



Board recruitment adverts

6 things to think about

- 1. Remember to include at the beginning – what your charity does and why this is important.**
- 2. Tailor your language to your target audience – this may mean producing two or three versions of your advert.**
- 3. Describe the skills and experience you are looking for and how they will help your charity.**
- 4. Explain what a trustee is and outline the likely time commitment.**
- 5. Include a closing date and let people know how they can find out more and how they should apply.**
- 6. Consider using video adverts, rather than just written. This plays particularly well on social media.**