

## Station Adoption

### How we can help you advertise and recruit (last reviewed April 2025)

We are happy to support station adoption groups with their volunteer recruitment efforts. A thriving adoption group needs a sustainable team of dedicated volunteers, and we offer several channels to help you attract new members. Below are some of the key ways we can assist you in advertising your group and recruiting volunteers:

#### Social media support

We can share information about your station adoption group on our official Chiltern Railways social media channels, which reach thousands of followers. For specific recruitment drives, we can create targeted social media content highlighting your group's activities and volunteer opportunities. We love to showcase your achievements on our platforms, which naturally attracts interest from potential new volunteers. If you're holding a recruitment event or open day, we can help spread the word through our social media channels.

#### Website presence

Your group will [receive a dedicated section on our Station Adoption page on the Chiltern Railways website](#). This section can include your group's name, mission statement, achievements, current projects, and contact information for interested volunteers, or anything else you think would be useful to showcase. We can upload images of your work and volunteers in action (with appropriate permissions).

#### Station poster space

Subject to availability in our advertising schedule, we can provide free poster space for your recruitment materials at your adopted station. In some cases, we may be able to display your recruitment posters at other stations across our network to increase visibility. While we encourage groups to create their own materials, we can provide basic design guidance to ensure posters meet station display requirements. We'll advise on the best locations within stations for maximum visibility of your recruitment materials.

#### Additional comms support

Volunteer recruitment calls can be included in our quarterly station adoption newsletter. We can offer opportunities to represent your group at Chiltern Railways community events where you can engage directly with potential volunteers. Station staff can help inform interested passengers about your adoption group when appropriate.

#### How to access support

To take advantage of these promotional opportunities, please contact the Stakeholder Executive with details of your recruitment needs. Provide ready-to-use content where possible (text, high-quality images, contact details). Give at least two weeks' notice for website and social media features. For poster space, submit requests with 4-6 weeks' notice to accommodate scheduling.