



User's Guide & Resource Manual

In partnership with



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Introduction: Senior Corps and VolunteerMatch

Welcome, Senior Corps Grantees!

Senior Corps and VolunteerMatch have partnered to help you meet your online recruiting goals. This User's Guide walks you through the VolunteerMatch tools and features. We are certain these tools will substantially increase your volunteer base and maximize the potential for engaging older adults in civic engagement.

This User's Guide provides information about the following:

- How to post successful volunteer opportunity listings
- How to create questions to ask volunteers
- How to upload documents and photos into your account
- Research and trends related to recruiting volunteers ages 55 and over

We look forward to helping you create the best online recruiting strategy for your organization!

Why partner with VolunteerMatch?

As the largest active network of volunteer recruiters, VolunteerMatch gets more than 125,000 visitors each week – a big reason why we have become the #1 search result for “volunteer” at both Yahoo! and Google.

VolunteerMatch is a nonprofit, online, national service matching volunteers with over 57,000 nonprofit organizations and programs – and our network is increasing by over 250 organizations and 7000 new members each week.

VolunteerMatch is simply the best destination on the Web to find a great place to volunteer or recruit passionate volunteers to support your mission.

Why should I include VolunteerMatch in my volunteer recruitment strategy?

VolunteerMatch is a great way to find the volunteers you need to run your programs and increase the impact your organization can make in the community. Thousands of volunteers refer themselves to organizations through VolunteerMatch every day, and the more visible your program is on the site the more volunteers you can recruit.

Online recruiting will not replace other components in your volunteer recruitment plan. VolunteerMatch surveys still show that “word of mouth” is still the most effective way to recruit volunteers. What VolunteerMatch and other websites do offer, is the ability to reach out and communicate with volunteers who may not know about your organization.

The internet also allows you to recruit outside of your community, and find volunteers who may not live in your area, but who still believe in your mission, and have the skills and the time to help your organization.

As Boomers retire, the number of tech-savvy, highly-skilled, well educated individuals looking for a way to give back and make a difference in their community increases every day.

How does VolunteerMatch work?

Your organization will use www.VolunteerMatch.org to create electronic versions of all of your volunteer opportunities. These electronic opportunities are called “listings”, and were called “volunteer stations” in JASON. A listing has a complete description of the volunteer opportunity, its location, the time commitment, and the cause or interest area.

Volunteers nationwide can enter their ZIP code or city and state in the **Where** box and enter a few words in **Keywords** about the type of opportunity they are looking for, or skills they would like to use. Volunteers can also click **ADVANCED SEARCH** if they want to further refine their search. When they click **SEARCH**, VolunteerMatch displays a list of volunteer opportunities within a 20 mile range (or greater if the volunteer chooses).

This list of opportunities and organizations can be sorted by date, location, and duration. Each organization also has a rating and/or review based on volunteer feedback, which volunteers can access in order to make an informed volunteering decision. Nonprofits can read these reviews to collect praise and feedback regarding their volunteer programs.

When a volunteer finds an appealing opportunity and clicks **I WANT TO HELP!**, he or she is expressing interest in this opportunity. Clicking **I WANT TO HELP!** sends an email to your organization or event contact. This is called a volunteer “referral.” Each referral your nonprofit receives will contain contact information for the person interested in the volunteer opportunity. Your organization will then use this information to begin a relationship with the potential volunteer.

All listings posted by your organization to www.VolunteerMatch.org will also be automatically posted to the Senior Corps website, www.getinvolved.gov. This ensures that visitors who go directly to the Senior Corps or Get Involved websites will be able to find the same opportunities you have posted on www.VolunteerMatch.org.

On a monthly basis, VolunteerMatch provides you with a program report including the total number of referrals received, total number of active opportunity listings posted, and programs registered and using the system. These reports are automatically emailed to the administrators of your account.



VolunteerMatch Account Overview

VolunteerMatch transferred the information from Senior Corps' JASON system to VolunteerMatch, creating new accounts and updating existing accounts for all Senior Corps grantees. As part of the Senior Corps-VolunteerMatch partnership, each grantee has been given an account with the highest level of service, which providing a basic account and advanced tools to customize and manage your volunteer recruiting. Please refer to the Table of Contents to locate more information about basic and advanced tools.

How do I access my account?

An email with account log in information was sent to you. If you have already activated your account, simply go to www.VolunteerMatch.org and click MY ACCOUNT.



If you did not receive—or cannot find—your password:

1. Visit:
http://www.volunteermatch.org/post/password_request.jsp
2. Enter your email address and click SUBMIT.
3. If the system has a record of your email address, an email will be sent to that address with a temporary password and instructions on how to access your account.

If VolunteerMatch does not have a record of your email address:

Send an email to getinvolved_support@volunteermatch.org with your email address, contact information, name or your organization and ZIP code, and VolunteerMatch will confirm if there is an account already in the system for your program. Once VolunteerMatch has confirmed your information you will receive instructions on how to access you account. If your organization or program does not have an account, VolunteerMatch will set one up for you.

Once you have access to your account, log in and click on the organization you want to manage. This page allows you to access all of the tools available to you, whether you want to post an opportunity, run a report, update contact information or add administrators.

How do I manage my account?

From the Manage Organizations page you can post new listings, edit and review existing listings, view your referral history, and update your account contacts and information for each of your organizations or programs.

Manage Your Organization

Go to My Account

Go to Manage Organizations

Click the organization or program name

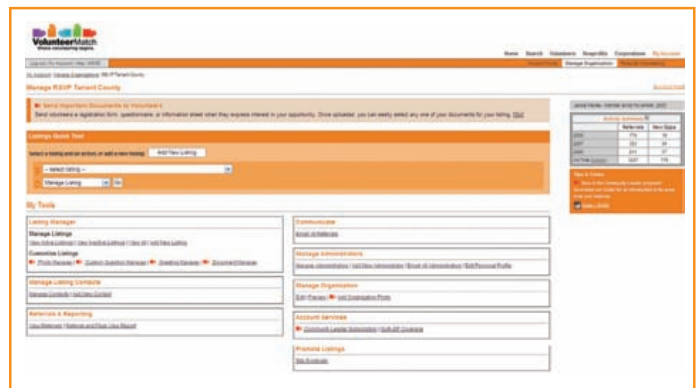


Navigating and Managing your Organization's Account Page

All the tools and reports you need are located on your Organization Account page. The following sections define the tools, explain how to access the tools and then provide step by step instructions as to how to effectively use the tools.

The Manage Organization page has sections to help you quickly add and edit listings:

- Listings Quick Tool
- My Tools
 - Listing Manager
 - Manage Listings
 - Customize Listing
- Communicate
- Manage Administrators
- Manage Listing Contacts
- Manage Organization
- Referrals & Reporting
- Account Services
- Promote Listings



Each of these sections is discussed in detail in the following pages. This User's Guide will provide detailed step by step instructions on how to set up and use each of the tools. There is also a section on how to create a new listing from start to finish as well as a Glossary of Terms and Phrases.

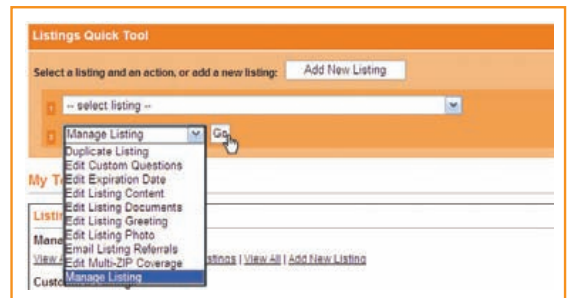
Please refer to the Table of Contents to more quickly navigate to the appropriate page.

What is the Listings Quick Tool?

The Listings Quick Tool is the easiest way to create new opportunity listings or edit existing listings. From the Manage Organization page, go to the Listings Quick Tool, select the name of the opportunity listing you want to modify in the first drop-down menu. Remember – a listing is simply the electronic version of a volunteer opportunity, or what was called a “volunteer station” in JASON.

Select the type of activity you would like to complete in the second drop-down menu:

- Duplicate Listing – page 11
- Edit Custom Questions – page 24
- Edit Expiration Date – page 18
- Edit Listing Content – page 15
- Edit Listing Documents – page 27
- Edit Listing Greeting – page 21
- Edit Listing Photo – page 23
- Email Listing Referrals – page 26
- Edit Multi-ZIP coverage – page 19
- Manage Listing – page 12



Each of these tools is discussed in detail in the following pages. Please refer to the Table of Contents to more quickly navigate to the appropriate page.

Listings Quick Tool: Manage Listing

The Listings Quick Tool allows you to quickly navigate to different fields within active listings. It also allows you to navigate to the Manage Listing page which contains several important tools to manage your listings.

How do I use the Manage Listing page?

Use the Listings Quick Tool to access all of the information about a specific listing by selecting “Manage Listing” from the drop down menu and clicking GO.

In Manage Listings choose an Action: Edit Listing, Email Referrals, Repost, Duplicate, Delete, or View.



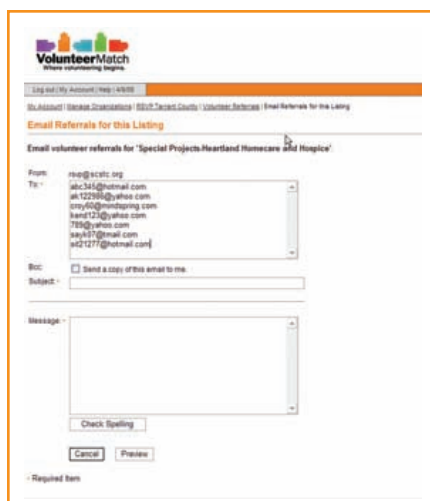
The page also allows you to access the advanced tools for editing the listing’s photo, greeting, custom questions, as well as Multi-ZIP coverage and expiration date.

