

VOLUNTEERS' WEEK 2021



**1-7
JUNE**

#VOLUNTEERSWEEK

A time to say thanks:

Recognising the contribution of volunteers to communities during coronavirus

This Volunteers' Week we are encouraging everyone to take the time to say thank you to all volunteers! During an exceptionally difficult year, people from all walks of life around the UK have taken the time to volunteer and made a huge difference to people and their communities – just as they do every year.

Despite the restrictions coronavirus has placed on our daily lives, volunteers and charities have been active through lockdowns and new waves of restrictions to support people, their communities and local environments.

We want to recognise all of those who have continued delivering vital work as volunteers over the past 12 months but also all those who usually volunteer but have not been able to because of the pandemic.

Volunteers are always active in the heart of every UK community. They are behind many of the services we all rely on. Some are now volunteering online from home, others in person with a local charity or organisation. Their crucial contribution has not stopped, despite the uncertain times we find ourselves in, and will continue as an important part of the nation's recovery.

The contribution of volunteers is often unseen and unrecognised by many, visible only through the incredible impact of their volunteering. However, the coronavirus pandemic has rightly raised the profile of volunteering and more people than ever are aware of the immense contribution being made every single day by Britain's volunteers. That is why, on this 37th annual #VolunteersWeek and during the #MonthofCommunity, it's time to say: thank you volunteers!



Themes for the Week

Each day of Volunteers' Week 2021 will focus on a different theme of volunteering to ensure we recognise the impact that different types of volunteering have played in communities across the UK in the last 12 months. Each day is a chance to take the time to say thank you to volunteers across the UK.



Tuesday 1 June

Volunteers' Week launch – A time to say thanks

Join the first day of Volunteers' Week 2021 online. It's time to share #VolunteersWeek to celebrate the start of the week and help us trend worldwide again. This year has highlighted the vital role volunteers play across the UK and we want to make sure everyone is aware that this is a week to recognise their impact, think about volunteering ourselves and plan to support volunteering in the future. Share your own story about volunteering during a pandemic over the past 12 months, inspire others to get involved in volunteering, or say thank you to an amazing volunteer you know using #VolunteersWeek!

Wednesday 2 June

The power of youth

Young people have a huge impact in their communities. Today – in partnership with the #iWill campaign – we will focus on the role of youth volunteering in the daily lives of individuals and communities, not only during the pandemic. We will showcase that young people are not just the leaders of tomorrow, they are leading changing now in communities all over the country. Let's recognise the #PowerOfYouth to creative positive change through volunteering!

Themes for the Week

Thursday 3 June

Employer supported and skilled volunteering

Each day people from across the UK use their professional skills and knowledge to make a difference through volunteering. Many employers also support their staff to give back to their communities through volunteering and businesses provide vital support to the work of the voluntary sector. Today we want to recognise the continued contributions of skilled and employer supported volunteers by showcasing their impact around the UK.

Friday 4 June

Home Nations' Day

Today our national bodies and partners are celebrating a theme relevant to their local community. Please contact your home nation partner for more information.

England

Volunteer voices – experiences from volunteers

While the week will be focused on messages of thanks to those that have given their time to support their communities. This day we will be asking volunteers to talk about what they do directly – an opportunity to highlight the benefits of volunteering for both the volunteer and the people they support.

Saturday 5 June

Environment and conservation

To coincide with World Environment Day, we are focusing on all the environmental volunteering that takes place every day. This year the UK is hosting the UN Climate Change Conference (COP26) in Glasgow – it is a crucial time to recognise the impact of volunteering on environmental and conservation initiatives and to call for urgent action to protect our shared planet!

Themes for the Week

Sunday 6 June

The Big Lunch!

What better way to celebrate the impact volunteers have in their communities than The Big Lunch! This weekend is the UK's annual get together for neighbours and communities. You can join in online, on your doorstep, in a park, or over the fence, guidelines permitting. This is your chance to celebrate community connections, recognise fellow volunteers, and talk to others about your experience volunteering.

Monday 7 June

Volunteers' Week close – A time to say thanks

Share your pictures of how you have celebrated during the week and use #VolunteersWeek! Let's look back on another fantastic week and let's say a huge thank you to all those incredible volunteers and celebrate volunteering in all its diversity.



Visual assets

Logo [Download here](#)



To be used on all items that are specific to Volunteers' Week

Stamp [Download here](#)



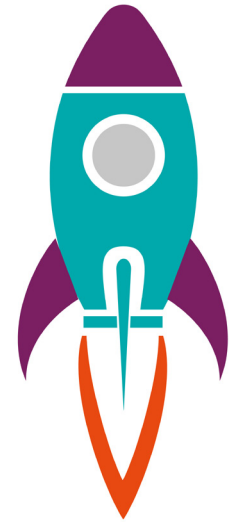
To be used on items that reference Volunteers' Week

Visual assets

Graphics [Download here](#)



WELCOME



Visual assets

Colours

R: 123
G: 31
B: 98

R: 176
G: 18
B: 109

R: 232
G: 73
B: 21

R: 84
G: 47
B: 130

R: 0
G: 169
B: 172

R: 56
G: 83
B: 164

Fonts

Headlines

VERLAG BLACK

Substitute font:

TAHOMA BOLD

Body copy

Brandon Grotesque

Substitute font:

Verdana

Tone of voice

Email example 1

[Download here](#)

Dear x

A time to say thanks: Recognising the contribution of volunteers to communities during coronavirus

Volunteers' Week 2021 is almost here!

