

Call for volunteers

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How to Entice Volunteers  
By Business Writing Blog

The usual request for volunteers begins like this:  
volunteers needed!

It doesn't work. That's because it focuses on the writer's needs rather than the needs of the reading audience.

I just received an excellent call for volunteers from the Cascadia Chapter of ASTD. Here is the subject:

a unique leadership opportunity awaits you

That catchy subject was followed by this fine opening sentence:

are you interested in furthering your career, building your network of professionals, strengthening your leadership skills, and implementing new ideas within our learning and development community?

After that persuasive opener came the heading "Opportunity" and this sentence: "If so, the Cascadia chapter has an incredible opportunity for you."

If the chapter were not a three-hour drive from my home and office, I would be enthusiastically in line for the job.

If you need volunteers, think about why someone would want to join you. How will volunteering meet their needs? Then talk to your readers about the benefits to them.

The excellent message came from Liza Greene, president of the ASTD Cascadia Chapter. Nice work, Liza!

Lynn  
Syntax Training