Edit Listing – Click EDIT LISTING to edit listing content, including the opportunity description and volunteer information. See page 15 for more information.

Email Referrals – Click EMAIL REFERRALS to email some or all of the volunteers who have referred themselves to this listing.

The **From:** field will be the email address for the administrator currently logged in.

The **To** box automatically populates all the email addresses for anyone who has referred themselves to your organization. Add or remove addresses as necessary.



The **Bcc:** box allows you to send a copy of the email to the opportunity contact.

Use the Subject line and Message box as you would on a regular email. You may also want to use the CHECK SPELLING tool.

To cancel the email click CANCEL. To send the email click PREVIEW. From the Preview page you may either EDIT or SEND EMAIL.

Repost – When you create a listing it is “activated” and “posted.” Activated means a listing shows up in VolunteerMatch search results. Posted means the listing initially appears as the first listing in the search results. Over time, though, a posted listing moves farther and farther down on the search results as the top position is replaced by new listings from other organizations using VolunteerMatch.

You want your listing to be at or near the top of the search results to have it seen by the most number of volunteers. Volunteers may not look further than the first few pages of search results – only showing them the first 40 or so listings. The Repost tool allows you to easily move your listing back up to the top of the search results.

This is the most important thing you can do to have your listing be visible to the most number of volunteers!

Once you click REPOST you will receive confirmation that your listing has been reposted.

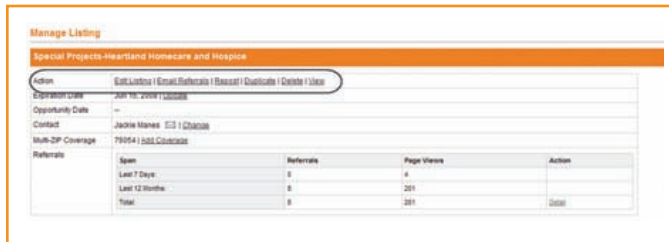
Tips & Tricks



*To make the Email Referrals tool most effective make sure you set up a different listing for each of your volunteer opportunities. If you include multiple opportunities in one listing you will have to spend more time editing the **To** field and may send an email to the wrong volunteer.*



Always be near the top! Volunteers focus on listings in the first few pages of search results. Depending on the number of other organizations in your area using VolunteerMatch you may want to repost several times a month, or as often as once a week. Set a reminder in your personal calendar to make sure your opportunities are always at the top of the search results.



Duplicate – Use this tool to create an exact copy of a listing. You may then edit the Listing Title, opportunity date and time, and some other listing fields.

Use this tool to save time when creating new listings for opportunities that are similar to existing opportunity listings.

Note: You can not change the location address or ZIP code when you duplicate a listing.



Delete – This will delete the listing. Once a listing is deleted it is no longer available to you, and it cannot be retrieved. Only use this when you are sure you want to remove a listing.

To keep the listing but no longer display it in search results make it Inactive by editing the expiration date to a date in the past. Not sure how to do this? Consult the Table of Contents.

To continue to delete your listing click DELETE, to cancel click CANCEL.

View – This tool allows you to quickly view your listing as it appears to potential volunteers. Make sure you view each listing when you create one, and any time you make a change or edit a listing.



Tips & Tricks



How your listing appears on the website is important – appearance is essential to the success of your recruitment. Information in your listing should be easy to find and easy to understand. Make the most of the white space on the page and pay attention to how the text appears. Want more information on how to make your listing easy to read on VolunteerMatch? See page 42.

My Tools: Listing Manager – Manage Listings

Listing Manager contains two sections: Manage Listings and Customize Listings. Manage Listings includes the basic account tools needed to post a listing, and Customize Listings contains the advanced tools allowing you to add photos, documents and customize referral email greetings for your opportunity listings.

What are Active and Inactive listings?

Active listings are listings that show up in search results on VolunteerMatch. Listings can be activated for up to 180 days. After 180 days the listings become Inactive unless you edit the expiration date. Inactive listings are those listings which have expired or were created and stored in your account to be activated in the future. You will receive email alerts when a listing is about to expire.

All expired listings remain in the VolunteerMatch system unless you delete them. They can easily be made Active by editing the expiration date.

View Active Listings

You can easily view and edit your active listings from this page. You will also be able to update Opportunity Contacts and quickly navigate to the Manage Listing page for each listing.

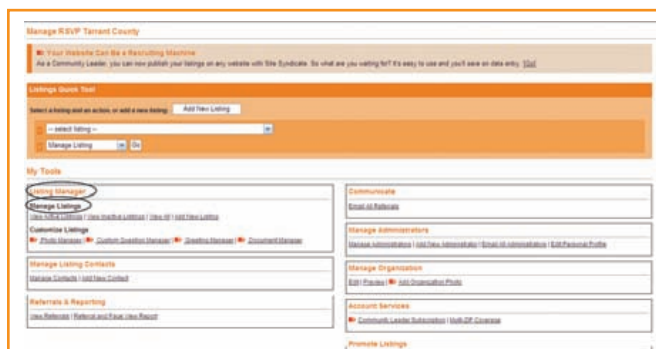
To view Active Listings:

Go to My Tools

Go to Listing Manager menu

Go to Manage Listings

Click VIEW ACTIVE LISTINGS

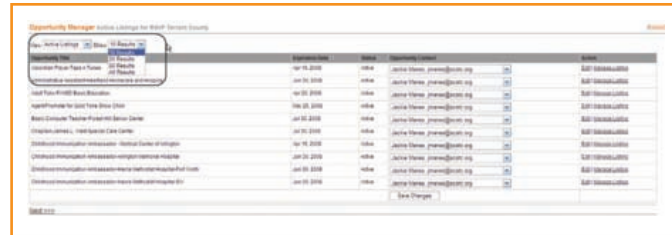


Tips & Tricks



Do you have an annual event or volunteer project that you need to fill each year? Do not delete the inactive listing – use it next year. Simply update the appropriate information, set the new activation and expiration dates and repost! Not sure how to complete all of these actions? Consult the Table of Contents.

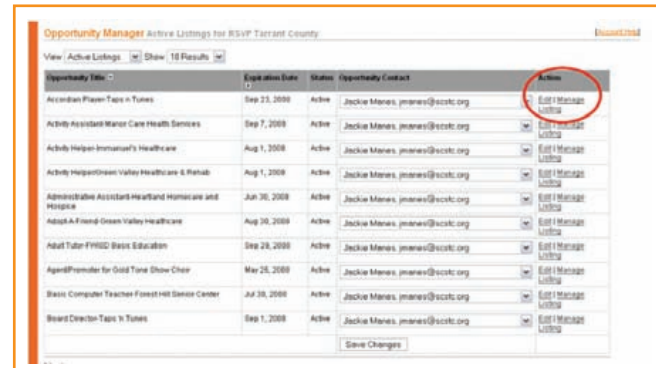
Use the View drop-down menu to quickly navigate to “Inactive Listings”, or “All Listings.” Use the Sort drop-down menu to select the number of active listings you would like to view at one time.



Using the column headers you may sort your active listings alphabetically by Opportunity Title or chronologically by Expiration Date by clicking on the arrow next to the column header.

Use the Opportunity Contact drop-down menus to quickly assign a new contact from your list of existing Administrators and Listing Contacts. Click SAVE CHANGES to save new Opportunity Contact selections. For more information on adding a new Administrator or Listing Contact consult the Table of Contents.

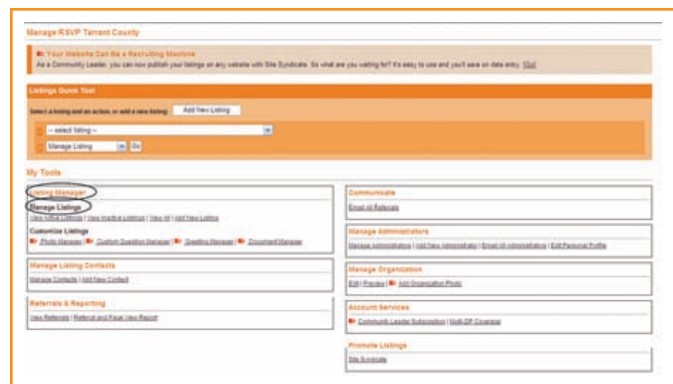
From the Action column you can easily edit each listing, or navigate to the Manage Listing page.



View Inactive Listings

Quickly view and edit your inactive listings from this page. Access the Manage Listings page for each listing to easily activate listings and edit Opportunity Contacts from this page.

- To view Inactive Listings:
- Go to My Tools
- Go to Listing Manager menu
- Go to Manage Listings
- Click VIEW INACTIVE LISTINGS

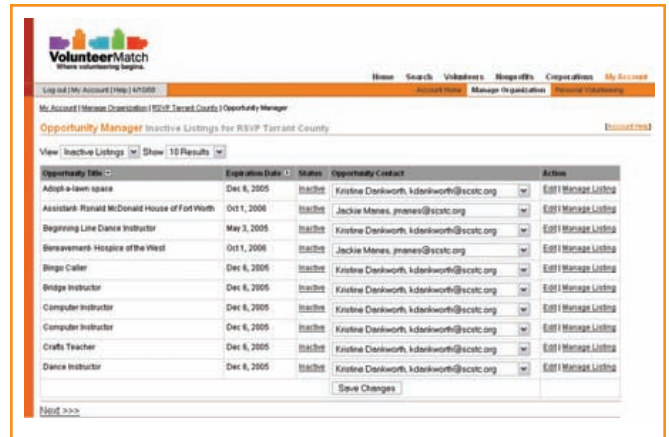


Use the View drop-down menu to quickly navigate to “Active Listings”, or “All Listings.” Use the Sort drop-down menu to select the number of inactive listings you would like to view at one time.

