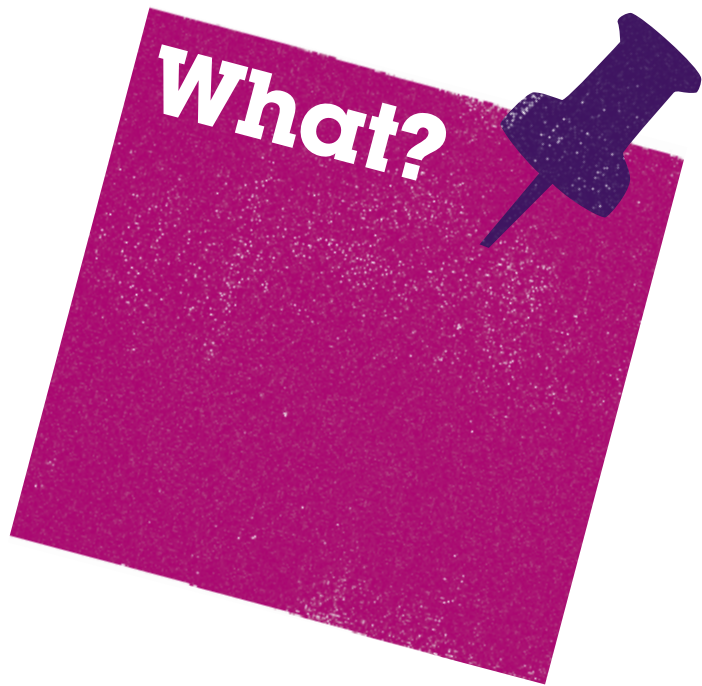


Activity 6

How to write a killer advert



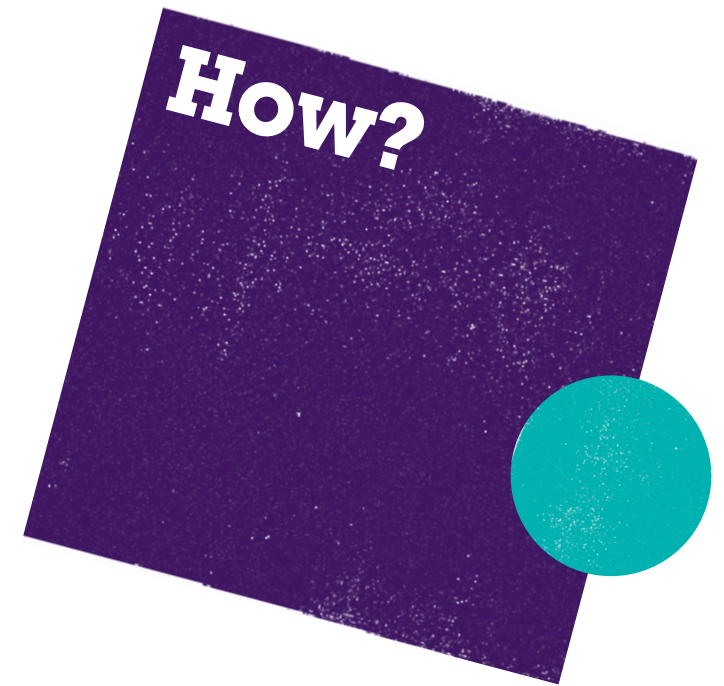
**TRUSTEE
RECRUITMENT
FOR SMALL
ORGANISATIONS**



This activity will help you to produce a great advert for your trustee position. The guidance below is for an advert or poster that can be lengthened or shortened depending on where you are going to advertise. It can be used and adapted for future trustee recruitment or to recruit volunteers and supporters.



In order to attract the best people onto your board, you may need to promote the role. A well thought out advert may help you to attract the right people onto your board.



1. Read through the top tips to writing a killer advert.
2. Make sure you have the basic information about the role such as:
 - A list of skills or experience that you would like your new trustee to have
 - Information about the role (when and where meetings are held etc.)
3. Complete your advert using the top tips and guidance below.



Top tips for a killer advert

A good advert should really grab people's attention. But it needn't be highly designed or expensive. All you need is a computer and you can design your own advert using basic packages like Microsoft Word or Publisher. If you know someone creative they could also draw this without using a computer.

Top tips:

- First impressions count. How do you want to present your group or organisation? Use friendly, simple and informal language throughout the advert to help tell your 'story'. Don't assume people know about your organisation or what you do.
- Cut out unnecessary words and don't talk in jargon or use acronyms. You have a limited time to get someone's interested. Once you have their attention you can always refer them to where they can get further information on a website.
- Stress the benefits but be honest. Don't disguise the commitment involved.
- Think about where you will use this advert. You may want to tailor the information depending on where it will be displayed.
- Many of the activities recommended so far can help you with your advert such as the skills and experience table, role description and what motivates you.
- If you have space, think about using a quote from an existing trustee about what they like about their role. This personal touch can really make the role come alive.
- When writing for the web, remember that web users are active, you must grab their attention quickly as you only have a few seconds before they will move on. Make sure your information catches the eye, has a clear title and uses paragraphs to capture the information concisely.

This needs to be clear, punchy and eye-catching. Keep it short and simple for example:

- Trustee required.
- Join us!
- Make a difference - become a trustee

Headline.

Insert an image or logo

This will help people to identify with your organisation

About You

Who are you? What are you trying to achieve?
Why do you exist? Where do you operate?

The Hook

What's in it for them?
Why should they become a trustee of your organisation?

The Role

How much time do they need to commit?
How many meetings do they need to attend and for how long?
When and where are they held?
Do they need to attend sub committees?
Describe who you are looking for.
Do you require specific skills or experience?
Do they need to live in a specific area?

This should describe the trustee role, including non-trustee duties expected. You should be open and inclusive in the language you use. Be realistic about what is absolutely essential.

This is your chance to sell your organisation. It should leave the reader enthused about your organisation and what you do. Use positive and energetic words to describe your work such as 'happy', 'vibrant', 'enthusiastic'. You can also include turnover and size of the organisation. Know what to expect

Time to act

How should they get in touch? Add a closing date for interest where you can. Add telephone details, email address, postal address etc. Remember to put a call to action e.g. interested?
Get in touch at

Make it easy to get in touch. Ensure that someone is responsible for responding to people's enquiries. Give as many methods of contact as possible as some people may prefer one method over another or have accessibility needs.

Respond to everyone: remember how frustrating it is when people don't get back to you.

Think about what motivated you to become a trustee. People have different motivations such as making a difference or developing new skills. This should be tailored depending on who your ideal candidate is. For a young person you may want to emphasise that they can gain new skills for someone more experienced you may want to emphasise that this is a great way to contribute to your community.

Company/ Charity number

Your official details help gain people's trust. They can also research your organisation further.