

Barnet Volunteers' Week 2020 Campaign Pack for Volunteer Involving Organisations

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1. What is Volunteers' Week?

Volunteers' Week is a national campaign held every year between 1st and 7th of June. The Volunteers' Week campaign was started in 1984 and is a week when volunteering involving organisations are encouraged to say a huge thank you to their volunteers.

2. What are the themes for Volunteers' Week 2020?

Volunteers' Week reminds us all to take the time to say thank you all of volunteers who give their time to support our communities throughout the year. This year we believe it is more important than ever that we recognise the contribution that volunteers make in their communities, both before and during COVID-19.

The key theme for Volunteers' Week this year will be saying thank you to our volunteers and we will be using the slogan **Time to Say Thanks**. The campaign will focus on telling volunteer stories and highlighting the great things volunteers are doing in their communities. We also encouraging organisations to not forget about the contributions of their long-standing volunteers over the years who may be unable to take part in volunteering right now.

3. How can organisations recognise volunteers during Volunteers' Week 2020?

Many organisations may have faced difficult times recently and many volunteers won't be engaging in volunteering in the way they typically do. Because of current government and WHO advice around [social distancing](#) we cannot celebrate Volunteers' Week in the ways we have in recent years. For this reason we have created a Volunteer's Week campaign that encourages organisation to say thank you in creative ways using various online tools available.

How we recognise and say thanks to our volunteers will be a different for each organisation. Our advice is to reflect on all the things your volunteers have helped your organisation to achieve in recent years. Highlight a particular moment or memory you have where your volunteers have made a difference and had a positive impact within your organisation. Use quotes and images alongside these to bring your stories to life.

Be careful about your use of wording and try to avoid overused phrases such as 'we couldn't do this without you' as during this time many volunteers may be



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unable to carry out their regular volunteer role and this may come across as insincere and insensitive.

Other ways you can get involved in Volunteers' Week this year are:

- **Tell your volunteer's stories** - sharing stories and case studies of about your volunteers
- **Get your volunteers involved** - could you ask your volunteers to write a blog post about the history of volunteers within your organisation or take over your internal newsletter for a week
- **Give your volunteer a Volunteers' Week certificate** - We can send you a PDF certificate to send to your volunteers
- **Send personalised thank you e-cards for your volunteers** - this could be the people the volunteers help or one of your trustees
- **Hold a digital event** - this could be recorded or via video call to say thank you to the volunteers in your organisation
- **Set up a virtual social for your volunteers** - you could hold virtual afternoon tea or pub quiz, you could even ask your volunteers to contribute questions

If you would like any further advice on how to do any of the suggestions above we would be happy to help. Please let us know what you have planned for the week so we can share it to help inspire others.

One of the things we will be promoting during Volunteers' Weeks, is extending the national #ClapforCarers to include a **#ClapforVolunteers on Thursday 4th June at 8pm** during Volunteers' Week. Please encourage your, staff, supporters and funders by inviting them to join in as we clap for our volunteers. Let your volunteers know, that you will be clapping for them and encourage them to get involved too.

4. How to get involved on social media

At this time, your social media platforms are a key way to connect with your volunteers as well as finding new ones. In particular, you can:

- Follow the #VolunteersWeek hashtag to see what others are doing and help spread the word
- Find ways to say thank you publicly, for example by gaining support from your local councillors
- Hold a virtual volunteer information session for prospective volunteers
- Ask your volunteers to share their volunteering story online to inspire others
- Create an online photo album of volunteers in action to inspire and celebrate



You can use any of the following social media posts for Volunteers' Week. If you're busy you can schedule these to be sent out using platforms such as Tweet Deck or Hootsuite. Don't forget to tag us in any of your posts!

Leading up to Volunteers' Week	We are getting ready to virtually thank all our wonderful volunteers. Make sure you tune in during Volunteers' Week 1-7 June to find out more about our volunteers and why we will be saying a big THANK YOU! [INSERT OWN IMAGE]
Monday	We're kicking off Volunteers' Week with a photo of our volunteers in action from [earlier in the year / last year] [INSERT IMAGE OF VOLUNTEERS]
	Today is the start of Volunteers' Week, here is a message from [INSERT NAME AND MESSAGE FROM A BENEFICIARIES OR A TRUSTEE]
Tuesday	Here a message from one of our volunteers on why they volunteer with us. #VolunteersWeek
	Tell us why you volunteer this #VolunteersWeek and use the hashtag #IVolunteer
Wednesday	We hope you will also join us for the #ClapforVolunteers at 8pm tomorrow night. #TimeToSayThanks
	We're almost halfway through volunteer's week! Retweet to show your support! #Timetosaythanks
Thursday	Remember to join the #ClapforVolunteers at 8pm this evening. #VolunteersWeek #TimeToSayThanks
	Do you know an extra special volunteer? Tag them & use the Hashtag #TimetosayThanks!
Friday	Use the hashtag #IVolunteer & share with us some of your favourite volunteering memories
Saturday	Never volunteered, but want to get involved? Find out more here: (Insert link) #Volunteers week
Sunday	Here's what we did to say THANKS to our volunteers this week. #TimeToSayThanks [INSERT OWN MESSAGE OR IMAGE]



**VOLUNTEERS'
WEEK**

5. If you are not able to join in Volunteers' Week 2020?



We understand that many organisations will not be operating as normal due to COVID-19 and therefore taking part in a Volunteers' Week 2020 may not be possible or a priority this year. Please do not feel under any pressure to take part.

Saying thank you to volunteers can be done at any time of the year. There is international day of volunteering on the 5th December and we are hoping that Volunteers' Week 2021 will be bigger than ever!

6. Let us know how you are saying thanks this Volunteers' Week

We are keen to hear about how you will be saying thank you to your volunteers this year. Please contact us to let us know what you have planned and we can shout about it on our social media.

We are also encouraging organisations to share case studies with us. If you would like to share what your organisation did this year to express your appreciation to volunteers, please get in touch with us on enquiry@volunteeringbarnet.org.uk.

7. Resources available

[Volunteers' Week Thank you card](#)

[Volunteers' Week Logo Pack](#)

To request a Volunteers' Week certificate template please [fill out this form](#) and we will send you a PDF within five working days.

[Volunteers week Social Media Pack](#) (please note these have not been updated for 2020)

8. Contact Us

Let us know what you're doing this Volunteers' Week.

Phone: 0300 365 9960

Email: enquiry@volunteeringbarnet.org.uk

Connect with us on media:

Facebook: [@barnetvolunteer](#)

Twitter: [@volbarnet](#)