Using the column headers you may sort your inactive listings alphabetically by Opportunity Title or chronologically by Expiration Date by clicking on the arrow next to the column header.

The Status column provides information on when each listing became inactive. Click INACTIVE for each listing to see the Expiration and End Dates.

Use the Opportunity Contact drop-down menus to quickly assign a new contact from your list of existing Administrators and Listing Contacts. Click SAVE CHANGES to save new Opportunity Contact selections. For more information on adding a new Administrator or Listing Contact consult the Table of Contents.



From the Action column you can easily edit each listing, or navigate to the Manage Listing page to edit activation and expiration dates.

View All

Easily access all of your listings – both Active and Inactive, to edit or quickly check their status and assigned Opportunity Contact.

- To view All Listings:
- Go to My Tools
- Go to Listing Manager menu
- Go to Manage Listings
- Click VIEW ALL



Use the View drop-down menu to quickly navigate to “Active Listings”, or “Inactive Listings.” Use the Sort drop-down menu to select the number of listings you would like to view at one time.

Using the menu bar you may sort your listings alphabetically by Opportunity Title or chronologically by Expiration Date by clicking on the arrow next to the column header.

The Status column provides information on whether each listing is active or inactive and when it became inactive. Click INACTIVE for each listing to see the Expiration and End Dates.

Use the Opportunity Contact drop-down menu(s) to quickly assign a new contact from your list of existing Administrators and Listing Contacts. Click **SAVE CHANGES** to save new Opportunity Contact selections. For more information on adding a new Administrator or Listing Contact consult the Table of Contents.

From the Action column you can easily edit each listing, or navigate to the Manage Listing page to edit activation and expiration dates.

Opportunity Title	Expiration Date	Status	Opportunity Contact	Action
Accordion Player Tapes n Tuners	Sep 23, 2008	Active	Jackie Manes, jmanes@ccatc.org	Edit Manage Listing
Activity Assistant/Menor Care Health Services	Sep 7, 2008	Active	Jackie Manes, jmanes@ccatc.org	Edit Manage Listing
Activity Helper-Immanuel's Healthcare	Aug 1, 2008	Active	Jackie Manes, jmanes@ccatc.org	Edit Manage Listing
Activity Helper-Green Valley Healthcare & Rehab	Aug 1, 2008	Active	Jackie Manes, jmanes@ccatc.org	Edit Manage Listing
Administrative Assistant Heartland Homes and Hospice	Jun 20, 2008	Active	Jackie Manes, jmanes@ccatc.org	Edit Manage Listing
Adopt-A-Friend-Green Valley Healthcare	Aug 30, 2008	Active	Jackie Manes, jmanes@ccatc.org	Edit Manage Listing
Adopt-a-teen space	Dec 6, 2005	Inactive	Kristine Dowlsworth, kdowlsworth@ccatc.org	Edit Manage Listing
Adult Tutor-FWISD Basic Education	Sep 29, 2008	Active	Jackie Manes, jmanes@ccatc.org	Edit Manage Listing
Agent/Promoter for Gold Tone Show Choir	Mar 25, 2008	Active	Jackie Manes, jmanes@ccatc.org	Edit Manage Listing
Assistant- Ronald McDonald House of Fort Worth	Oct 1, 2008	Inactive	Jackie Manes, jmanes@ccatc.org	Edit Manage Listing

Add New Listing

This section will walk you through the 10 step process for adding a new listing on VolunteerMatch. To learn more about how to set up the advanced tools used to customize listings refer to the Table of Contents.

To create a new listing:

Go to My Tools

Go to Listing Manager menu

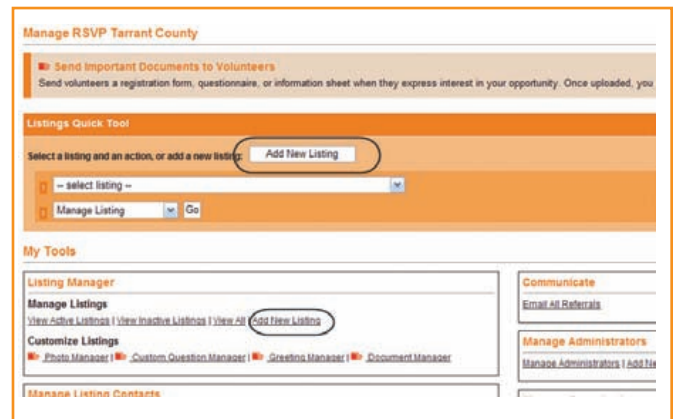
Go to Manage Listings

Click **ADD NEW LISTING**

or

Go to Listings Quick Tool

Click **ADD NEW LISTING**



10 Steps to Entering or Editing Listing Content

1. Enter the **Title** for your Listing.
2. Select "Opportunity Contact". This may be either an account administrator or a listing contact. If the appropriate person is not currently listed in the drop-down menu see the Add New Administrator or Add New Contact section of this user's guide. To learn more about the difference between administrators and contacts see page 29.
3. Enter opportunity **Description**. See page 42 for guidelines on creating high referring opportunities.
4. Enter any requested or required skills into the **Required Skills** field. Volunteers can narrow their search results using the information in this box, so be thorough. This is also a great place to list any new skills or experiences volunteers may gain through working with your organization.



Tips & Tricks



Make sure your title stands out in the crowd. The best titles are creative, descriptive, and make a prospective volunteer want to learn more. For more information on great titles see page 42.



Create your opportunity descriptions in Word, use the spelling and grammar tools and then cut and paste the description into the form. Make sure you use the View tool to ensure that formatting is correct. Not sure how to access the View tool? See page 12.

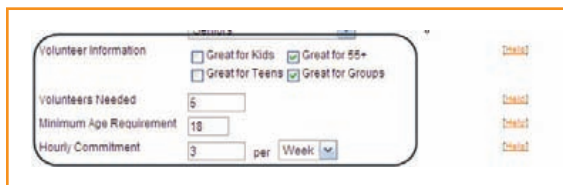


VolunteerMatch research shows that older adults want to find volunteer opportunities that match their skills and interests. Use this field to clearly define skills you are looking for. Then when a volunteer enters that skill into the Keywords field your listing will be returned in the search results.



If you have an ongoing or open-ended need for volunteers leave this box empty. Entering a large number into this box may be overwhelming for a potential volunteer. For example, entering 100 Volunteers Needed may make an individual person feel as though they cannot make much of a difference.

5. Select the appropriate USA Freedom Corps program.
6. Select up to three categories of interest. (At least one must be chosen to activate the listing.) These categories allow volunteers to narrow their search results. Think creatively about each opportunity and select the most appropriate areas. You do not need to use the same three categories on all of your listings.
7. Check the Volunteer Information Great For boxes – select any or all that apply to this opportunity. Volunteers can use this information to narrow their search results.
8. Volunteers Needed – if you need a specific number of volunteers use this box. You may also leave this box blank.
9. Minimum Age Requirement – use this box to inform potential volunteers about any minimum age requirement necessary to participate in your program.
10. Hourly Commitment – use this to convey the estimated time commitment to prospective volunteers. Hours maybe entered as per Day, Week, Month or Event.



Enter or Edit Opportunity Location

The opportunity location is automatically populated with the address of your organization. Be sure to change the address if the opportunity takes place at a different location.

Fill in the required address information for the Specific Location of the volunteer opportunity. This may be your organization's office or an event location. The address should reflect where the volunteering will actually take place. This address will be used during a volunteers ZIP code search.

If this is a **Virtual Opportunity** select the appropriate button.

Opportunity Location

Identify the location of the opportunity: Specific Location or Virtual Opportunity:

Specific Location
If your opportunity takes place at a specific location or region, enter the address information in the fields below. Note: If you would like to recruit across select Multi-ZIP Coverage.

Address 1 - 1845 Pecinct Line Rd
Address 2 - Ste. 107
Address 3 -
City - Murst
State or Region - TX or
ZIP-Postal Code - 76054
Country - United States

OR

Virtual Opportunity
A virtual volunteer opportunity can be completed from any location. Virtual listings will appear in our Virtual Opportunity category search results for all

What is a Virtual Opportunity?

A virtual opportunity is any volunteer opportunity that can be completed from any location, and does not require the volunteer to be in a specific area or zip code. If an opportunity is virtual it means that the organization can be anywhere, and so can the volunteer. A Virtual Opportunity can be completed and returned to the organization by mail, phone, fax or email, and does not require the volunteer to visit the organization's location.

Great examples of virtual opportunities are writing newsletter articles, researching and writing grant proposals, knitting baby blankets, or providing phone support to clients.

Virtual listings will appear in VolunteerMatch's Virtual Opportunity category search results for volunteers across the country and not in local zip specified search results.

Tips & Tricks



If you have an ongoing or open-ended need for volunteers leave this box empty. Entering a large number into this box may be overwhelming for a potential volunteer. For example, entering 100 Volunteers Needed may make an individual feel as though they cannot make much of a difference.



You may have programs in several different locations. Make sure that the Specific Location is correct. Volunteers will use this information to determine how far they will need to travel to volunteer with you, and may be unable to participate if the location is entered incorrectly.

Tips & Tricks



For event opportunities with different shifts or flexible start times fill in the start time and end time for the entire day and use the Custom Question Manager to identify available shifts. Not sure how to complete all of these actions? Consult the Table of Contents.

Enter or Edit Opportunity Date and Time

Fill in the Opportunity Date information. If your opportunity is an event happening on a specific date select the “Yes, I need volunteers for the following date(s).” button and fill in the start and end date. For one-day opportunities enter the same date in the Start Date and End Date fields.

