



VOLUNTEERS' WEEK

Resource pack

www.volunteersweek.org.uk

[@NCVOvolunteers](https://twitter.com/NCVOvolunteers) [#volunteersweek](https://twitter.com/volunteersweek)



This year is the 30th anniversary of Volunteers' Week and it's time to celebrate!

Here are some ideas and resources to get you started...

What's it all about?

During **Volunteers' Week** hundreds of events will be taking place across the country to say thank you to volunteers, recognising the important contribution they make.

Please join us in saying thank you to the volunteers who make our society a better place, and in highlighting the many different ways that people can get involved.

Celebrating 30 Years

This year also marks the **30 years** since the campaign was established in 1984.

To recognise the 30th anniversary we are using the number 30 as a hook and theme for the week.

Be creative with the number
and your activity ideas.



Recognise the contribution your volunteers make, whether it's **30** seconds, **30** minutes, **30** hours, **30** days or even **30** years!

Highlight the range of opportunities to get involved in volunteering, even if you only have a little time to spare. You might want to consider trying micro-volunteering. Check out our [micro-volunteering guidance](#).

Offer **30** minute taster sessions

This will provide an opportunity for people to try out volunteering for the first time, or existing volunteers might want to try a different role.

Celebrate **30** years of your organisation

We would love for you to celebrate your anniversary with us! Use our [30 years badge](#).

Let us know what you're planning by posting your event on the [map](#) or on tweet us [@NCVOvolunteers](#)
[#volunteersweek](#)

Or you may want to....

Hold an event

Run activities using the **30** theme. Our ideas are just a starting point, so get creative!

Use our [flyer template](#) to help advertise your event.

Hold a **30th** birthday party for your organisation if you are **30** this year. Use the [30 years badge](#).

Hold an awards ceremony for your volunteers

Holding an awards ceremony is a great way to recognise the achievements and contribution your volunteers make.

Use our [certificate template](#) or for other ideas check out our [Quick Guide to Thanking Volunteers](#), free to members.

Launch a new project

If you are about to start a new volunteering project, launch it during Volunteers' Week.

Make sure you have information about what the project is about available, as well as how people can get involved as volunteers.

We have guidance on [developing new volunteer roles](#).

Hold a recruitment event

Volunteers' Week is a good time to generate interest in volunteering, highlight the benefits and show how your volunteers help you to achieve your mission.

Running events in new locations might help to attract people who wouldn't usually hear about your organisation or volunteer for you.

Look for local events and recruitment fairs you might be able to join if you can't hold your own event.

Need some tips on recruitment?

The [Quick Guide to Recruiting Volunteers](#) is free to NVCO members or read our [‘how to’ guide](#).

Our [‘Where volunteering begins’](#) videos help to highlight some of the benefits of volunteering.

Visit the recruitment area of the [good practice bank](#).

Invite your MP

Volunteers' Week is an ideal time to showcase what your organisation is doing and the contribution your volunteers make.

Consider other key stakeholders in your local area that you might want to invite to celebrate with you. Prepare an invitation list early on so you can get the date of your event in people's diaries.

You can use our [template letter](#) to invite them and read our top five tips for inviting your MP on the next page.

Five tips for inviting your MP

1. Find your local MP on the [Parliament website by entering the postcode](#) of your organisation. If you click through to their profile, this will also give you all their contact details.
2. It is up to you whether to send the invitation by letter or by email. Just make sure you include your postcode, either at the top of the letter or as part of the subject line of the email. This helps them identify you as a constituent as shown on our [template invitation](#).
3. It can take MPs' offices a while to respond as they receive so much post. However, if you have not heard from them after two or three weeks, you might want to call them to check they have seen the invitation.

4. Events on Fridays are usually best for MPs because Parliament does not sit on Fridays and they spend the day in their constituencies. Thursday evenings and Monday mornings can also be good options.
5. Local MPs like to attend events that are also photo opportunities, which they can use with the local press or on their own blogs. Think about what suitable activities they could do with your organisation or which volunteers they might be interested to meet.

Logos and branding

You can download the [Volunteers' Week logos](#) including the special 30 years anniversary logo for 2014.

You can also use the [30 years badge](#) independently.

Our templates in this pack suggest how you might wish to use the logo – use these as a guide.

Publicising your event

Get in touch with your local media to tell them about your event using our [press release template](#).

Put your event on the [Volunteers' Week map](#). The map will show how volunteers are being thanked across the country.

We can help to promote what is happening locally and help people to find your event. We will also be highlight events taking place to local media, and we can include your event.

Use social media

Follow the official twitter account for Volunteers' Week [@NCVOvolunteers](https://twitter.com/NCVOvolunteers)

Tweet saying thank you to your volunteers using #volunteersweek

If you're new to social media and want to know more, check out our [online training](#) and [case studies](#).

Other support

Visit the Volunteers' Week website

www.volunteersweek.org.uk

NCVO has a range of resources providing practical support on volunteering www.ncvo.org.uk/practical-support/volunteering

Contact us

If you have any questions or would like to share how you plan to celebrate, please get in touch.

Email: volunteersweek@ncvo.org.uk

www.volunteersweek.org.uk

Twitter: [@NCVOVolunteers](https://twitter.com/NCVOVolunteers) #volunteersweek

We hope you have a successful
Volunteers' Week!

