

VOLUNTEERS' WEEK 2019

THE PLAN

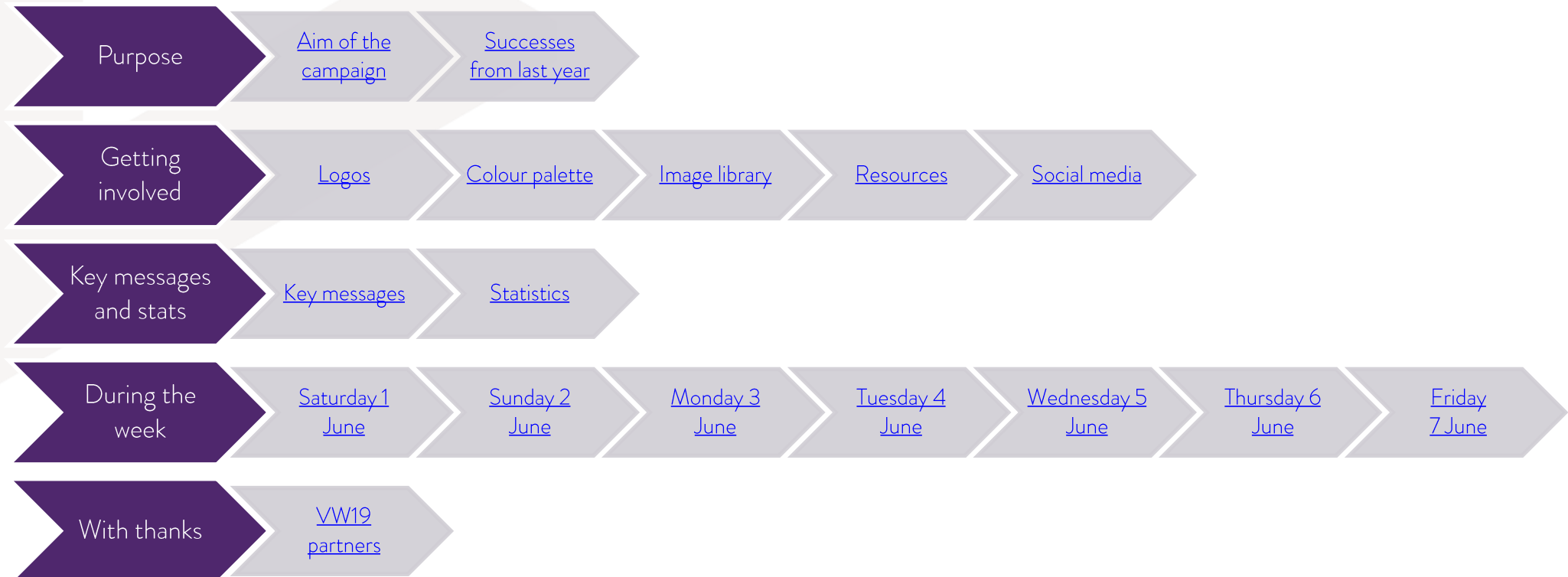
Version 0.3
Updated 11 May 2019



NCS
**CHAMPIONING
VOLUNTARY
ACTION**
VO

VOLUNTEERS' WEEK 2019

CONTENT



VOLUNTEERS' WEEK 2019

PURPOSE

VOLUNTEERS' WEEK 2019

PURPOSE

Volunteers' Week is a UK wide campaign now in its 35th year.

Primary objective:

- To recognise, celebrate and thank volunteers and encourage people across the UK to do the same

Secondary objectives:

- To raise the profile of volunteer-involving organisation
- To increase participation in volunteering



VOLUNTEERS' WEEK 2019

PURPOSE

- The campaign has huge reach. In 2018:
 - Total press / media items: 2644 (2257 in 2017, ↑ 17%)
 - Total reach: 28.49m (25.52m in 2017, ↑ 12%)
 - Twitter impressions: 701.6k (468k in 2017, ↑ 50%)
 - 652 events registered
 - 12,839 resources downloaded
 - 5100 people registered on the new site
 - 16,808 users had 20,666 website sessions during the week
 - Facebook reach averaged 4,000 people per day
 - #VolunteersWeek trended UK and worldwide (26K uses)



