

Short-term or one-off lived experience involvement opportunity promotion template

Leaflet or email template

Clear title for the opportunity

For example: Is physical activity hard to access in your community?

Overview of project and role:

Include the following:

- a clear overview of the project and what you are hoping to achieve
- who you are looking for (for example: people with experiences of, or interest in, the project aims)
- some prompting questions (for example: have you had problems in accessing sport and physical activity in your local community?)
- a welcoming closing statement (for example: if you would like to support us shape this work then please get in touch).

Contact telephone and email address

It's best to keep these details general (for example: info@xxx.com, so enquiries can be picked up when the lead contact isn't available.

Using video advertisements

Promoting your opportunity via a video can complement a leaflet or website advertisement.

It allows people to become more familiar with the person recruiting for the role. Video advertisements also provide the opportunity to show a more personal or passionate approach which isn't often possible through a written advertisement.

For example: Hayley Jarvis (Head of Physical Activity at Mind) produced a [video advertisement](#) for a one-off lived experience involvement opportunity.