If your opportunity is ongoing or open-ended click “No, this opportunity isn’t scheduled for a particular date.”

Use the information in the **Opportunity Time** area to identify a specific start and end time, or an opportunity time range.

Note: You must click “Continue” to save all of the information entered above.

Enter or Edit Opportunity Activation and Expiration Dates

The **Activation Date** is the day that your listing will be Active and start appearing in search results. The **EXPIRATION DATE** is the day your listing expires and becomes Inactive.

The expiration date may be no more than 180 days in the future. If your listing is for an event on a specific day you will want to set the expiration date for the day of the event.

Note: You must click “Continue” to save all of the information entered above.

Tips & Tricks



*If you are creating listings for an event in the future, but are not sure of the event date yet, set both dates in the past. When you do have the information edit your activation and expiration dates. **Do not forget to repost when you do finally activate your listing!** Not sure how to do this? See page 10.*

Add or Edit Multi-ZIP Coverage

Most listings do not need Multi-ZIP coverage. VolunteerMatch's default search settings allow volunteers within 20 miles of their ZIP code to see listings. If your listing has a location ZIP code within that radius it will automatically show up. If a volunteer widens his or her search range your opportunities will still show up. Click "No Additional ZIP Codes" to move on to the Advanced Tools.

There may be times when you want or need to recruit outside of a 20 mile radius. Use the Multi-ZIP tool to add additional ZIP codes. Each additional ZIP code is \$0.50 but you will receive a 15% Senior Corps discount off of any Multi-ZIP purchase.

Use the drop down menu to select different types of ZIP code coverage: City, County, Metro Area, State or National. This page will update to show the number of ZIP codes selected, and the cost for coverage. **This price will include your 15% discount.**

When you use Multi-ZIP you will not be able to repost your listing. For more on Reposting see page 10. You may edit a Multi-ZIP listing's expiration date, though, to continue to keep the listing active with the additional coverage.

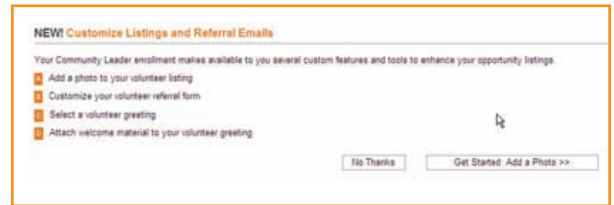
Click "Add ZIP Codes" to purchase the additional coverage. You will be asked to pay for your Multi-ZIP purchase when you finish and review your listing.

Note: You must click either "No Additional ZIP Codes" or "Add ZIP Codes" to continue.

The Multi-ZIP tool is complex. If this section does not fully answer all of your questions regarding Multi-ZIP please contact getinvolved_support@volunteermatch.org.

Customize Listings and Referral Email Page

The advanced tools are accessible from this page. To set up or learn more about how each tool works consult the Table of Contents and find the appropriate section. Click GET STARTED: ADD A PHOTO to access Photo Manager.

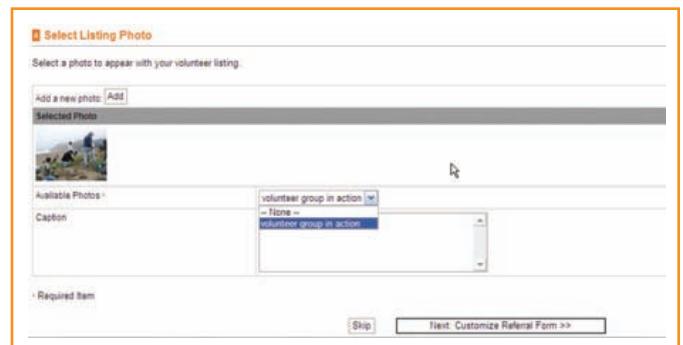


Get Started: Add a Photo

Select Listing Photo allows you to add a picture to your listing on VolunteerMatch. To learn more about Photo Manager or how to add a photo to Photo Manager see page 23.

Select the photo you want to include from the Available Photos drop-down menu. Then add or edit the Caption. To include the photo click “Next: Customize Referral Form.”

Note: You must either click SKIP to move on without a photo, OR NEXT: CUSTOMIZE REFERRAL FORM to save your photo selection.

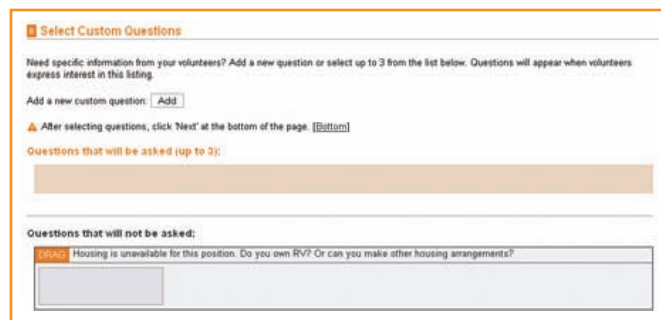


Next: Customize Referral Form

The customize referral form page allows you to gather information from a volunteer when they click I WANT TO HELP! on VolunteerMatch. The referral email you receive with a volunteer’s contact information will also include the answers to the Custom Questions you select.

To add a new Custom Question or to learn more about Custom Questions see page 24.

Click and drag up to three of your questions into the “Questions that will be asked (up to 3):” shaded box from the “Questions that will not be asked:” shaded box.



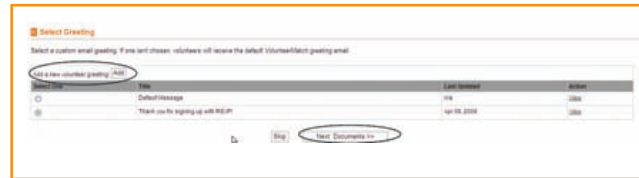
Note: You must click SKIP to move on without asking any Custom Questions, or NEXT: VOLUNTEER GREETING to save which Custom Questions are attached.

Next: Volunteer Greeting

To customize the email greeting sent to volunteers who refer themselves to an opportunity, click the button next to the appropriate greeting in the Select One column.

You may view the content on the greeting by clicking View in the Action column.

To learn more about Greeting Manager, or to add or edit a greeting see page 26.



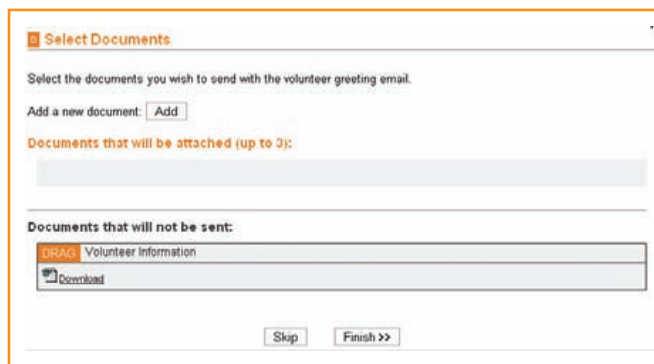
Note: You must click NEXT: DOCUMENTS at the bottom of the page to save the Custom Greeting that is used, or click SKIP to move on without customizing your greeting.

Next: Documents

To attach a document to the email greeting sent to volunteers click and drag up to 3 documents into the “Documents that will be attached (up to 3):” shaded box from the “Documents that will not be sent:” shaded box.

For more information on types of documents you might want to attach or to set up or change the documents available in your Document Manager, see page 27.

Click FINISH to complete your listing.



Note: You must click FINISH at the bottom of the page to save which Documents are attached, or click SKIP to move on without attaching a document.

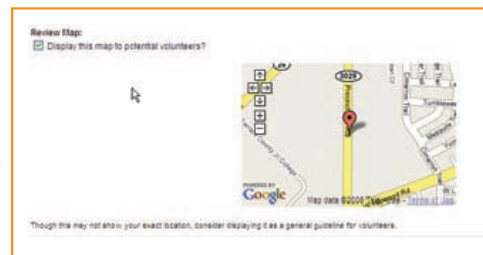
How do I finish and review my listing?

After entering all of your listing information and customizing your listing you will be asked to review the listing for errors and accuracy.

To edit your listing click EDIT, found on the right side of each section.



You will also need to select whether or not to display the Google map of the Opportunity Location. The Google map is a small electronic map that will show the general area in which your opportunity is located.



Once all the information is correct click CONTINUE. Your listing is now complete and posted.

If you have chosen to set your activation and expiration dates in the past to activate at a later date your listing will appear under View Inactive Listings.

If you have purchased Multi-Zip you will need to continue to Check Out and enter in credit card payment information. Once you have completed the payment page your listing will be posted in all of the ZIP codes selected.

My Tools: Listing Manager – Customize Listings

The advanced tools in Customize Listings allow you to take full advantage of all the VolunteerMatch network has to offer. These tools make your listing more interesting, allow you to pre-screen volunteers, and communicate with them in a more personal way – this means not only more referrals, but better referrals. If you use these tools effectively

Tips & Tricks



Because this is tied to Google Maps and the way Google identifies the location, you may choose to remove it from your listing if the location does not look correct. If it is close, though, you may want to leave it so volunteers have an idea of where the opportunity takes place.

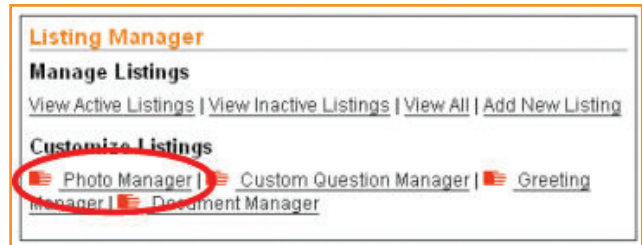
not only will more of your VolunteerMatch referrals turn into volunteers for your programs, more of them will be the right volunteer for your organization.

