



## Sample Volunteer Recruitment Advertising

### Notes:

Consider using this template to communicate your waste reduction and diversion initiatives to prospective volunteers. Highlighting goals and intention really helps encourage people to sign up and help make your event a success.

A few notes on the template:

- Don't forget to personalize the memo! Wording **highlighted in yellow** indicates places to put in specifics about your event (like the name of your event, the position name for your volunteers and the name of the team working towards zero waste); wording **highlighted in green** is a placeholder for you to insert information about goals for your event – think through what you are working towards with your waste reduction and diversion plan and set specific, quantifiable goals. If possible, review your waste and recycling performance from last year and determine the waste diversion rate so you can improve on it this year.
- Have fun with this template! Make sure to add in the character of your specific festival to get people excited for the event – plus, the more exciting and full of personality you make this specific template, the more volunteers you'll have rushing to sign up!

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For this year's **[event name]** we are working on decreasing our environmental footprint by reducing the amount of waste we send to the landfill.

**[Event name]** is going green this year and we need your help!

**Zero waste ambassadors** are needed to help us reach our goal of **[XX% diversion/reducing and diverting more waste from the landfill than we have ever before]** at this year's event. Volunteers are the key piece to running a zero waste event – we can't do this without you!

### Position description:

As part of our **zero waste volunteer team**, you would be responsible for:

- Educating our audience about how to increase the amount of waste we keep out of the landfill; this includes:
  - Educating the public about the recycling and composting programs available at the event.
  - Setting up garbage, recycling, and composting stations to make it easier for people to keep waste out of the landfill.
  - Supervising waste stations to maximize what can be recycled and composted on site.
  - Helping people understand more about why recycling and composting is important and how to recycle and compost effectively.
- Making sure that our waste stations operate well, including:
  - Switching out garbage, recycling, and compost bags, as needed.
  - Communicating with event staff when supplies or assistance is needed.
- Protecting the beautiful **park** that we get to host our event in - **[Park name]** is such a vital part of Calgary's natural beauty and not only do we get the pleasure of hosting **[Event name]** here, we get to take care of this great space while we're here – this position is a really important way that we do this.
- **Committing ## hours to volunteering at the event.**

**Our ideal candidate:**

- Has a passion for the environment – you love taking care of the planet and being an ambassador wherever you can.
- Is an excellent communicator – whether you are an expert presenter or you'd like to get some more practice talking to the public, this volunteer opportunity is for you!
- Loves our community – events are part of who we are as Calgarians; help us make [Event name] an even more positive force in our community by helping us stay green.
- Loves [put in some fun things about your event! What kind of music can people listen to? Do they get to try new and delicious foods? Etc.]

**What you can expect from us:**

- A [weekend/evening/day/etc.] of FUN!
- To feel great about helping us help the environment.
- Safety orientation and what goes where training.
- [insert other regular volunteer perks here – meals, T-shirts, full festival access, etc.]