

Volunteer Recruitment: Sample Press Release

- Insert your information into the brackets below

-Modify the release to make it your own! Add your own details/language/quotes specific to your center and your community. Adjust the quotes to reflect your center's director or volunteers- Copy and Paste the text into a new word document, and save the new file.

-Distribute the release to your local media (radio, TV, newspaper) via email or fax. Follow up with a phone call.

*****For Immediate Release*****

CONTACT:

Name:

Phone #:

Email Address:

**[CENTER NAME] seeking Volunteers to Join the
Fight Against Sexual Violence**

Volunteers play a vital role in providing support to those affected by sexual violence

[MONTH] [DAY], [YEAR]– [CITY, STATE] – [CENTER NAME] is seeking volunteers to join in the fight against sexual violence. A wide variety of opportunities exist, from serving as a victim advocate, to lending a hand to in planning a special event or fundraiser for [CENTER NAME].

Every 2 minutes another American is sexually assaulted, affecting 1 in 6 women, and 1 in 33 men in the United States. [INSERT LOCAL STATS HERE IF AVAILABLE].

“[CENTER NAME] is committed to providing support services to those in [CITY NAME] affected by sexual violence,” said [NAME OF CENTER EXECUTIVE DIRECTOR/SPOKESPERSON]. “Volunteers play a vital role at [CENTER NAME], and we are always in need of caring, compassionate volunteers to help us carry out our mission.”

[CENTER NAME] specialize in victim advocacy. In addition to operating a 24-hour crisis telephone hotline (800.656.HOPE), [CENTER NAME] offers programs such as, [INSERT INFORMATION ABOUT PROGRAMS OFFERED BY YOUR CENTER].

Volunteering for [CENTER NAME] is easy and flexible, whether it's just for a one-time project or an on-going position. Volunteers are not required to have previous training, and anyone can volunteer; opportunities are open to females, males, and youths and adults! There are both direct service and non-direct service opportunities available, such as: [INSERT DETAILS OF SPECIFIC VOLUNTEER OPPORTUNITIES]

- **Victim Advocate Volunteer:** Become a victim advocate, and help provide support on our 24-hour crisis telephone hotline. This may include accompanying victims to the hospital.
- **Office Volunteer:** Help out in the center's office with mailings, data entry, phone calls and other administrative tasks.
- **Development Volunteer:** Help the center raise money. This can include helping with events, mailings and other fundraising efforts.
- **Communications Volunteer:** Help the center educate the public. This might include speaking to groups, making presentations to students or staffing our table at community events.

"It's incredibly rewarding to give back to [COMMUNITY NAME] by helping victims of sexual assault by volunteering at [CENTER NAME]. I also like that it's easy to volunteer with flexible positions and hours," said [NAME OF VOLUNTEER], [CENTER NAME] volunteer.

For more information on volunteer opportunities contact [CENTER CONTACT INFO] or visit: <http://volopps.rainn.org/>

For help, contact [CENTER CONTACT INFO], the National Sexual Assault Hotline (800.656.HOPE), or the National Sexual Assault Online Hotline (www.rainn.org)

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About [Center Name]:

[IF AVAILABLE, INSERT YOUR CENTER'S BOILERPLATE LANGUAGE HERE or LEAVE BLANK]