Photo Manager: Add or Change a Photo in your Listing

Listings with photos receive almost three times as many referrals as those without pictures. It is important to have a photo in your listing. A picture gives a prospective volunteer a better idea of what type of tasks they will be doing, or the impact they can make by volunteering with your organization.

You are allowed to store up to five photos in your account. You may edit the title and caption, delete, or replace photos at any time.

- To access Photo Manager:
- Go to My Tools
- Go to Listing Manager menu
- Go to Customize Listings
- Click PHOTO MANAGER

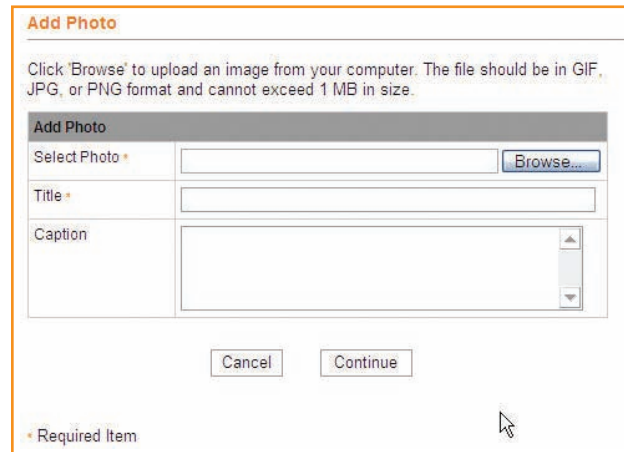


Add a new photo by clicking on ADD. If you already have 5 photos stored in Photo Manager the ADD button will not appear and you will need to select an image and either “Delete” or “Replace” it to add a new photo.

Give the picture a **Title** – this is what you will see in your photo library, so create a title that will allow you to easily differentiate between photos.

You may want to add a **Caption** to the photo. Be creative and descriptive. This is what volunteers will see under the photo in your listing.

To delete a photo click DELETE in the Action column. Photo Manager will then ask you to confirm the deletion by clicking **Delete** again.



To replace a photo click REPLACE in the Action column. On the Replace Photo page click BROWSE to locate the new photo. The file needs to be in GIF, JPG, or PNG format and cannot exceed 1 MB in size. Give the picture a Title, and consider creating a CAPTION.



Tips & Tricks

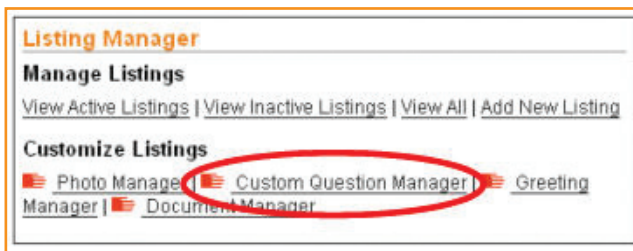


Be creative when developing questions. Ask more than scheduling questions or questions about lunch preferences or T-Shirt sizes – Ask questions about the volunteer's skills and experience level, and pre-screen your volunteers before you talk to them.

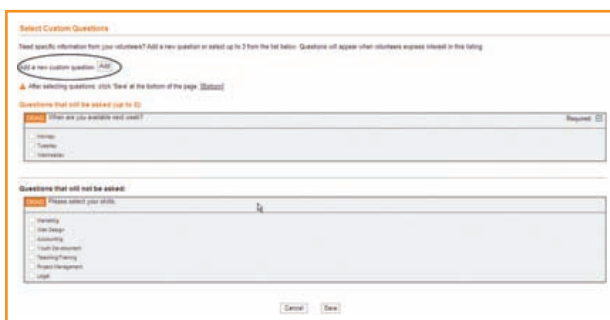
Custom Question Manager: Add or Change Questions Asked on a Referral

When a volunteer expresses interest in an opportunity and clicks I WANT TO HELP! you may include up to three questions to be answered and returned to you with the volunteer's contact information on the referral form. These questions can be optional or mandatory. You may create an unlimited number of questions to store in the Custom Question Manager and select up to three of them for each listing.

To access Custom Question Manager:
Go to My Tools
Go to Listing Manager menu
Go to Customize Listings
Click CUSTOM QUESTION MANAGER



Click ADD to add a new question to the Custom Question Manager.



On the Add Question page select the question type.

There are five question types and depending on what type of question you want to ask, different formats will make it easier for you to access and use the information gathered.

Tips & Tricks



Choose the question type that will allow you to most easily find and sort the information gathered. If you want to know which days of the week a volunteer has available select a Multiple Choice (Choose Many) and enter in the days of the week as options. If you were to select a different format, One Line for example, volunteers could enter the information in many different ways – Monday, mon, M, etc. – making the information more difficult to track.

Add Question: Select Type

Select the type of question you would like to add and click 'Continue':

Select	Type	Example
<input type="radio"/>	Menu	Option 1 ▾
<input type="radio"/>	Multiple Choice (Choose One)	<input type="radio"/> Yes <input type="radio"/> No
<input type="radio"/>	Multiple Choice (Choose Many)	<input type="checkbox"/> Option 1 <input type="checkbox"/> Option 2 <input type="checkbox"/> Option 3
<input type="radio"/>	One Line	<input type="text"/>
<input type="radio"/>	Multiple Lines	<input type="text"/>

Question Types:

Menu – Use this type for questions with a single answer per person.
Ex. What size t-shirt do you wear? Small, Medium, Large, X Large

Multiple Choice (Choose One) – use this type if the question has only have one answer but you want all options to be visible. Ex. Are you a vegetarian? Yes, No.

Multiple Choice (Choose Many) – use this type if there could be more than one option. On which day can you volunteer? Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday.

One Line – use this type if you want to allow a free form answer, but the answer will be short. Ex. How many passengers can fit in your car?

Multiple Lines – use this type of question if the free form answer needs to longer. Ex. Do you have any relevant experience working with children?

Add Question: Select Type

Select the type of question you would like to add and click 'Continue':

Select	Type	Example
<input type="radio"/>	Menu	Option 1 ▾
<input type="radio"/>	Multiple Choice (Choose One)	<input type="radio"/> Yes <input type="radio"/> No
<input type="radio"/>	Multiple Choice (Choose Many)	<input type="checkbox"/> Option 1 <input type="checkbox"/> Option 2 <input type="checkbox"/> Option 3
<input type="radio"/>	One Line	<input type="text"/>
<input type="radio"/>	Multiple Lines	<input type="text"/>

Once you have selected your format type click CONTINUE.

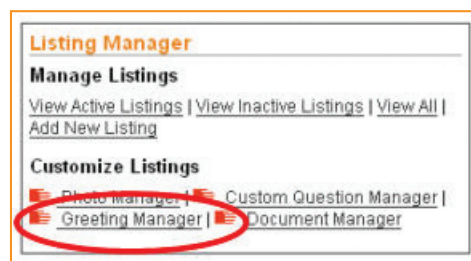
Enter your question and follow the instructions on the screen for how to enter your answer choices, if applicable. Click CONTINUE.

You now have the option to Edit the question if you would like by clicking EDIT, or save it by clicking CONTINUE. Your question is now available to use on a referral.

Greeting Manager: Customize the Email Sent to Referrals

When a volunteer refers themselves to an opportunity VolunteerMatch automatically sends an email back to them confirming that referral. With Greeting Manager you can add one of 5 customized email responses to each listing and include a personal note as well.

- To access Greeting Manager:
- Go to My Tools
- Go to Listing Manager menu
- Go to Customize Listings
- Click GREETING MANAGER

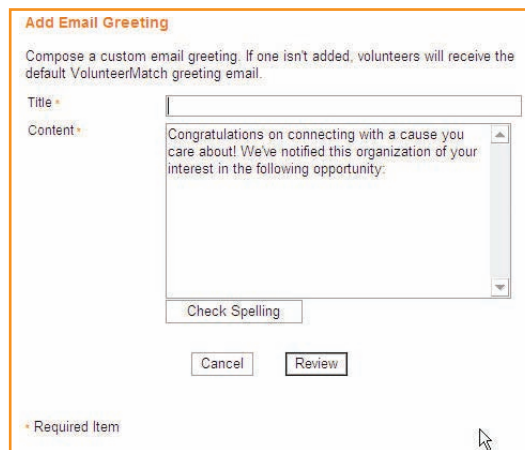


Add a greeting by clicking on the ADD button. If you have already set up all 5 of your the ADD button will not appear and you will need to select a greeting to delete.

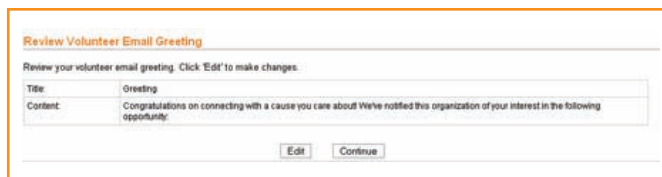
The Add Volunteer Greeting page allows you to add a **Title** to your greeting. This is what you will see in the Greeting Manager, so make sure you use a title that will differentiate this greeting from other greetings you create.

Add the content, or body of the email, in the **Content** box. Use this area to introduce yourself to a potential volunteer, provide more information on your organization or the opportunity, or let them know about an upcoming orientation.

Use the CHECK SPELLING feature to look for spelling errors. And click REVIEW to continue.



Click CONTINUE again on the Review Volunteer Email Greeting page to save your greeting.



Tips & Tricks



Document Manager is a great way to convey additional information to your volunteers. Consider attaching a map to your location, or a list of upcoming orientation dates, or an application so the volunteer can begin filling out any paper work before they meet with you.

