

# Trustee Recruitment Toolkit



## *Do's and Don'ts for writing an advertisement*

<b>Do</b>	<b>Don't</b>
Keep it brief	Be too formal
Describe your organisation and what you do	Use acronyms
Describe the role, especially what the time commitment is	Assume people know about your organisation or what you do
Make clear it's voluntary	Include unnecessary detail
Be clear about the qualities you are looking for	Forget to include how to respond and by when
Stress the benefits of getting involved	Oversell – be realistic about any benefits
Sound welcoming and use upbeat words like 'opportunity' and 'inspiring'	Forget to include details of your open session if you decide to hold one
Get someone to proof read it for you	Disguise the commitment required
Put your ad or notice in places your 'target' audience is likely to see	
If you are a registered charity, make sure you include your registered charity number	

