e-bulletins that give the reader everything they need to know but can be read quickly.

Do:

- Start with a punchy sentence that gives a sense of what you're after (e.g. 'Calling all sporty students'; 'Could you inspire a young person?' 'Help create a habitat for London's wildlife' etc.)
- Follow up with a sentence or two about your organisation and what you do.
- Then say a bit about what the volunteer role is.
- Put in the time commitment (how many hours per week / how many months) and where the volunteering will take place.
- State what qualities you're looking for in a volunteer.
- And say what the students will get out of it.
- Finish by summing up what makes this an attractive volunteering opportunity.
- Send a high quality image file (ideally .jpg or .png) that links up with your role – this could be of your building, volunteering role or your organisation logo.
- Read the newsletters on our website – which adverts do you think look appealing?

Don't:

- Just send us a flier or poster you've done for something else – we need plain text for our newsletter.
- Use bullet points – they make our newsletter too long so we'll probably edit them out.
- Exceed 50 words.

Here's an example of an advert from one of our partners:

EASTSIDE EDUCATIONAL TRUST ASSISTANT WORKSHOP LEADERS

Eastside Educational Trust is an award winning arts education charity which delivers arts activities and creative learning projects to children and young people through schools and community groups. Volunteer Assistant Workshop Leaders help our project facilitators to deliver creative workshops with children and young people in safe and supportive environments throughout London. Typical Eastside projects take place in schools during term-time and youth groups, museums and other settings during the holidays. There is no fixed time commitment for this role – you can volunteer for as many projects as you like!

LOCATION: Across London

TIME COMMITMENT: 3-5 hours a week for at least 6 months

DEADLINE: 4th May

If you would like to find out more about this opportunity, please contact **Oliver Peachey**.