

Example recruitment messages

Example Four:

Hi *[person's name was here, so that it is personalised]*,

We are trying to grow a pool of umpires coaches/assessors in our centre to enable umpires to develop and achieve high standards of umpiring and accreditation.

We have been watching you over the season you have been identified as someone that has the right skills to be a coach and assessors for Elementary level.

We believe you have the right skills and personally to take on this role. It will also help you to understand what you need to do to take the next step in your own umpiring pathway. Plus give back to those that are coming through.

Below is a summary of what the roles entail:

(many details of the process from here follow)

Key points:

- It is personalised. A previous version was sent as a general email and resulted in no replies. Personalising it saw many people come forward and all positions were filled.
- There is a great personal development angle to it – ‘take the next step in your own umpiring pathway’ is very effective language.
- It has a cause – ‘give back to those coming through’.
- It was sent to an existing database of umpires.
- Excellent example

Example Five:

We invite keen applicants for the positions of Assistant Coach and Team Manager and encourage you to please have a look over the job descriptions that interest you and register your interest by completing a form, briefly outlining your experience and return your application to the [].

Positions within the Representative Team Management are a pathway opportunity for all coaches and managers wishing to further their coaching careers and for those wishing to give back to the netball community at Centre level.

[] welcome those who wish to take up the exciting opportunity to work alongside other experienced individuals. These positions are in a volunteer capacity however and provide a fantastic opportunity to further develop yourself. Travel and accommodation will be covered for each team management official to attend most away fixtures and tournaments.

(email then goes on to give details about times etc)

Key points:

- Very clear about personal development benefits
- Clear about the positions
- Clear about the cause - ‘supporting our 2016 Lead Coaches’
- Possibly too much detail, as with examples 2 and 4.

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Example Six:

Coaches and Volunteers

Operation of the junior club relies on our team of volunteers. You don't need to have children to be a part of the [] football family. If you are interested in managing a junior team, learning to coach juniors or even just helping out on the day, please contact us and let us know how you would like to help. We would love to have you on board!

If you have any questions, or want to learn more about the club, then feel free to email

[]

Key points:

- Posted on the club website on the landing page below some details about the club and what the club offers.
- Friendly, welcoming and positive tone.
- Great language eg use of the word 'family'.
- It makes it clear there is something for anyone to do.
- An excellent example of a general recruitment message.

Example One:

The last event on the Mahi Aroha Summer Programme is our very own Tussock Traverse to be held Saturday 30th January (Auckland Anniversary Weekend). Project Tongariro is the charity partner for this event and we provide all the friendly marshals. We are still in need of a few, so if you're interested, please drop me a line on kiri@tongariro.org.nz ASAP. Friday and Saturday night accommodation is offered, as well as a packed lunch for the event day. The post-event celebratory dinner to round an excellent day off! All [first time] marshalls will be required to attend the safety briefing on the Friday evening. Also offered this year on the Friday evening is a unique opportunity to listen to a Astrologist interpret the night's sky from the balcony of Chateau Tongariro, and local kaumatua's talk about the region's cultural values.

Key points:

- It is clear about the benefits to those who say yes.
- It is clear about when.
- As this has been sent to members, it is likely that they are familiar with what the Tussock Traverse is, so the lack of a cause is not so important.
- It is short and sharp – note that more details can be found by contacting the writer.
- Great example for existing members – could be adapted for a sports club looking for volunteers for a club event.

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Example Two:

Your help and participation is needed! As noted in the Te Matapuna Journal story we are seeking volunteers to help plant up to 10000 trees in the Te Matapuna wetland. This is an opportunity for members who live outside the Central North Island and locals to participate. Join us for a day or two - or for the entire week! The purpose of this week is to provide an opportunity for members and supporters to:

- participate in work projects as a volunteer
- learn about projects that Project Tongariro and DOC are involved in
- visit special and out-of-the-way places
- participate in conservation presentations on a wide variety of topics from plans to reintroduce weka to Mt Pihanga - Lake Rotopounamu to stories about the Molesworth Station.
- a chance to enjoy the company and experience of like-minded people.

(NB there is a lot more detail that I have not included)

Key points:

- Very clear about what they want the volunteers to do and when.
- Lots of benefits listed.
- However it was a long email with a lot of details, which by the time the reader got to the end they may have forgotten the most important parts at the beginning.
- There is a simple message about enjoyment.

Example Three:

Volunteers needed to manage teams

This is a very easy job and even more so if split between two of you. Essentially you just need to coordinate the team for game days and work with the other managers if we need to sort out extra players for other teams. We need new people to step up to this – so please take this request seriously!!! *(exclamation marks were part of the message)*

Key points:

- No linking to the cause of the organisation and how the role will help achieve the cause.
- No detailed information about the role (eg hours/week).
- No mention of any personal development opportunities.
- A high chance it would be read as a demand for help.
- Unlikely to resonate with a reader

