

WRITING NEWSLETTER ARTICLES

STUDENT-LED VOLUNTEERING PROGRAMME

To advertise your in the Volunteering Service Newsletter, write a short article that will provide the reader with everything they need to know but can be read quickly.

Do:

- Start with a punchy sentence that gives a sense of what you're after (e.g. 'Calling all sporty students'; 'Could you inspire a young person?' 'Help create a habitat for London's wildlife' etc.)
- Follow up with a sentence or two about your Student-Led Project and what you do.
- Say a bit about what the volunteer role is.
- Include the time commitment (how many hours per week / how many months) and where the volunteering will take place.
- State what qualities you're looking for in a volunteer.
- Say what the volunteers will get out of it.
- Finish by summing up what makes this an attractive volunteering opportunity.

Don't:

- Just send us a flier or poster you've done for something else - we need plain text for our newsletter.
- Use bullet points - they make our newsletter too long so we'll probably edit them out.
- Exceed 50 words.

Here's an example of an advert from one of previous newsletter:

Here's your chance to be a leader

Are you passionate about environmental causes? Healthy Planet UCL is an award-winning Student-Led Project aimed at encouraging young people to get involved with saving the planet and raising awareness about how our actions can have an influence on the world around us. They are currently recruiting Project Leaders to run the project throughout the 2021-22 academic year. Find out more and apply [here](#).