VOLUNTEERS' WEEK 2019

GETTING INVOLVED

VOLUNTEERS' WEEK 2019

BRANDING AND RESOURCES

Colours



Hex code
#E8490F

RGB
(232, 73, 15)

CMYK
(0, 69, 94, 9)



Hex code
#00A8AB

RGB
(0, 168, 171)

CMYK
(100, 2, 0, 33)



Hex code
#7C1E63

RGB
(124, 30, 99)

CMYK
(0, 76, 20, 51)



Hex code
#B0046C

RGB
(176, 4, 108)

CMYK
(0, 98, 39, 31)



VOLUNTEERS' WEEK 2019

THE LOGO

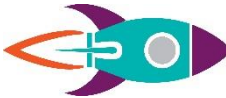
The colour logo, both with and without strapline, should be used on a white background

The white logo should be placed on a single, dark colour, so that the text and design is legible.



VOLUNTEERS' WEEK 2019

DOWNLOADABLE IMAGES



VOLUNTEERS' WEEK 2019

RESOURCES

The Volunteers' Week website has many freely available resources for you to download and use.



[LOGO PACK](#)



[USING SOCIAL MEDIA](#)



[PROMOTING YOUR EVENTS](#)



[STYLING YOUR EVENTS](#)



[MEDIA AND MPS](#)



[SAYING THANK YOU](#)



VOLUNTEERS' WEEK 2019

SOCIAL MEDIA



A great way to be seen is to connect on social media:

www.twitter.com/NCVOVolunteers

www.facebook.com/volunteersweek

www.instagram.com/volunteersweek2019

Use [#VolunteersWeek](#) to be connected to the campaign

VOLUNTEERS' WEEK 2019

KEY MESSAGES AND STATS

VOLUNTEERS' WEEK 2019

KEY MESSAGES (1 OF 3)



- Volunteers' Week is a chance to say thank you for the fantastic contribution millions of volunteers make across the UK.
- The annual campaign takes place 1-7 June every year and sees charities and voluntary groups get together to recognise the contribution volunteers make to our communities every day.
- During the week, hundreds of events and celebrations take place across the country, saying thank you to volunteers and recognising their invaluable and diverse contribution to the UK.
- Find out what's happening near you by looking at our [events listing](#)

VOLUNTEERS' WEEK 2019

KEY MESSAGES (2 OF 3)



- This year, Volunteers' Week is returning to its roots – focusing on celebrating all the great things that volunteers do.
- It is an opportunity to celebrate volunteering in all its diversity. When thanking your volunteers this year, take a moment to remember each and every one of them.
- From trustees and campaigners to carers and fundraisers, this is a great time to think about the fantastic contribution all your volunteers make.

VOLUNTEERS' WEEK 2019

KEY MESSAGES (3 OF 3)



- As well as helping others, volunteering has been shown to improve volunteers' wellbeing too.
- It's human nature to feel good after helping someone out.
- Volunteering can help you gain valuable new skills and experiences, and boost your confidence.
- In 2017/18, 20.1 million people in the UK volunteered formally at least once a year and one in five (11.9 million) people did so at least once a month.

VOLUNTEERS' WEEK 2019

VOLUNTEERING STATISTICS



- 38% of the UK population volunteer at least once a year, with 22% volunteering at least once a month.
- Volunteering contributes an estimated £22.6bn to the UK economy.
- The most popular ways of giving time are fundraising and running events, with sports organisations and groups being the most popular places to volunteer.
- The most common reason people give for why they volunteer is to improve things and to help others.

VOLUNTEERS' WEEK 2019

DURING THE WEEK

VOLUNTEERS' WEEK 2019

OVERVIEW OF THE WEEK

Day	What's happening	
Saturday 1 June	On social media:	Letters of support
Sunday 2 June	On social media:	All in a picture
Monday 3 June	On social media:	Twitter launch party
Tuesday 4 June	Daily theme:	Employer supported and skilled volunteering
	On social media:	Volunteer managers twitter chat
Wednesday 5 June	Daily theme:	Youth volunteering
Thursday 6 June	Daily theme:	Volunteers talking about the difference they make... to themselves
Friday 7 June	On social media:	Looking back over the week

VOLUNTEERS' WEEK 2019

SATURDAY 1 JUNE

Letters of thanks

From 9am

Share messages of thanks from your service users, supporters or patrons across social media

Remember to get them to write something for you before 1 June

#VolunteersWeek is here! How are you celebrating?

