



# Chapter One

## Recruitment tips and resources for Volunteer Coordinators

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The Chapter One mission and impact packs a punch and we have [put together a series of useful resources](#) that you can share with your staff to help explain the need for Chapter One as well as the benefits of participating in the programme for both young readers and volunteers.

**In a nutshell, volunteering with the Chapter One online reading volunteers programme is:**

- **Time-efficient** – only 30 minutes a week
- **Flexible** – volunteer from anywhere
- **Simple** – online platform to guide volunteers
- **Rewarding** – make a big difference to a child's life

We encourage you to think creatively about how you use these resources and other ways you might encourage support and signups for the Chapter One programme, in turn boosting awareness and buy-in to your organisation's ESG, social value or CSR mission.

**Here are a few ideas to get you started. Please reach out to us for any help!**

- Go beyond a simple callout on your company's intranet. [Send out our template email](#) with links to a Chapter One flyer, video, case studies and volunteer testimonials.
- **Ask a senior internal person to host a lunchtime talk or presentation** about Chapter One. The talk could be from a CSR perspective and/or focus on the role of volunteering in employee wellbeing and good mental health.
- **Ask the Chapter One team to present** at an 'all hands' meeting, or set up a special Chapter One information call.



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- **Collaborate with other company channels and resources** - what about team leader shoutouts? Can you get the HR or internal comms teams to support you?
- **Run a recruitment campaign** over 3 weeks, with a competition between departments for who can sign up most employees.
- **Use your social media channels** to make a splash about Chapter One and to tell volunteer stories. We have put together [a communications toolkit](#) to support and inspire you but feel free to reach out to us with other ideas.

## Quick links:

[Why Chapter One Exists - The Reading Gap](#)

[Chapter One information flyer](#)

[Our Chapter One video](#)

[Chapter One volunteer testimonials](#)

[What does it take to be a Chapter One reading superhero?](#)

[Role description for Chapter One online reading volunteer](#)

[Signing up as a Chapter One volunteer: FAQs](#)

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