

Advertise for a Volunteer Position

Many ways advertise the position exist, you may want to choose one or all of these:

- Word of mouth.
- Posters.
- Brochures.
- Media.
- Network.

Create an advertisement template:

[Motivational appeal/goal] by [task] for [persons or goal] for [time required] in/at [general location]. [Reward if available]. Training provided. [Any requirements/qualifications]. For more information call [recruiter's name] at [organization/program] at [phone number].

Sample healthcare worker advertisement:

You can help raise awareness of diabetes by serving as a volunteer *SUGAR Helper* in your community. Here's a chance to bring your community together and promote diabetes care. Training provided. For more information call Jane Doe at 555-1234.

Keep in mind that you can add as much extra detail as you choose.

Public Service Announcements:

This is a short film or audio-recording presented by a nonprofit organization aimed to persuade the audience to take action or adopt a particular viewpoint.

Public service announcements should be:

- Persuasive
- Entertaining
- Based on facts
- Simple and concise
- Realistic

A public service announcement for a diabetes volunteer *SUGAR Helper* needs to emphasize the increasing prevalence of diabetes and the need to take immediate action to properly treat and prevent diabetes within the community.

Here is a sample public service announcement script:

Announcer: Do you know someone who has diabetes? Do you want to help your family, friends, and community members fight the disease? Are you scared you might be at risk of developing diabetes? You can help by becoming a volunteer SUGAR Helper and spread the message to promote healthy living and prevent diabetes.

For more information on how to become a volunteer and help your local community treat and prevent diabetes, call [*local phone number*] and contact [*local diabetes educator name*]. You may want to also visit our website *Diabetes: A Family Matter* at <www.diabetesfamily.net>