

# **VOLUNTEERS' WEEK 2022**



**1-7  
JUNE**

**#VOLUNTEERSWEEK**

# A time to say thanks:

## Recognising the contribution of volunteers to communities around the UK

Volunteers' Week 2022 is a time to say thanks. It goes without saying that volunteers have played a key role in the pandemic response. During an exceptionally difficult couple of years, people from all walks of life around the UK have taken the time to volunteer and make a huge difference to their communities – just as they do every year. This is a time for us to come together and thank all volunteers for their invaluable contribution.

This 38th annual Volunteers' Week is taking place during the #MonthofCommunity. Running throughout June, #MonthOfCommunity brings together organisations with a range of events in order to encourage us all to think about and join in with activities happening in our local communities.

Each day follows a central theme to guide your plans for Volunteers' Week 2022.

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 38th annual #VolunteersWeek and during the #MonthofCommunity, it's time to say: thank you volunteers!



# Themes for the Week

Each day of Volunteers' Week 2022 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.



**Wednesday 1 June**

## **Volunteers' Week launch – A time to say thanks**

Join us for the first day of Volunteers' Week 2022. These last few years have 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 and plan to support volunteering in the future.

**Thursday 2 June – Sunday 5 June**

## **The Big Jubilee Lunch**

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

# Themes for the Week

**Sunday 5 June**

## **Thank you day**

The last couple of years have been testing for all of us. Let's all get together and say thank you to everyone who has helped us through.

**Monday 6 June**

## **Power of youth day**

On 6 June, Volunteers' Week is coordinating with the #iwill movement for Power of Youth Day. Power of Youth Day is an annual celebration of the contributions children and young people make to society through volunteering and social action.

**Tuesday 7 June**

## **Volunteers' Week close – A time to say thanks**

Let's say a huge thank you to all those incredible volunteers and celebrate volunteering in all its diversity.

We are looking forward to you joining us for Volunteers' Week 2022 to recognise the huge role volunteers play in our communities.



# 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 around the UK**

Volunteers' Week 2022 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 38th 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 around the UK**

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 Jubilee Lunch are just few of the events taking place during June.

We're really excited about Volunteers' Week 2022, 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  
[Download here](#)



# Visual assets

Web banner  
[Download here](#)



# Visual assets

LinkedIn  
[Download here](#)





# Visual assets

Facebook  
[Download here](#)



# 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