



<https://isocialmarketing.org>

## Volunteer Application Form

Thank you for your interest in volunteering with iSMA. The following information will help us match you with suitable volunteer positions as they become available.

Please complete this form and email it to:

**Carlos Oliveira Santos** (iSMA's Volunteer Chair)

[costerra1953@gmail.com](mailto:costerra1953@gmail.com)

Date:

Name:

Address:

Telephone number:

Email address:

Geographic location (please indicate time zone from UTC):

**Position(s) applying for (if applicable):**

How did you hear about this volunteer opportunity?

What motivated you to volunteer with us / for this job?

What types of projects most interest you?

Do you have any special or technical skills that you would like to learn or contribute? (Please tick all that apply).

- Communication
- Marketing
- Management
- Languages (speaking, writing, translation...)
- Social media
- Conferences, Webinars
- Courses
- Informatics
- Web engineering
- Web content management
- Others (Please state below)

What is your education (Courses; degrees; years; institutions. Please annex your certificate copies and links)?

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Previous Volunteer Experience (job, institution, contact, referential, supervisors):

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Availability for iSMA volunteering (number of hours per week):

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Please rate how valuable each of the following are to you, by marking an X in the appropriate boxes below.

	1	2	3	4	DK / NA
	More negative than positive	Not valued	Somewhat valued	Valued highly	Don't know / not applicable
Challenge					
Clear guidelines for how to do each task I will be doing					
Contact / networking opportunities with other social marketers					
Opportunity to contribute to the association / field					
Opportunity to learn or practice a special skill or gain exposure to a particular aspect of social marketing					
Opportunity to contribute a special skill					
Opportunity to take on increasing responsibilities and have a greater impact					

Opportunity to work relatively independently					
Mentoring from my Task Mentor or another senior volunteer					
Recognition – privately, from your Task Mentor					
Recognition – small gifts or plaque bearing the iSMA logo					
Recognition - public recognition from iSMA					
Recognition – letter or reference / note for your school or employment record					

How do you prefer to be contacted? (Email or phone).

What would you need from us to do this job (/a volunteer job) well?

**Thank you for your interest!**

*Please send your completed form to:*  
**Carlos Oliveira Santos** (Ph.D., iSMA Volunteers Chair)  
at [costerra1953@gmail.com](mailto:costerra1953@gmail.com)  
Phone (00 351) 935 860 071

## Appendix C – Volunteer Flyer

### Volunteering with iSMA

Thank you for your interest in volunteering with the International Social Marketing Association. iSMA is the umbrella association representing social marketers worldwide. We take on globally relevant projects and activities, so our volunteers have opportunities to learn about new social marketing developments around the world and potentially gain international experience.

#### Do Good

Overall, our volunteers help us work towards our vision of a world in which social marketing is a widely valued and used approach to improving individual and social well-being. As a volunteer, you would help us work at the international level on specific projects, as specified in the relevant position description. Most of our projects relate to one or more of the following areas outlined in our mission.

- Advance social marketing practice, research and teaching through collaborative networks of professionals, supporters and enthusiasts.
- Educate the public, organizations, professionals and governments about the value of social marketing to facilitate behavioral change and social progress.
- Develop, document and market international standards and best practices in social marketing theory, research and practice.
- Encourage and enable wider use of social marketing in addressing complex social issues.
- Foster and support the development of local, national and regional social marketing associations.

### Grow as a Social Marketer

We are committed to helping our volunteers learn and gain the experiences they need to become stronger social marketers and more attractive job candidates. That's why we provide the following options as part of our volunteer program.

- Achievable projects that you can feel good about accomplishing and can include in your c.v.
- Opportunity to take on increasing responsibilities and have a greater impact, if appropriate
- Mentoring from your Task Mentor or another senior volunteer
- Networking opportunities with other social marketers
- *After satisfactory completion of your first six months, with another six month commitment:* eligible for a free one year iSMA membership (if that is helpful to you) which gives you access to all of our member discounts and resources such as six webinars a year from social marketers around the world
- *After two cumulative years of iSMA volunteer service:* long-distance intern opportunity – if you want to learn or practice a special skill or gain exposure to a particular aspect of social marketing, we will work with you to help find a suitable volunteer project that will give you an opportunity to do so
- Recognition - public recognition from iSMA, starting after your first six months
- Recognition – letter or reference / note for your school or employment record

Further information on iSMA is available at <http://www.i-socialmarketing.org/volunteer>.