

### Crafting a Volunteer Recruitment Message

Qualities of a good recruitment message:

- The opening message should be interesting enough to entice the potential volunteer to consider volunteering for the organization.
- The body of the message should present information in an order that psychologically matches how people will think about the offer.

**Need: Is there a problem?**

**Solution: Can this job help solve it?**

**Benefits: What's in it for the prospective volunteer?**

**Contact Point: What steps does the potential volunteer need to take to get involved?**

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