Document Manager: Attach Documents to the Email Sent to Referrals

You may attach a document to be sent as an attachment when a confirmation email is sent to a volunteer. Document Manager adds up to 3 of your 5 stored documents to each listing and provides additional information to your volunteer.

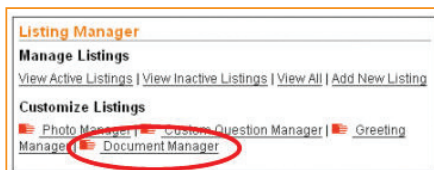
To access Document Manager:

Go to My Tools

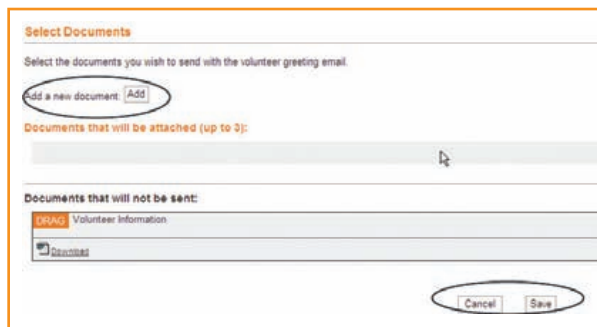
Go to Listing Manager menu

Go to Customize Listings

Click DOCUMENT MANAGER



Add a document by clicking ADD. If you have already stored 5 documents in Document Manager the ADD button will not appear and you will need to select a document to delete or replace.



On the Add Document page locate the document to be added by clicking “Browse.” The file should be in Microsoft Word, PDF, Text, Excel or HTML format and cannot exceed 200k in size.

Give the document a Title – this is what you will see in your Document Manager. Be descriptive so you can differentiate between documents.

Click CONTINUE to upload the document.

My Tools: Communicate

You can communicate with all volunteers who have already referred themselves to your organization using this tool.

Email All Referrals

This tool allows you to email some or all of the volunteers who have already referred themselves to your listings. This is different from the Greeting Manager which customizes the initial email sent to volunteers who refer themselves to a listing.

- Go to My Tools
- Go to Communicate
- Click EMAIL ALL REFERRALS

The **From** field will be the email address for the administrator currently logged in.

The **To** box automatically populates all the email addresses for anyone who has referred themselves to any listing for your organization. Add or remove addresses as necessary.

The **Bcc** box allows you to send a copy of the email to the opportunity contact.

Use the **Subject** line and **Message** box as you would on a regular email. You may also want to use the CHECK SPELLING tool.



To cancel the email click CANCEL. To send, click PREVIEW.

From the Preview page click SEND EMAIL to send, or EDIT to make changes.



My Tools: Manage Administrator

These tools allow you to easily manage and contact account administrators. You can also update your personal account information here.

Who are account administrators?

VolunteerMatch offers two levels of access to your organization's account. Administrators have full access to the account, and can log in and create opportunity listings, edit organization details, and add or remove other administrators. Listing Contact is the other access level. More information on Listing Contacts may be found on page 32.

A registered organization can have more than one administrator managing the account. Administrators receive the emailed monthly reports and receive email notifications when an administrator is added or removed from the account. All administrators have their own username and password. To add administrators to your account, please follow the steps in the Add Administrator section on page 30.

Manage Administrators

This page allows you to quickly see all of your current administrators and their email addresses. You can send an email to a single administrator by clicking on the envelope icon next to their email address.

Go to My Tools.

Go to Manage Administrators

Click **MANAGE ADMINISTRATORS**

Manage Administrators

[Manage Administrators](#) | [Add New Administrator](#) | [Email All Administrators](#) | [Edit Personal Profile](#)

You may also remove an administrator from your account from this page. To do so, click on **REMOVE** and confirm that you want to remove this administrator.

If the administrator you want to remove is currently the Opportunity Contact for any listings the listings will appear on the Remove Administrator page. Use the drop down menu to select a new Opportunity Contact for each listing.

Once you have reassigned the listings, confirm that you want to remove the administrator from the account by clicking **YES**.



Are you sure you want to remove Joyce Hanstrom-Parlin from the administrators of RSVP Tarrant County?

Yes No

Add New Administrator

To add a new administrator to your account
Go to My Tools
Go to Manage Administrators
Click on ADD NEW ADMINISTRATOR



If the administrator you would like to add already has a VolunteerMatch account enter their username or email address into the box on the Add an Administrator page then click ADD ADMINISTRATOR.

A screenshot of the "Add an Administrator" form. It has a title "Add an Administrator" in orange. Below the title, it says "Please complete the required fields below." and "If you are adding an administrator that already exists in our system, please enter the existing administrator's username and click on the 'Add Administrator' button." There is a text input field labeled "Existing Username Or Email:" and a button labeled "Add Administrator" below it.

If the new administrator does not have a VolunteerMatch account fill in the appropriate contact information, create and confirm a password, and then click CONTINUE. You will receive confirmation that the new administrator has been added.

When you add a new administrator an email is sent to the new administrator requesting email address verification. The new administrator will need to open the email and click on a link. VolunteerMatch includes this step because all referrals sent by volunteers will go to this address and the system must confirm that the address is valid.

Note: If this administrator is the Opportunity Contact for any listings those listings will not become active until the email address is verified.

A screenshot of the "OR..." form for adding a new administrator. It has a title "OR..." in orange. Below the title, it says "If you are adding a new administrator, please fill in the fields below and click the 'Submit' button." The form contains several input fields: "First name:", "Last name:", "Email:", "Phone:", "Address 1:", "Address 2:", "Address 3:", "City:", "State:" (with a dropdown arrow), "Province:", "ZIP/Postal Code:", "Country:" (with a dropdown menu showing "United States"), "New Password:", and "Confirm Password:". At the bottom, there is a "Continue" button and a note: "Passwords must be at least four (4) characters long, and must not begin or end with space."

Tips & Tricks



Set up an administrator account using an organization email address rather than an address tied to a single person, for example: info@organization.org. That way if an administrator leaves the organization you can quickly reassign your listings to an active email account to receive referrals.

Email All Administrators

To email most or all of the account administrators at one time

Go to My Tools

Go to Manage Administrators

Click EMAIL ALL ADMINISTRATORS

The **From** field will be the email address for the administrator currently logged in.

The **To** box automatically populates with the email addresses for all the account administrators. Add or remove addresses as necessary.

The **Bcc** box allows you to send a copy of the email to the opportunity contact.

Use the **Subject** line and **Message** box as you would on a regular email. You may also want to use the CHECK SPELLING tool.

To cancel the email click CANCEL. To send, click PREVIEW. From the Preview page click SEND EMAIL to send, or EDIT to make changes.

Edit Personal Profile

To manage or edit your personal account profile

Go to My Tools

Go to Manage Administrators

Click EDIT PERSONAL PROFILE

Use this page to update your contact information and email address, or to set a new password. You can also manage your VolunteerMatch newsletter subscriptions from this page.

VolunteerMatch sends out two different e-newsletters each month, one for nonprofit administrators, and one for volunteers. You are welcome to sign up for one or both of them on your profile. The nonprofit newsletter offers the latest updates on VolunteerMatch, upcoming events and recruiting tips.

When you are finished click CONTINUE to save your changes.

Manage Administrators

Name	Email	Action
Joyce Hanstrom-Parin	jparin@ccsc.org	Remove
Jackie Manser	jmanser@ccsc.org	Remove Edit

My Tools: Manage Listing Contacts

These tools allow you to quickly manage and add new contacts to your VolunteerMatch account.

Who are listing contacts?

The contact person for a listing receives and manages a listing's volunteer referrals. Contacts do not have log in access to the organization account, and cannot post listings, but can be selected to receive volunteer referrals via email. Contact level access is a good option for larger organizations with multiple active listings; when one or two people managing a VolunteerMatch account can still direct referrals to different departments or staff members.

Manage Contacts

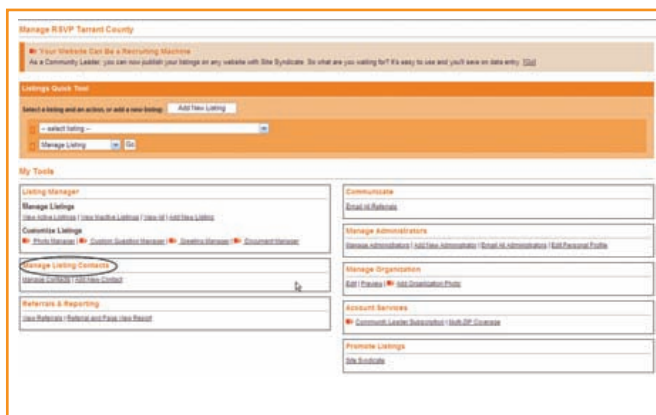
To view or edit a contact's profile, delete a contact, email a single contact, or set the default contact

Go to My Tools

Go to Manage Listing Contacts

Click on MANAGE CONTACTS

This page allows you to quickly see all of your current contacts and their email addresses. You can send an email to a single contact by clicking on the envelope icon next to their email address.



Manage Contacts for RSVVP Tarrant County

Contact Name	Title	Email	Action
Deborah Evans-Young	Volunteer Services Manager	kdankworth@scstc.org	Detail Edit Delete Make Default
Jackie Manes		jmanes@scstc.org	Detail Edit
Joyce Hansbrom-Parlin		jparlin@scstc.org	Detail Edit Delete Make Default
Kristine Dankworth		kdankworth@scstc.org	Detail Edit Delete Make Default
Opportunity Contact	Opportunity Contact	devansyoung@scstc.org	Detail Edit Delete Make Default

Default Contact

You may also view the contact's profile detail, edit their profile detail, delete them as a contact, or make them as the default contact.

The default contact will be the Contact Name and email address that is populated into a new listing. The Listing Contact may be changed at any time, but setting a default contact may save time.

