

DofE Opportunity Finder Listings – for AAPs

AAPs can now submit listings directly to the DofE Opportunity Finder for Participants. Complete the following form on our website to submit your listing for review:

www.dofe.org/opportunity-finder/opportunity-finder-form



Form completion instructions	
Name	Please enter your name – we ask for this information in case we need to check anything with you, this will not be published on the website
AAP name	As on your AAP licence – not published, office use only
Email	Your email address – not published, office use only
Title of opportunity	Please use the format “Name of AAP – Type/name of Activity – Month Year” e.g. “Buddy Bakes – Gold Cookery Residential – June 2023
Description	Write a brief description of the activity (<i>max 200 words</i>). If you wish to share a phone number or email address publicly, please include this in the description
Course start date	Please include the start date of your opportunity. If your listing is for multiple opportunities or is ongoing, enter words such as ‘ <i>start anytime</i> ’, ‘ <i>various</i> ’ or ‘ <i>see website</i> ’
Select expiry date	Every opportunity requires an expiry date (maximum 12 months from date of submission). If you need your final numbers well in advance, consider this when picking an expiry date. On the expiry date, it will be automatically removed from the website.
Content link	All listings should include a link to your website, enter the full URL here
Course fee	The cost is important to participants so please include this wherever possible
Course location	Enter an approximate location such as ‘Lake District’, or the town where it takes place. Alternatively, you may put ‘online’ if appropriate
Type	Please select one section only per listing (you may also tick Additional Needs if applicable). <i>Please note that you may only submit listings for the section types for which you hold an AAP licence</i>
Location	Only select the area that the opportunity is located in, this will determine which location filters your listing comes under on the website. <i>NB: If the opportunity is remote/online, please do not tick a geographical region</i>
Cost per person	tick the applicable band (<i>plus ‘Bursary available’, if appropriate</i>)
Section detail	Please only select the relevant activity types for which you are licensed
Level	Select all that apply. If Residential, please only select Gold.
Date	Please only tick the months that your opportunity is in. If it is an ongoing opportunity, you may select all months that participants can join in

Promoted listings:

As part of your AAP licence, we offer you up to 3 promoted listings per calendar year at no charge.

Promoted listings appear at the top of the search for one week, with a ‘promoted opportunity’ banner.



If you would like an opportunity promoted, please email the Operations Team on AAP@DofE.org with the following:

- link to the listing you would like to promote
- the date you would like it promoted (w/c Monday)

Promoted listings can be scheduled up to the end of the year in advance and are refreshed each Monday*.

* or the next working day if this falls on a Bank Holiday

Top tips – to ensure listings are published promptly and get good visibility...

<p>YES</p> 	<ul style="list-style-type: none"> • Include the AAP contact details in the description – phone number or email address • Include the link to your website in the 'content link' field • You may include one additional weblink in the description, but please ensure it is a full URL containing http or https, otherwise it will not convert to a live link • If age or other restrictions apply, please include this information in your description • Make it sound appealing to young people, but please avoid excessive marketing language • Follow this guidance – remember the less editing we need to do, the quicker we can publish your listings!
<p>NO</p> 	<ul style="list-style-type: none"> • Please don't include lots of unnecessary information, testimonials or lists of awards you may have won or been shortlisted for; instead, link to your website. • Do not make 'advertising claims' (in particular, wording such as "<i>we are the best</i>" or "<i>only provider</i>" etc. will be removed) • Please avoid all CAPITALS and over-use of exclamation marks

Other things to note about Listings:

- You can submit, edit or 'bump up' a maximum of 3 opportunity listings in any single week. Any further listings will be scheduled for publication the following week.
- If you would like to make a minor edit or 'bump up' an existing listing, please email the listing's URL and details of the change to aap@dofe.org rather than submit a new listing. Note that edits or bumping up a listing will still count as one of the three per week.
- If a new listing request appears to be for the same opportunity as a previous listing, we will delete duplicates.
- Each organisation has three promoted posts per organisation per calendar year, (and please note that due to the popularity of the Opportunity Finder we now cannot run promoted opportunities consecutively and can only have one promoted post in any calendar month).
- If you would like a listing removed, please email us.

Branding Guidance:

Please use correct DofE branding, for example:

- refer to us as The Duke of Edinburgh's Award or DofE
- young people do their Bronze, Silver or Gold DofE (level first)
- if participants complete your opportunity, they will achieve their DofE Expedition, Residential, Volunteering, Skill or Physical section, *not their DofE Award*

Check the Brand Guidelines for AAPs in the [AAP Toolkit](#) for further information.

All listings are reviewed prior to publication.

Listings that do not adhere to the guidance may be edited, held or rejected at our discretion.