# Volunteers’ week local press pack

Engaging with local press is a great way of celebrating Volunteers’ Week, saying thank you the volunteers you work with, or advertising an event that you are running during the event.

This press pack contains some tips and tricks on how to write a press release, how to pitch to the media and how to develop a constructive relationship with local journalists, as well as some facts and figures for Volunteers’ Week and a template press release if you would like to save some time.

If you’d like to develop your work with the local media a little more:

* [Here’s some support how to write a press brilliant press release](https://knowhow.ncvo.org.uk/how-to/how-to-write-an-effective-press-release) - why not use our simple template (below) to start you off?
* Include some facts and figures (see below, if you have it you should also add in some data about your organisation and local community)
* Download our free resource on [How to generate news](https://knowhow.ncvo.org.uk/how-to/how-to-generate-news)
* Download our free resource on [How to pitch to the media](https://knowhow.ncvo.org.uk/how-to/how-to-pitch-to-the-media)
* Download our free resource on [How to develop a constructive relationship with journalists](https://knowhow.ncvo.org.uk/how-to/how-to-develop-a-constructive-relationship-with-journalists)

## Template press release

Local charity [organisation name] will be celebrating the difference volunteers make to their organisation and thanking them for all their time and dedication during this year’s Volunteers’ Week, which runs from 1-7 June.

Volunteers at [organisation name] will be celebrating along with staff and supporters on [date of event] at [name of event] to mark the occasion.

Here you can add in:

* A brief description of what your organisation does
* A brief description of the event (try and avoid too many adjectives)
* How many volunteers you work with, and what their role(s) are, the difference they make and why you want to celebrate their contribution

Charities across the UK will also be holding events to thank their volunteers and celebrate the power of volunteering. Last year there were over 600 events across the country, from award ceremonies to tea parties and barbecues.

For many charities the week will be a chance to showcase the range of volunteering opportunities on offer. Volunteer fairs and other events will be encouraged people to try volunteering for the first time and help people find out how, through volunteering, they can make a difference to a cause they are passionate about.

**ENDS**

**Notes to editors**

* Find out more on the Volunteers’ Week website: <https://volunteersweek.org/>
* Find out about events happening in your area here: <https://volunteersweek.org/get-involved/events/>
* For volunteering statistics visit <https://data.ncvo.org.uk/a/almanac17/volunteering-overview/>
* NCVO recently published new research, [Time Well Spent](file:///\\Virtualserver10\folders\rosie.walworth\Documents\%20https\www.ncvo.org.uk\images\documents\policy_and_research\volunteering\Volunteer-experience_Full-Report.pdf), on the experience of volunteers. The research is the largest study of the experiences of people who volunteer in over a decade and provides a range of important insights for those involved in volunteering policy, and organisations who involve volunteers. You can also read the [executive summary](https://www.ncvo.org.uk/images/documents/policy_and_research/volunteering/Volunteer-experience_Summary.pdf).