



Tips for Posting Volunteer Opportunities

Serve.gov uses All for Good to help people find local volunteer opportunities. If you or your organization has a volunteer opportunity that you would like to make available, please visit <http://serve.gov/recruit.asp>. Here you will find instructions on the best way to post your volunteer opportunity, based on the amount of listings you are submitting.

A few tips for ensuring that your opportunity is among the first to appear to a potential volunteer:

1. Use a descriptive title.
 - Incorporate broad, descriptive words and phrases that people would be likely to search, such as “Donate Food at Local Food Bank on MLK Day.”
2. Give an accurate and descriptive explanation of the project or opportunity.
 - This is your chance to capture the attention of potential volunteers. Use relevant keywords and explain what your organization does and what role volunteers would play. Strong keywords for the *Martin Luther King Jr. Day of Service* include the following: MLK, MLK Day, Day of Service, MLK Day of Service, Martin Luther King Jr. Day, Martin Luther King Jr. Day of Service, MLK Day 2010, A Day On, Not a Day Off.
3. Be specific about the dates of the project.
 - Be as accurate as possible with the duration of the project. Specify the exact weeks or days for which the volunteer opportunity will be available. For opportunities specific to the *Martin Luther King Jr. Day of Service*, dates between January 11 and January 23 will be pulled.