Here's a message of thanks from [insert name of patron/supporter] to all our great volunteers #VolunteersWeek

Check out #VolunteersWeek on Instagram and share your pics - www.instagram.com/volunteersweek2019

Get involved in #VolunteersWeek – post a pic of what #volunteering you're up to this weekend

Check out #VolunteersWeek on Facebook at www.facebook.com/VolunteersWeek

Tweet a pic of your #VolunteersWeek events. How are you celebrating?

#VolunteersWeek events happening across the UK 1-7 June. Find an event near you www.volunteersweek.org/events

Not sure what Volunteers' Week is about? Check out the blog at www.volunteersweek.org/volunteering-stories/



VOLUNTEERS' WEEK 2019

SUNDAY 2 JUNE

All in a picture

From 9am

Share pics and vids of how you are celebrating on Facebook, Instagram and twitter using #VolunteersWeek

#VolunteersWeek is here! How are you celebrating?

Here's a message of thanks from [insert name of patron / supporter] to all our great volunteers #VolunteersWeek

Check out #VolunteersWeek on Instagram and share your pics - www.instagram.com/volunteersweek2019

Get involved in #VolunteersWeek – post a pic of what #volunteering you're up to this weekend

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VOLUNTEERS' WEEK 2019

MONDAY 3 JUNE

Twitter Launch Party

11.00 – 12.00

Use #VolunteersWeek to
celebrate the start of
Volunteers Week 2019

Last year we trended
worldwide...

Let's do it again!

Join our #VolunteersWeek Twitter party today 11am to 12noon
celebrating all the great stuff volunteers do www.volunteersweek.org

We're joining the #VolunteersWeek Twitter party and saying a big thank
you to all our #volunteers

Here's how we are celebrating #VolunteersWeek

Check out #VolunteersWeek on Instagram and share your pics -
www.instagram.com/volunteersweek2019

Check out #VolunteersWeek on Facebook at
www.facebook.com/VolunteersWeek

Tweet a pic of your #VolunteersWeek events. How are you celebrating?

#VolunteersWeek events happening across the UK 1-7 June. Find an
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VOLUNTEERS' WEEK 2019

TUESDAY 4 JUNE

**Employer supported,
corporate and skills-based
volunteering**

All day

Do you work with
employers or corporate
supporters?

Today is the day to get
them involved.

Did you know... many organisations give their staff time off to volunteer?
#VolunteersWeek

Did you know... one in ten volunteers get support from their employers
to volunteer #VolunteersWeek

Does your employer give you time off to #volunteer – post a pic of what
you do #VolunteersWeek

Most volunteers who get time off work give their time through events –
we'd love to hear what you do #VolunteersWeek

Did you know: more than half of people who get time off work to
volunteer use their work skills when volunteering – what skills do you
bring? #VolunteersWeek

The number one reason why corporate volunteers give time is to make a
difference – why do you volunteer? #VolunteersWeek

Check out #VolunteersWeek on Facebook at
www.facebook.com/VolunteersWeek



VOLUNTEERS' WEEK 2019

TUESDAY 5 JUNE

Also on Tuesday...

Twitter chat for volunteer managers

2pm – 3pm

Join us, @NCVOvolunteers

and the Association of Volunteer Managers (AVM), @AVMtweets
on Twitter to discuss the best ways to thank volunteers

#VolunteersWeek #SayingThanks



VOLUNTEERS' WEEK 2019

WEDNESDAY 5 JUNE

We'll be placing the spotlight on youth social action

Crossing over the #iwill campaign, use #PowerOfYouth to celebrate youth social action and get even more visibility for your social media messages

We've pledged to the @iwill_campaign to mark our commitment to #YouthSocialAction for ALL young people. [link to your #iwill Pledge here] #PowerOfYouth #VolunteersWeek

We are celebrating the #PowerOfYouth for #VolunteersWeek! Young people aren't just the leaders of tomorrow. They are changing society for the better, today.

