

# Refreshing Your Curb Appeal to Enhance Volunteer Recruitment



**Wait,  
Who Are  
You?**

## What's your message?

- Include your organization's mission statement
  - Make it a snapshot of who you are and what you do
    - Simple. Clear.

# Eye Catching Appeal

## Surprise! You can guide the viewer's eye.


- **Selective Attention** – *We can't process all visual information coming in at a given time, so we selectively look at what's most important.*
- **Attractive information** grabs our attention!

## What's going to draw the eye first?

- We can guide the viewer's eye along an intended path and/or to the most important information
- How do we do this?
  - **Visual Cues** – Shortcuts to finding information, improve recall

# Eye Catching Appeal:

## *Visual Cues*

- **Visual Cues include things like:**
  - Colors – Contrasting colors **signal the eye to move**
    - Help **search & find what's important**, makes information memorable
    - Helps us organize and categorize information
  - **Shapes – Arrows**, POINT to where you want the eye to go next 
  - **Size – Bigger font** or pictures indicate more importance
  - **Position** – Where at on the page do you want the eye to go?
  - **Visual Cues** are **more likely to be understood** than directions alone

# Make it *(Exceptionally)* Easy!

- **Is your site easy to use and navigate?**
  - Make it intuitive!
- **What's your process? How many steps are involved?**
  - The fewer steps, the better; Quick & Simple!
- **Can you streamline information?**
  - Pair down to the important stuff (“need to know NOW”)
- **Can you nest information?**
  - Nest information to keep things flowing!

# The Key To Wording Is...

## ...EVERYTHING!

- **Understand how someone reads your page:**
  - Is it easy to skim and scan (ie visual cues)?
  - Keep wording short and simple, brief with word count to a minimum
  - Be clear and direct, don't forget your Call to Action ("Would you" "Can you")
  - Know your audience –If you don't, write for the most casual visitor
  - Engage with your audience, talk directly to them and interact
  - Build trust by being factual and purposeful
  - Spell-check!

# Update and Repeat (Opportunities)

## IMPORTANT

- **Repeat available opportunities throughout your website**
  - Nesting (providing hyperlinks to other areas of your site)
- **Keep your information up-to-date**
  - This includes organizational information, contact information, and volunteer opportunities!

# Create Community & Invite Them to Yours

- **Allow visitors to be an immediate member of your community**
  - It's a FEELING!
- **Include testimonies, pictures, statistics, long-term goals or outcomes**
  - "These are real people, just like me!" "This is what they're accomplishing..."
- **Include online social media links on recruiting pages**
  - Drive people to your social media, provided additional support to volunteers and the organization
  - **Inserting people into your community allows a sense of purpose and begins building trust**



# “Why” Do They Volunteer?

## Tap into the “Why”

### Use what motivates volunteers as a way to attract volunteers

- Values –A way to express
- Social –Develop and strengthen
- Understanding –Knowledge and skills
- Career --Improve career and educational prospects
- Enhancement –Help the ego grow and develop

### Tie key words and themes into what is on your site

- For content
- For opportunities
- For community and engagement

# Questions?

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