

Topic 2 – Promoting volunteering opportunities

Volunteering benefits both the community and those who gift their time. For the volunteer the benefits can include:

- Providing a sense of achievement and purpose
- Feeling part of the community
- Feeling better about yourself by improving self-esteem and confidence
- Sharing talents, learning new skills and creating a better work life balance
- Combating stress, loneliness, social isolation, and depression
- Meeting new people, which can help with feeling more connected and valued
(*Benefits of Volunteering, Health Direct*)

The age range for the Building Community: Gifting Time Survey (the survey) was from 21 to 86 years. Findings from the survey suggest that volunteers have better health outcomes and are generally happy people. 70% of respondents who volunteered reported having very good/excellent health compared with 56% of non-volunteers.

How can organisations better market the benefits of volunteering through communications and storytelling and effectively promote volunteering opportunities? This was the question posed for participants at the Community Forum.

What strategies can be used to promote volunteering opportunities?

Storytelling

The power of storytelling can not be overstated. Personal stories evoke emotions, connect people and help us relate to other experiences, events and locations. Utilise the stories of volunteers and the people they serve through your organisations to attract new recruits. There are numerous ways to tell the stories - print media, videos, podcasts, websites and social media.

Reaching Your Audience

There is no doubt that social media is a great vehicle for marketing and the table below shows some of the social media platforms in ranked order of preference. The highest users of social media by age are people aged 25 - 34 years. Usage drops dramatically at age 65+ years as a proportion of the total population (*GENROE*).

Australia's Most Favourite Social Media Platforms (in ranked order) (<i>GENCOE</i>)	
1 YouTube	5 WhatsApp
2 Facebook	6 TikTok
3 Instagram	7 Snapchat
4 Messenger	8 Twitter

Social media is not going to be effective for everyone and other options will need to be considered to reach the target market. Notice boards, newsletters, community radio and

popular print media are still popular forms of communicating volunteer opportunities. LinkedIn may also be a way to attract professional and corporate volunteers.

Networking and Social Events

Opening your doors and bringing people together for open days and social events is another opportunity to share stories and experiences and showcase your organisation. The [Sunshine Coast Council Grants Program](#) may be able to assist not-for-profit organisations with funding to support one off events.

Resources

Social Media

[GENROE](#) – Social Media Statistics for Australia

Podcasts

[Kawana Library](#) – Podcast Studio

Storytelling

[Volunteering NZ](#) – How to create a good story

[Creative Volunteer](#) – The importance of Storytelling in the Non-profit Sector

[CauseInspired](#) – The power of storytelling in Non-profit Marketing

Community Radio

[Sunshine FM](#)

Sunshine Coast Print Media

[Hinterland Times](#)

[Glasshouse Country & Maleny News](#)

[Mary Valley Voice](#)

[Seniors Today Sunshine Coast](#)

[My Weekly Preview](#)

[Sunshine Valley Gazette](#)