Young people aren't just the leaders of tomorrow, they can make a real impact today. At [organisation name] we know this. We're celebrating our young volunteers in #VolunteersWeek. #PowerOfYouth.

82% of young people want to make the world a better place (2018 National Youth Social Action Survey). What are you doing to champion the #PowerOfYouth? #VolunteersWeek

We believe in the #PowerOfYouth. You should too. Go to iwill.org.uk to find out more. #VolunteersWeek #YouthSocialActionDay

Here's how the #PowerOfYouth helps our organisation and community #VolunteersWeek [insert pic or video]



VOLUNTEERS' WEEK 2019

THURSDAY 6 JUNE



Impact & wellbeing day

#VolunteersWeek

Today, we want to shout about the difference volunteers make to your organisation or community

We also want to hear from volunteers about the difference volunteering makes to them

Did you know... 2 in 5 people 38% in the UK volunteer at least once a year – celebrating volunteers this #VolunteersWeek

Did you know 1 in 5 people volunteer at least once a month #VolunteersWeek

Did you know... volunteering contributes an estimated £22.6bn to the UK economy #VolunteersWeek

Did you know... the most common reason people give for why they volunteer is to improve things and to help others #VolunteersWeek

Do you volunteer? It's #VolunteersWeek and we'd love to hear what difference volunteering has made to you?

93% of recent volunteers say they enjoy their volunteering #VolunteersWeek

Over $\frac{3}{4}$ of volunteers say that their volunteering improves their mental health and wellbeing #VolunteersWeek

VOLUNTEERS' WEEK 2019

FRIDAY 7 JUNE

#VolunteersWeek

Wrap up

Today we're looking back over a great week of celebrations

It's also time for getting your whole organisations tweeting their thanks to volunteers

It's the last day of #VolunteersWeek but we're still celebrating! Find an event www.volunteersweek.org/events

It's the last day of #VolunteersWeek but we're still celebrating! Get all your colleagues thanking volunteers – bonus points for a tweet or mini vid from your CEO!

Share your pics of #VolunteersWeek on Twitter and Instagram with #VolunteersWeek

It's been a fantastic #VolunteersWeek! Find the best of your photos here www.instagram.com/volunteersweek2019/

Check out what's been going on this #VolunteersWeek on our Facebook page at www.facebook.com/VolunteersWeek

Thanks to all our #volunteer blog writers this week – check out their stories at www.volunteersweek.org/volunteering-stories/ #VolunteersWeek



VOLUNTEERS' WEEK 2019

WITH THANKS

VOLUNTEERS' WEEK 2019

THE TEAM

UK partners

[Volunteer Scotland](#), [Volunteer Now \(Northern Ireland\)](#) and [WCVA](#).

Working group partners

[Arthritis Care](#), [Barnardo's](#), [Better Things](#), [British Gymnastics](#), [Citizens in Policing](#), [Community Action Suffolk](#), [Crohn's and Colitis UK](#), [Do-it Trust](#), [Fareshare](#), [FSI](#), [Helpforce](#), [ICAEW](#), [Just Like Us](#), [M&S](#), [Macc – Volunteer Centre Manchester](#), [Macmillan Cancer Support](#), [National Trust](#), [NHS improvement](#), [Rainbow Trust Children's Charity](#), [Reach Volunteering](#), [Reclaim Project](#), [Small Charities Coalition](#), [Spice Innovations Limited](#), [Sport England](#), [Step up to Serve](#), [Team London](#), [The Association of Guernsey Charities](#), [The Widows Empowerment Trust](#), [Voluntary Action LeicesterShire](#), [Volunteer Centre Camden](#), [Volunteer Centre Dorset](#), [Volunteering Matters](#), [Walsall Healthcare and NHS Trust](#)



If you are interested in being involved in the working group in the future, please get in touch.

NCVO champions the voluntary sector and volunteer movement to create a better society.

We connect, represent and support over 13,000 voluntary sector member organisations, from the smallest community groups to the largest charities.

This helps our members and their millions of volunteers make the biggest difference to the causes they believe in.

- Search for NCVO membership
- Visit www.ncvo.org.uk/join
- Email membership@ncvo.org.uk

