




Community Leader Premium Service



Organizations that choose our premium Community Leader service get a full suite of recruiting tools designed specifically to help you recruit more effectively, gain better visibility, and build stronger relationships with volunteers.



The following is a summary of Community Leader features and benefits. Tools with the red hand icon are available only to Community Leader members. Keep an eye out for the red hand! 



✓ **Basic Recruiting Tools**

✓ **Online Referral Management**

✓ **Tracking & Reporting**

✓ **Enhanced Listings**

Make your listings stand out in search results

✓ **Reposting Privileges**

Move your listings to the top of search results

✓ **Photo Manager**

Add photos, logos, or graphics to your listings

✓ **Custom Question Manager**

Ask volunteers custom questions related to your organization

✓ **Greeting Manager**

Create a personalized welcome message for your volunteers

✓ **Document Manager**

Send volunteers a registration form, questionnaire, or information sheet when they express interest in your opportunity

✓ **Listing Duplication**

Create new listings without retyping your information

✓ **Exporting Tools**

Export your referral history to your personal computer

✓ **Monthly Account Summaries**

Receive monthly summaries of account activity

✓ **15% Discount on Multi-ZIP Listings**

Recruit volunteers in more than one ZIP at a discounted rate

✓ **Syndication Tool**

Post volunteer opportunity listings on multiple Web sites



Learn About: The Community Leader Tool Set



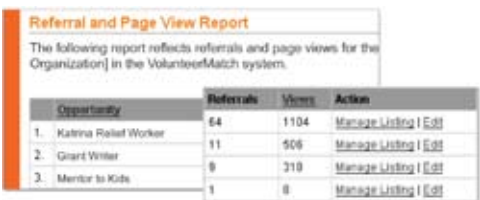
Basic Recruiting Tools

As a VolunteerMatch member, you can recruit the volunteers you need through our robust online network, post unlimited opportunity listings and reach out to potential volunteers in your community. To access your recruiting tools, simply visit your account.



Online Referral Management

Manage your volunteer referrals online in one, easy location. Keep track of the opportunities they've responded to and their contact information so you can follow up at a later date. To access your management tools, visit your account and click on the organization you want to manage.



Tracking & Reporting

With our tracking tools, you can follow your volunteer referral activity and page view activity over time, making it easier than ever to manage your program online. To access your tracking tools, visit your account and go to 'Referrals and Reporting' under My Tools.



Enhanced Listings

An enhanced listing helps attract the attention of volunteers. Your opportunity listings are automatically 'enhanced' when you join as a Community Leader. This means your organization and volunteer listings will be highlighted in search results with boldface type and a special icon.



Reposting Privileges

Keep your listings at the top of the list. VolunteerMatch default search results sort opportunities by 'newest' so listings most recently added will appear at the top. As a Community Leader, we strongly encourage you to take advantage of our Reposting Tool to ensure that your opportunity remains highly visible in search results.

To repost, simply follow these steps:

1. Go to Manage Organization.
2. In the Listing QuickTool drop-down menu, select the opportunity and select 'Manage Listing.'
3. Under Action, click 'Repost'.

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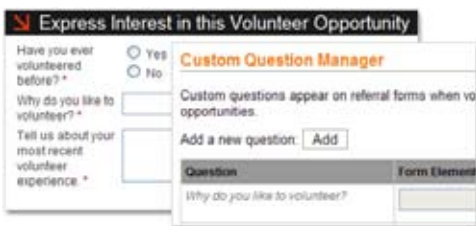


Photo Manager

Add photos, logos, or graphics to your listings and capture the attention of volunteers. You can upload up to five photos to your account, add a photo to each opportunity listing, and each organization detail page. To add a photo to your account, or to edit your photos, please follow the steps below:

1. Under Listing Manager, click on 'Photo Manager.'
2. To add a new photo, click 'Add.'
3. Click Browse to select a photo from your hard drive. Double-click the photo you would like to upload or select the photo and click Open.
4. Add a Title and Caption.
5. Click 'Continue.'
6. Review the Photo, Title and Caption. Click 'Edit' to make changes or click 'Continue.'
7. From the Photo Manager, you can Edit, Replace or Delete any of your Photos.

To attach a photo to a listing, go back to the Manage Organization page. In the Listings Quick Tool, select the listing you want to edit from the first drop-down menu, and select 'Edit Listing Photo' from the second dropdown menu. Then click 'Go.'

