



# Strategic Messages for Volunteer Cultivation

Compelling messages are vital to successful cultivation. Use this template to develop messages that can be posted online, shared in emails, or used as speaking points when reaching out potential volunteers.

Volunteer messages should include a catchy, descriptive title, an attention-getting call-to-action, and information on how to learn more.

## **Position Title**

## **Call-to-Action**

## **Position Overview**

Include three sentences on impact of the work, three sentences on impact of the organization, and three sentences describing actual tasks and time commitment.