

Volunteers Week 2020

We are connected with Volunteer Now, Volunteer Scotland and WCVA to identify opportunities for synergy across the four home nations.

I am working with NCVO to get access to the Volunteers Week website from 22nd May so we can upload resources and share information as we build up to Volunteers Week 2020.

We are also partnering with Connection Coalition, The Big Lunch and The Great Get Together to deliver a synchronised celebration of the power of volunteering and community through June 2020.

External plan

- raise public awareness of the vital role volunteers play in supporting society (especially now)
- public and organisational thanks to all volunteers for the work they do (yesterday, today & tomorrow)
- media profile for campaign on all seven days with a different focus each day

Approach

1. Co-ordinated release of a consistent press release by all charities highlighting the importance of volunteers between 29th May – 1st June.
2. Production of one 60 second video for all charities celebrating the contribution of volunteers (before, during and after the pandemic). [Monumental Post TV](#) have kindly agreed to edit and put together the film for us. We are working with the Connection Coalition on the storyboard for the film. We need your video clips of volunteers in action either before or during the pandemic. Thank you to those charities who have already sent through their clips. We will all share the film on 1st June.
3. We already have celebrity support from the fabulous Clare Balding and are working on Eddie Izzard. Do you have any celebrity links we could consider?
4. Option for organisations to internally and externally show their appreciation by using the [Wave Your Appreciation for Volunteers](#) approach from Volunteering Australia. If you do use this please use #WaveForVolunteers alongside #VolunteersWeek
5. Structured media and PR schedule for charities during volunteers' week to amplify and synchronise messaging. Charities encouraged to identify a case study of a volunteer that should link to one of the seven day themes, highlight an innovative approach to continuing volunteering during lockdown OR a human interest story that is driving their decision to volunteer.
 - a. Monday - Listening & support (e.g. helplines, citizens advice)
 - b. Tuesday - Health & well-being (e.g. mental health, tackling social isolation)
 - c. Wednesday - Fundraising to support service delivery (e.g. charity shops)
 - d. Thursday - COVID-19 response and informal community civic action
 - e. Friday - Nature & Outdoors
 - f. Saturday - Arts & Culture
 - g. Sunday - Sport & Leisure
6. I have reached an agreement with [Pack](#) to use their platform to help us mobilise our workforce to synchronise social media messages of thanks to volunteers at an agreed moment in Volunteers Week
7. Participation in The Big Lunch on 6th & 7th June to bring volunteers together virtually and say thank you
8. Co-ordinated release of a consistent press release on 8th June that highlights that volunteers are #NeverMoreNeeded and link to that wider campaign

Internal plan

Pooling resources for charities looking to recognise volunteers internally. I am working with NCVO to gain access to the Volunteers Week site and resources are already up on WCVA, Volunteer Now and Volunteer Scotland sites. We are working on a pack to provide organisations with some suggestions so any thoughts or input into that is very welcome.

Actions

You could really help by completing one or all of the actions below:

- Spread the word the more charities that get involved with this the more impact we can collectively make
- Support development of / commit to sharing our press releases before and after Volunteers Week
- Share guidance / reflections on how we recognised those volunteers who have tragically lost their lives during this pandemic
- Send through a wetransfer or dropbox link to video clips of your volunteers in action to tiger.desouza@nationaltrust.org.uk
- Let us know if there are other ways you would like to help