

BRIEF GUIDE TO STORYTELLING YOUR VOLUNTEER OPPORTUNITIES

KNOW YOUR PURPOSE

Clarify why you're telling the story (e.g., to inspire action, raise awareness, or celebrate impact).

01.

UNDERSTAND YOUR AUDIENCE

Tailor your story to your audience's interests and needs. Consider what action you want them to take.

02.

STRUCTURE YOUR STORY

Beginning: Introduce the protagonist (person, cause, or organisation) and the challenge they face.

Middle: Show the journey, actions, and emotions. Include specific examples of what happened.

End: Highlight the positive outcome or change and celebrate success. End with a clear call to action (if needed).

03.

BE PERSONAL AND EMOTIONAL

Focus on people and real emotions. Use sensory details and vulnerability to connect with your audience.

04.

KEEP IT SIMPLE

Stay focused on one key message. Use clear, concise language, and avoid unnecessary details.

05.

USE VISUALS

Enhance your story with photos, videos, or infographics to make it more engaging.

06.

BE AUTHENTIC

Ensure the story is true, respectful, and transparent. Gain consent from anyone involved.

07.

TEST YOUR STORY

Before sharing, test the story on a small group to ensure clarity, emotional impact, and a strong call to action.

08.

EXAMPLE: ENGAGING VOLUNTEERS TO JOIN

Title: Be the Change: Join Our Volunteer Community

Beginning:

“At our organisation, we believe that every person has the power to make a difference. But we can’t do it alone. Last year, with the help of over 100 dedicated volunteers, we provided meals to more than 1,500 families, supported 250 children through after-school programs, and assisted over 300 elderly community members with companionship and services.”

Middle:

“Volunteers like you are at the heart of everything we do. Your time and skills will make a real impact whether you’re sorting donations, organising events, or simply lending a listening ear to someone who needs it. We offer flexible volunteering roles that fit your schedule and personal interests. Plus, our team will support you every step of the way, ensuring you feel welcome, valued, and part of our community.”

End:

“Volunteering with us is more than just helping others; it’s about creating connections, learning new skills, and knowing you’re part of something bigger. Together, we can build a stronger, more compassionate community. Join us today, and be the change you wish to see in the world.”