If the contact you want to delete is currently the Opportunity Contact for any listings the listings will appear on the Opportunity Manager page. Use the drop-down menu to select a new Opportunity Contact for each listing.



Once you have reassigned the listings confirm the new contacts by clicking SAVE CHANGES.



Add New Contact

- To add a new contact to your account
- Go to My Tools
- Go to Manage Listing Contacts
- Click ADD NEW CONTACT

Manage Listing Contacts

[Manage Contacts](#) | [Add New Contact](#)

Enter in the appropriate contact information, and click SUBMIT. You will be asked to confirm the information and click CONTINUE.

When you add a new contact an email will be sent to the address you provide requesting that the new contact verify their email address. The new contact will need to open the email and click on a link. VolunteerMatch includes this step because any referrals sent to volunteers will go to this address and the system must confirm that the address is valid.

Note: If the new contact is the Opportunity Contact for any listings those listings will not become active until the email address is verified.

Add a New Opportunity Contact for RSVP Tarrant County

First Name:

Last Name:

Title:

Email:

Phone:

Address 1:

Address 2:

Address 3:

City:

State or Region: or

ZIP or Postal Code:

County: United States

Required Item

My Tools: Manage Organization

VolunteerMatch provides each program or organization an Organization Detail page. This page allows you to communicate additional information about your organization, separate from your volunteer opportunities, to prospective volunteers.

When your account was set up VolunteerMatch automatically populated this page with basic information about your program or organization. **You will want to ensure that information is correct and update it as needed.**

Edit Organization Page

To access information about your organization

Go to My Tools.

Go to Manage Organization

Click EDIT



Confirm that all information is correct and that VolunteerMatch has an EIN number for your organization. Much of this type of information was not migrated from JASON and may not be complete for your organization.

An EIN is a nine-digit number (00-0000000) assigned to individuals, partnerships, corporations and other entities by the IRS. Your organization's EIN may be found on any forms filed with the IRS (i.e. tax-exemption letter, Form 990).

VolunteerMatch uses the EIN to verify your organization's tax status, and if your organization is a 501(c)3 VolunteerMatch automatically adds a Network for Good link to your Organization page so you can collect donations from individuals on VolunteerMatch.

On this page you can also opt out of reviews for your organization. Ratings – a number of stars out of 5 – will still show up on your Organization Detail Page, but you may choose whether or not to allow volunteers to write a review of your organization or program.

Enter or update any relevant information. Click CONTINUE to save your changes.

Tips & Tricks



Consider this your opportunity to “market” your organization. This is the perfect place to post your mission and display more information about your programs, the impact you have in your community, and to create a call to action for prospective volunteers.

You will be asked to review and confirm your changes. Click **EDIT** to make additional changes or **Continue** to save changes.



Preview Organization Page

To quickly see what your Organization page looks like to prospective volunteers
 Go to My Tools
 Go to Manage Organization
 Click PREVIEW

Add Organization Photo

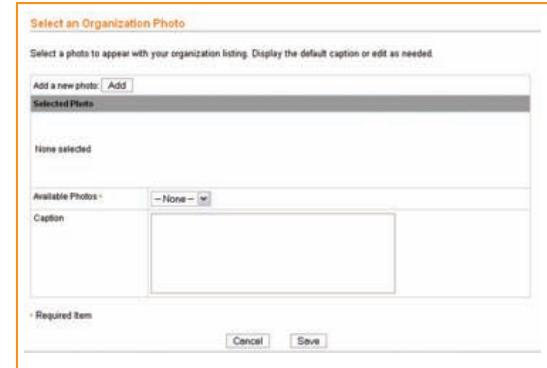
To add a photo and caption to your Organization page
 Go to My Tools
 Go to Manage Organization
 Click ADD ORGANIZATION PHOTO



This is very important – this photo tells the world what your organization looks like.

You may then select one of the pictures in your Photo Manager library to appear on your Organization Detail Page.

For instructions on how to add, delete or replace photos in your Photo Manager library see page 23.



My Tools: Referrals & Reporting

With VolunteerMatch's referral and reporting tools you can monitor your volunteer referrals and pages, keep track of your opportunities and the volunteers who have referred themselves, access volunteer contact information and manage your program online.

The exporting feature allows you to download your opportunity and volunteer referral information from your account to prepare reports or update a database.

Viewing and Exporting Referrals

To view, manage or export your volunteer referrals

Go to My Tools

Go to Referrals & Reporting

Click VIEW REFERRALS

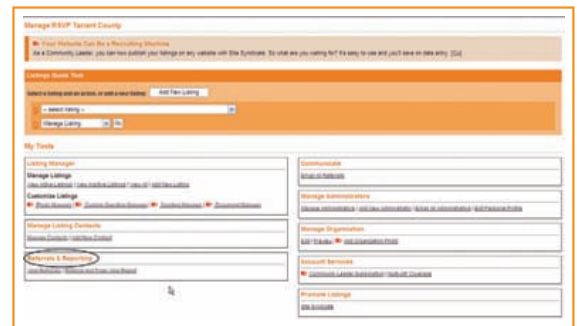
To select and export referral information for one or all of your listings:

Use the drop-down menus at the top of the Volunteer Referrals page to select the opportunity (or All Opportunities)

Select the report time period.

Click GO to generate your results.

You may also use this page to contact one or all volunteers who have referred themselves to a specific opportunity or all referrals for all opportunities. You may limit or expand the number of volunteer referrals per page by using the View drop-down menu at the bottom of the page.

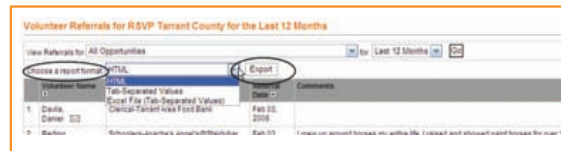


You can send an email to a single volunteer by clicking on the envelope icon next to their name. This will open your Outlook account. If you do not use Outlook, copy and paste the email address into a new email.



You may also view the original referral submitted by the volunteer by clicking VIEW REFERRAL on the right side of the page.

To export your volunteer information, make the appropriate selections from the drop down menus and click EXPORT. Follow the prompts from your operating system to either save the information in a document or open the information in a new window on your screen.



What are archived referrals?

On the Viewing and Exporting Referrals page you also have the option to archive referrals. An archived referral will no longer show up in exports, and the volunteer's email address will no longer show up when you use the email referrals tool.

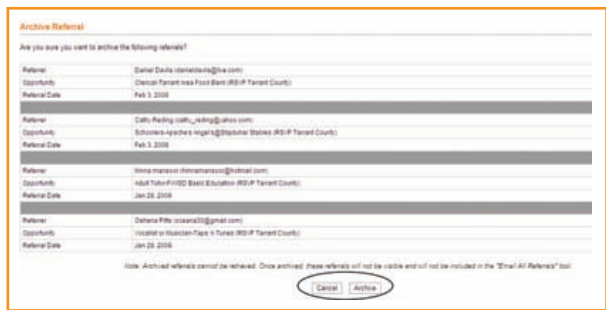
Use this tool to remove duplicate referrals or referrals from prospective volunteers that never actually volunteered with your program or organization.

To archive a referral click the ARCHIVE check box on the right hand side of the page. Then click ARCHIVE SELECTED REFERRALS.



Once you click ARCHIVE SELECTED REFERRALS you will be asked to confirm your selections. Click ARCHIVE to continue, and CANCEL to halt the process.





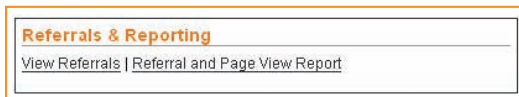
Viewing and Exporting Page Views

You can easily view and analyze the number of referrals and page views each of your listings has received by accessing the Referral and Page View Report.

Go to My Tools

Go to Referrals & Reporting

Click REFERRAL AND PAGE VIEW REPORT



What are Page Views?

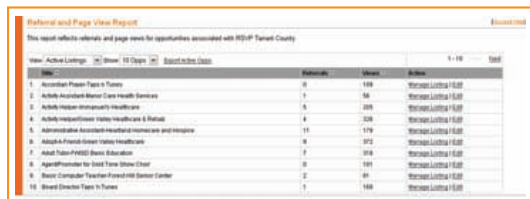
Each time a prospective volunteer looks at one of your listings on VolunteerMatch's site it counts as a page view. Page views to referral ratios can help you determine if your listing description is compelling volunteers to take action – a great referral rate is 10%.

The Referral and Page View Report can show you how many page views and referrals each of your listings has received.

Use the drop down menus at the top of the page to select which listings you would like to view.

Select how many you would like to see per page.

You can also export information on Active Listings to Microsoft Excel by clicking on the EXPORT ACTIVE OPPS link.



From this page you can navigate to the Manage Listing page for each or directly to the Edit Listing Content page. Not sure how to use these pages? Check the Table of Contents.

Opportunity	Referrals	Views	Referral Ratio
1. Adolescent Patient Tutor in Tucson	0	108	0%
2. Adultly Assisted Manor Care Health Services	1	56	1.8%
3. Adultly Assisted Manor Care Health Services	1	106	0.9%
4. Adultly Assisted Manor Care Health Services & Rehab	4	138	2.9%
5. Administrative Assistant Health Services and Hospice	11	176	6.3%
6. Assist in Patient Center Health Services	0	372	0%
7. Adult Day Health Services Education	1	116	0.9%
8. Adult Day Health Services Education	0	100	0%
9. Adult Day Health Services Education	0	61	0%
10. Board Director Page in Tucson	1	166	0.6%

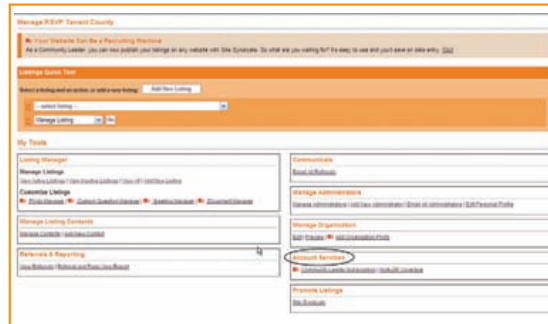
Tips & Tricks



A high ratio of referrals means that prospective volunteers are interested in your opportunity and want to help. A low ratio may mean that you need to do a better job expressing a call to action and motivating volunteers to get involved. For more information on writing a high referring opportunity see page 41.

