



## Weekly Recruitment Ads – You Can Help!

### What?

The Volunteer Centre of Guelph/Wellington is a non-profit charitable organization that promotes and encourages volunteerism in our community. We assist our member agencies, also non-profit or charitable organizations, which use volunteers in their programs and services. One of our primary services is to “recruit and refer” i.e. recruit volunteers and refer them to the organizations that need assistance. Weekly Recruitment Ads are one avenue for us to keep the community informed of current and timely volunteer opportunities. By summarizing the volunteer requests that we receive each week, we can promote the volunteer needs of the non-profit community in a timely, consistent and professional way.

### Why?

Volunteerism is a way of life in our community. Sports and recreational organization, arts and cultural groups, the faith community, social service agencies, environmental organizations and service clubs all rely on volunteers to help them achieve their goals. **You can help!** By distributing or posting our *Weekly Recruitment Ads* to your community (subscribers, employees, colleagues, peers, students, and others, you are promoting the value of volunteerism in our community and help us reach those that might not otherwise be aware of the amazing quantity and quality of volunteer opportunities that are available. You will be making a difference!

### How?

Each week, we summarize the volunteer requests that we receive from our member agencies into a one-page, easy to read format. We cap our list to six volunteer opportunities. We then fax or email our *Weekly Recruitment Ads* to our recipient list – those that have indicated they would like to receive this information from us. We do not send our *Weekly Recruitment Ads* unsolicited.

### Who?

Our *Weekly Recruitment Ads* are sent to local media outlets, schools, businesses, community partners, web sites, and more.

### When?

Emails or faxes are distributed each Friday afternoon.

### Where?

The recipients of our *Weekly Recruitment Ads* post this information in a variety of ways such as:

- ★ Print media: newspaper or magazine columns
- ★ Radio listing or commentary
- ★ Bulletin Boards (e.g. staff room or cafeteria)
- ★ Staff email lists or electronic bulletin boards/web sites
- ★ Internal newsletters or pay cheque inserts

**Contact us today to begin receiving our *Weekly Recruitment Ads*!**





## Weekly Recruitment Ads – Distribution Form

Yes, I/We would like to receive the *Weekly Recruitment Ads* from the:



Organization/Business: \_\_\_\_\_

Contact Name(s): \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_

**Please send the *Weekly Recruitment Ads* to me each Friday via:**  Fax  Email

**How will you be distributing the *Weekly Recruitment Ads*?**  Staff Room

Email/List Serve/Intranet  Bulletin Board  Other \_\_\_\_\_

**What audience will be receiving or viewing these *Weekly Recruitment Ads*?**

Employees  Students/Youth  General Public  Other \_\_\_\_\_

**What size of audience will view these ads each week (approximately)?**

\_\_\_\_\_

★ If your organization or business would like our *Weekly Recruitment Ads* distributed to more than one person or department, please complete a separate Distribution Form for each.

**Thank you for promoting volunteerism in Guelph and Wellington!**

