



Tips for getting the most out of your activity listing.

It is really important to think of “students” a little differently to make sure you get the most out of your activity listing. What motivates students to volunteer is often quite different to what motivates people in the wider community.

As well wanting to benefit the community they may also want to know how volunteering will benefit them, by developing employability skills that will benefit them when they leave University.

When adding an opportunity you will be asked to indicate the skills a student can develop through your volunteer opportunity. Think about these benefits and write your advert around these.

Further tips...

Be clear and concise

Think about the language you use- it needs to be clear and concise and also ensure the advert isn't too long.

You need to make your opportunity engaging whilst at the same time being completely honest about the roles students will be doing. Also ensure the role title is short and snappy, as this will be the first part of your advert they will see

Think about the skills students could offer

Think about how you can utilise the skills they may already have, and about the courses we offer. A course list can be found on the main website. When a student registers to www.volunteering.chester.ac.uk they are asked to indicate their areas of interest. They can also request to receive emails with new roles based on their interests, so it is important to indicate which areas of interest your volunteer role will cover.

Be flexible and think about the commitment required

Do you require volunteers on a regular basis or are you offering a one-off or ad hoc role? When adding your activity to the website there is space to put an end date (If your opportunity is ongoing leave this bit blank)

It is also really important to be flexible when advertising to students. Most students will usually only be available to volunteer from October to early June as they tend to go home for the summer vacation. We also find that after the Easter break, things tend to slow down due to examinations for our 1st and 3rd year students and work placements for our 2nd year students. They may also have timetables that change and many of them will also have part-

time jobs. Please do bear this in mind when recruiting students as volunteers; flexibility is appreciated and if there is a more rigid time commitment, please be clear about this from the start.

Think about location

Many of our students take advantage of opportunities which are in close proximity to where they live as they are not encouraged to bring cars with them to University, we therefore welcome opportunities which are close to our campuses.

Outside of these areas opportunities with good public transport links are usually more popular and attractive to our volunteers so when advertising your vacancy, if you are able to give specific details of any local bus/rail services when writing your ad this may encourage students to volunteer with you.

If you can reimburse travel expenses please make sure you indicate this on your advert

Logos

If your organisation has a logo, make sure you add this at the Provider stage. When a student registers to the site they can browse opportunities. Opportunities with a logo (or picture if you don't have a logo) will stand out more.

Social media links

If you have any Social Media links make sure these are included in the main body of the text. Most students are Social Media "Savvy" and this is a great way for them to search you.

Keep information up to date

If your opportunity changes in anyway or you no longer require volunteers please update your information on the website.

Once you have received applications, make sure you keep the students engaged in the process

If students need to fill application forms; go for an interview; complete training to participate in your volunteering, make them aware of the length of time it might take, but by talking about the benefits they will get from the role this will help to keep them engaged.

Regular communication is the key! Make sure you keep in regular contact with a student during the recruitment process to keep them engaged.

Keep in contact with us!

Thank you for your interest in our website. Please note, advertising on the website will not guarantee student volunteers.

If you are struggling to attract students please contact us and we can look at how we could promote your opportunity further.

Make sure you contact a student who has applied to you quickly. The website asks you to contact them within 10 working days.

IF YOU HAVE ANY QUESTIONS PLEASE CONTACT US