My Tools: Account Services

These tools allow you to quickly see information about your Community Leader account, and Multi-ZIP purchases and expiration dates.



You will not need to access the Community Leader Subscription tool as this is handled and renewed by Senior Corps.

If you do choose to use Multi-ZIP for some of your listings you can keep track of Multi-ZIP listing expiration dates here.

My Tools: Promote Listings

This tool allows you to easily copy all of your VolunteerMatch listings onto another website – like your organization’s website, or a community networking page. If you are not able to update your organization’s website, find the person in your organization that can. It will be easy for them to do even if it does not make sense to you.

What does Site Syndicate mean?

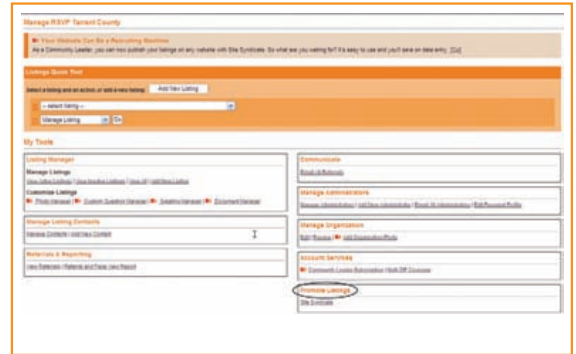
To syndicate something is to publish it at the same time in several different locations – like a syndicated column in a newspaper. Site syndicate does something similar with listings on your websites. After entering all of your listings into VolunteerMatch this tool allows you to quickly republish them on other websites. Find your Website staff member or volunteer to help you if you do not have access to the content on your organization’s website.

Site Syndicate

Go to My Tools. In the Promote Listings section click on "Promote Listings" to access the Site Syndicate tool.

On the Site Syndicate page use Site Syndicate Controls to turn Site Syndicate on or off

Use the Listing Controls section to determine how many of your listings will be republished – all, 5, 10 – and how they will be sorted – title (A-Z), start date, most recent. Also select what additional information will be included – Dates, Location, Description, Demographics – by checking or un-checking the appropriate boxes.



The Font Family and Size, and the Colors tools allow you to customize the look and style of your listings to match the website on which they will be appearing.

The Messaging box will let you display a short message if your organization or program does not happen to have any current active listings.



Once you have made your selections and filled in the information in the areas above Your Site Syndicate HTML provides you with the necessary code to republish your listings. Simply copy and paste the HTML code into your website template.

Integrating VolunteerMatch Into Your VolunteerMatch Recruitment Strategy

With just a few simple hints it is easy to efficiently and effectively recruit volunteers on VolunteerMatch. Use the information below to develop listings that attract volunteers to your organization.

Put Your Best Face Forward: Design Opportunities for Online Recruitment

You only get one chance to make a first impression. This is also true when the first impression happens on VolunteerMatch. Prospective volunteers are making assumptions about your organization and your program based on how you present them on online. They can be energized and motivated and excited to help based on what they learn from your listings and your Organization Detail page, or they may pass right over your listing without a second glance.

Building a Model for a Great Listing

VolunteerMatch used all of the data we have available from our website to identify what goes into a great listing. We evaluated listings from over 56,000 organizations, and looked at the ratio of page views to referrals, evaluating how many people looked at a listing in relation to how many of those people referred themselves by clicking I WANT TO HELP!

What we learned was that there were some universal characteristics and tangible qualities that these successful listings had in common, but also some things that were not easily recreated by every

Tips & Tricks



If you are not sure what text style or color to use, a website or graphic design staff person or volunteer may be able to help you. Or make a best guess based on your organization's website, or other information available. If it does not look right you can always change it.

organization. We looked at the 100 listings with the highest referral to page view ratio – all over 10%, which means that for every ten page views these listings received at least one referral – as well as 100 listings with no referrals to determine what each group had in common with each other and what was different about the two groups. The guidelines below are based on what we learned.

Guidelines for Creating a Great Listing

Based on the research outlined above, listings which include the following elements could have a referral rate of up to 10%.

- Use short succinct sentences. 95% of the successful listings had sentences that were short and to the point but still descriptive. Deliver your message in as few words as possible. Get excited about your organization and the opportunity and relay that to the volunteer in the most expedient way.
- Average about 100 words per listing. Individual paragraphs included no more than 3 sentences each. The listings had an average of 5 total sentences. The successful listings were able to present all the necessary information pertaining to the mission of their organization and the particular volunteer opportunity.
- Accurate task description. 97% of the successful listings had a clear description of the volunteer opportunity. Describe your opportunity in a positive way – get the volunteer excited about working with you.
 - Correct grammar. 92% of the successful listings used correct grammar.
 - Correct spelling. 100% of the successful listings used correct spelling.
 - Include only one opportunity per listing.
 - Do not include your URL or company contact information in the posting. In order for us to be accurate about your referral rate, the volunteer has to click I WANT TO HELP to get more information.

Finally, have someone else read through your opportunity before you post it. Make sure that you are clear and have said exactly what you need to convey in as few words as possible. It is also a good idea to have someone look over it for grammatical errors or misuse of words such as “they’re” or “their” that spell check would not correct for you. Ask your reader whether they have any suggestions to make the posting more interesting to a volunteer. Have fun with it! If you are excited about the opportunity it will show in your writing.

Putting the Guidelines to Use: Practical Applications

Guidelines are great, but knowing what makes a great listing does not always tell you how to write a great listing. The following sections help you apply the guidelines to current and future VolunteerMatch listings.

Make the Title Work for You – This is your hook. You need your title to stand out from other titles. Make it compelling, fun and informative. For example, “Unlock the World – Teach a Child to Read” has much more impact than “Volunteers Needed to Teach Reading.”

Keep it Brief – To get a volunteer’s attention ask for help in as few words as possible. Let the volunteer

know the exact job they will perform without too much detail. Only include information that helps them understand how they are making a difference.

Word it Simply and Make it Easy to Understand – What is your volunteer opportunity? Use terms that your volunteers can relate to, and try saying it out loud first, and then writing it. Using industry jargon or non-profit acronyms will create more questions than answers in the minds of your volunteers. They should know what they will be asked to accomplish. Keep your sentences short and succinct.

Make an Impact – Describe how your organization makes an impact and be very clear about how your volunteers play a role. Let people know how your community appreciates what you do.

Provide Direction and Support - Volunteers need to know that they will have direction and support from you. Include key information to get a volunteer interested - training, location, equipment, etc. Encourage them to contact you for additional information.

Make it Visually Appealing – A picture says a thousand words. Include some type of graphic – whether it is a picture, a map, etc. Make your posting warm and welcoming.

Remember to Edit – Listings with spelling and grammatical errors receive significantly fewer referrals. Always check for spelling and grammar. You should always have someone else proofread your posting. Ask for their suggestions about how to make it short, simple and inviting.

View Your Posting as a Volunteer – Look at your posting as it appears on VolunteerMatch.org. Does your title stand out in search results? Does it communicate clearly? Edit your posting if necessary.

Resources

There are several resources available to help you make the most out of your VolunteerMatch account.

Contact VolunteerMatch's Help Desk with questions about accessing your account, creating listings, navigating the multi-zip tool, or other questions related to your account. Email getinvolved_support@volunteermatch.org or call 415-241-6872.

Visit VolunteerMatch's Learning Center at <http://www.volunteermatch.org/nonprofits/learningcenter/> to participate in trainings and discussions about volunteer management. The better you are as a volunteer manager, the better off your organization will be.

Subscribe to the VolunteerMatch Nonprofit Newsletter if you are interested in receiving the latest news about trends and upcoming events in the nonprofit world. All accounts include complimentary subscriptions to our newsletters and a suite of tools to make recruiting volunteers easier than ever.

Glossary of Terms and Phrases

Account Administrator	Person with full access to your organization's account, including the ability to create and post listings
Activation Date	The date a listing begins showing up in search results
Active Listing	A listing that shows up in VolunteerMatch search results
Archived Referrals	Referrals that no longer show up in reports or email tools in VolunteerMatch
Expiration Date	The date a listing expires, and becomes Inactive, and no longer shows up in VolunteerMatch search results
Inactive Listing	A listing saved in your VolunteerMatch account that does not show up in search results
Listing	The electronic version and description of a volunteer opportunity on VolunteerMatch
Listing Contact	An individual with limited access to your organization's account, only able to receive referral emails for listings
Opportunity	The job or set of tasks a volunteer will do for your organization
Opportunity Contact	The Account Administrator or Listing Contact who receives referral notices for a listing
Opportunity Date(s)	The date or date range of an opportunity – may be left blank for an ongoing opportunity
Page View	A unique individual views a listing on VolunteerMatch
Post/Posting	To create a listing and have it appear in VolunteerMatch search results
Referral	The profile of potential volunteers who have expressed interest in an opportunity through VolunteerMatch
Repost/Reposting	To move a listing back up to the top of search results
Virtual Opportunity	A volunteer opportunity does not require the volunteer to visit the organization's location



VolunteerMatch
Where volunteering begins.

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