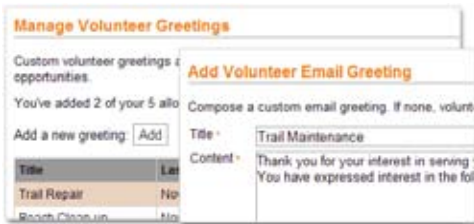


Custom Question Manager

Save time and ask volunteers important information before they contact you. With our new custom question manager, you can include specific questions in your opportunity listings to enable you learn more about your volunteers right from the start. To add custom form questions, please follow the steps below:

1. Go to Manage Organization
2. Under Listing Manager, click on 'Form Manager.'
3. To add a new question, click 'Add.'
4. Select the type of question you would like to add and click 'Continue.'
5. Enter the question and click 'Continue' to save.

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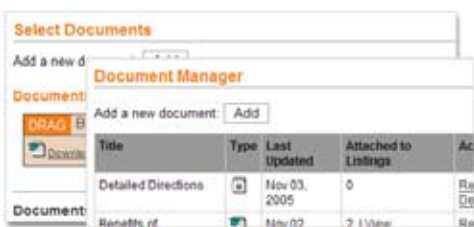


Greeting Manager

Give volunteers a personal welcome when they sign up for your opportunity. You can enter, preview and save volunteer greetings for each listing. To add or edit your volunteer greetings, follow the steps below:

1. Click 'Greeting Manager' under the Listing Manager to create your custom greeting. This shows any greetings you have already created.
2. Click 'Add' to create a new greeting. Enter your title and the content of your message and click 'Review.'
3. Click 'Edit' to make modifications or 'Continue' to save the greeting.
4. In the Greeting Manager you can View, Edit or Delete any of the existing greetings or the ones you just added.

To attach a customized referral greeting to a listing, go back to the Manage Organization page. In the Listings Quick Tool, select the listing you want to edit from the first drop-down menu, and select 'Edit Listing Greeting' from the second drop-down menu. Then click 'Go.' Your greeting will go out as an email to each person who expresses interest in your opportunity.

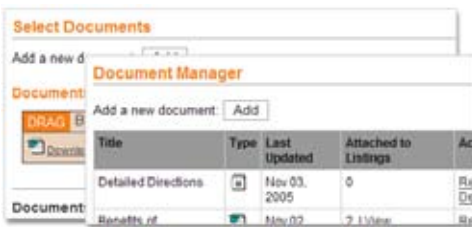


Document Manager

As a Community Leader, you can attach up to three documents to accompany all referral confirmation emails that go to prospective volunteers, and you can upload up to five in your account. To add or edit documents in your account, please follow the instructions below:

1. Under Listing Tools, click 'Document Manager' to select or upload a document to attach to your confirmation email.
2. Here you can view the documents currently uploaded to your account, or you can add a document, by clicking 'Add.'
3. Click Browse to select a document from your hard drive. Doubleclick the document you would like to upload or select the document and click Open. (Note: the document should be in Microsoft Word, PDF, Text, Excel or HTML format, and cannot exceed 200k in size.)
4. Enter a Title.
5. Click Continue.
6. From the Document Manager you can Replace, Download, or Delete any of the documents in your account.

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Document Manager (continued)

To attach a document to a listing, go back to the Manage Organization page. In the Listings Quick Tool, select the listing you would like to edit from the first drop-down menu, and then select 'Edit Listing Documents' from the second drop-down menu. When you are finished making your selections, click 'Go.'

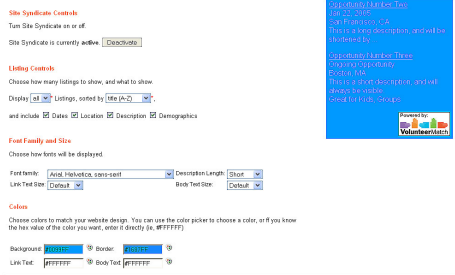


Listing Duplication

You can easily duplicate and modify your opportunity listings without having to re-type all of the same information. To take advantage of the duplication tool, please follow the steps below:

1. Under Listing Quick Tools, select the opportunity that you would like to repost from the first drop-down menu in your account, and select 'Duplicate Listing' from the second drop-down menu.
2. To duplicate an opportunity, you must change at least one of the following: Opportunity Title, Start Date and/or End Date.
3. When you are finished, scroll to the bottom and click 'Continue'. Complete the additional information required when adding a new opportunity listing.

Please note: Posting the same opportunity twice, without modification, will result in a redundant listing that is subject to removal. You will not be able to change the ZIP Code of a duplicated opportunity.



Syndication Tool

The Syndication Tool makes it easy for you to post opportunities on multiple Web sites -- including your own.

Just copy and paste the provided HTML code into your Web site, and every time you update or add listings on VolunteerMatch.org, the widget will reflect the changes -- instantly.

Learn More

Please contact us for more information about our premium Community Leader services at VolunteerMatch.

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