Volunteers' Week takes place between 1-7 June every year and is a time to recognise and thank volunteers. During an exceptionally difficult year, people from all walks of life around the UK have taken the time to volunteer and made a huge difference to people and their communities – just as they do every year.

We'd like to encourage you to take the time to recognise volunteers that helped during the last 12 months and to thank those who usually volunteer but have not been able to because of the pandemic.

Volunteers are always active at the heart of every UK community.

The coronavirus pandemic has rightly raised the profile of volunteering and more people than ever are aware of the immense contribution being made every single day by the UK's volunteers. That is why, on this 37th annual #VolunteersWeek and during the #MonthofCommunity, it's time to say: thank you volunteers!

Take a look at the Volunteers' Week website to find out how you can get involved.

Tone of voice

Email example 2

[Download here](#)

Dear x

Volunteers' Week, 1- 7 June

A time to say thanks: Recognising the contribution of volunteers to communities during coronavirus

Volunteers' Week is an opportunity to recognise and thank volunteers across the UK. This year, the 37th annual #VolunteersWeek is taking place during the #MonthOfCommunity. The #MonthOfCommunity, launched by The Eden Project Communities, is about creating a focal point in the year to encourage us all to think about and join in with a wide variety of activity happening in our local communities. A time to connect in our neighbourhoods, give back, say thank you and shine a light on the amazing communities we live in, our community spirit will become stronger and we will all feel the benefits.

Volunteers' Week, Small Charities Week and The Big Lunch are just few of the events taking place during June.

We're really excited about Volunteers' Week 2021, here's how you can join in:

- Check the Volunteers Week website for information on how you can get involved
- Organise online events to connect with your communities
- Download the resources you need
- Get social follow the @NCVOvolunteers twitter account and share your inspiring stories, pictures and videos using #VolunteersWeek and #MonthOfCommunity

It's time to get planning – please share your tweets, stories and messages with us using #VolunteersWeek – we'd love to see how you get on.

Tone of voice

Some example tweets [Download here](#)

- #VolunteersWeek is an annual opportunity to recognise and thank #volunteers. During an exceptionally difficult year, people from all walks of life around the UK have taken the time to volunteer and made a huge difference to people and their communities. Find out more
- #VolunteersWeek is almost here! Start planning and thinking about how to thank your amazing #volunteers. Check out the Volunteers Week website for inspiration
- Last year countless #volunteers supported local communities during the pandemic. It's time to say thanks! Next month join in with the #MonthofCommunity and #VolunteersWeek to share your inspiring volunteer stories
- In June #VolunteersWeek is taking place during the #MonthofCommunity led by @edencommunities. During this month let's celebrate community connections and say thanks to all the amazing #volunteers
- This #VolunteersWeek is a time to say thanks! Recognise the contribution of #volunteers to communities during coronavirus and thank those who usually volunteer but have not been able to because of the pandemic.
- #VolunteersWeek is here! How are you going to recognise and thank your #Volunteers?
- Here's a message of thanks from [insert name of patron/supporter] to all our great volunteers #VolunteersWeek
- Get involved in #VolunteersWeek – post a pic or tell us your #volunteering story
- Tweet a pic of your #VolunteersWeek events. How are you celebrating?
- Not sure what #VolunteersWeek is about? Check out our website for more info

Visual assets

Email banner
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Visual assets

Web banner
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Visual assets

LinkedIn
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Visual assets

Facebook
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A TIME TO SAY
THANKS

**1-7
JUNE**

Find out more

VOLUNTEERS' WEEK

COME TOGETHER FOR
THE BIG LUNCH

**1-7
JUNE**

Join in. It's on!

VOLUNTEERS' WEEK

INSPIRE OTHERS

SHARE YOUR
VOLUNTEERING STORIES

**1-7
JUNE**

Get involved!

VOLUNTEERS' WEEK

Visual assets

Twitter
[Download here](#)



Visual assets

Instagram
[Download here](#)



Editing the visual assets

All the campaign designs are in PDF format.

To edit these, you will need to use Acrobat Pro DC program:

Step 1: Open PDF in Acrobat Pro DC

Step 2: In the top menu, click 'Edit' and select 'Edit text and images'

Step 3: Select the text you want to edit and type the new text

Step 4: In the top menu, click 'file' and select 'Save as', change the file name and click save