

**VOLUNTEERS' WEEK  
SCOT RESOURCE PACK  
2019**





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# WHAT'S IT ALL ABOUT?

Volunteers' Week takes place every year across the UK from the 1st - 7th June.

During Volunteers' Week hundreds of events and celebrations will take place to celebrate the diversity of Scotland's volunteers and say thank you, for the important contribution they make.

We hope that this pack will inspire you to get involved. From running events to sharing thank you messages on social media, we want organisations across the country to come together to let volunteers know that they make a difference.

Be part of the UK's biggest celebration recognising the contribution and diversity of the 1.2million people in Scotland, 22million UK wide who volunteer in their communities.



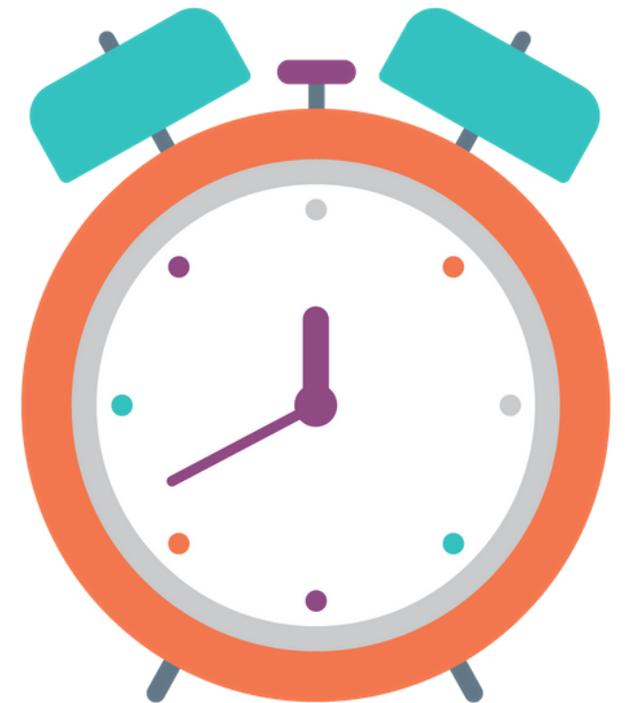
# ***TIME TO CELEBRATE!***

The 2019 theme for Volunteers' Week is '*Time to celebrate*'. It's a time to thank volunteers for all they contribute to local communities, the voluntary sector and society as a whole.

This year, Volunteers' Week is about celebrating the huge range of people who give their time in so many ways.

When thanking your volunteers this year, take a moment to remember each and every one of them. From trustees and campaigners to carers and fundraisers, this is a great time to think about the fantastic contribution all your volunteers make.

It's also a chance to think about what volunteering for everyone means to you. How can you celebrate people from every walk of life who are getting involved in volunteering?



# BECOME A PARTNER

Join the many organisations supporting this year's campaign by becoming a Volunteers' Week Scot partner!

By signing up to become a Volunteers' Week Scot 'Partner' your organisation will get its logo and website link added to the new Volunteers' Week Scot Website [here](#).

[SIGN UP HERE](#)

Once your logo & link are live on the website you will be sent the official Volunteers' Week Scot Partner logo to use on your social media, website, email signature etc.



# *VOLUNTEER STORIES*

Share what motivated and inspired your volunteers to begin volunteering

We'd like to hear from your volunteers for Volunteers' Week. Why not ask your volunteers to share a short blog piece, case study or story on their time volunteering with you. Their story will be shared on the new Volunteers' Week Scot website and could inspire someone else to start volunteering!

Remember word of mouth is still one of the top ways to recruit new volunteers, so hearing from someone who has volunteered with you could motivate someone to sign up.

[SUBMIT HERE](#)



# HOW TO CELEBRATE

## ON SOCIAL MEDIA

Show your support for Volunteers' Week Scot on social media:

Follow and use the official hashtag for Volunteers' Week in Scotland on Twitter, Instagram & Facebook **#VolunteersWeekScot**



Use the suggested social media posts template. Document available to download on page 12.



Use the official Volunteers' Week Scot **frame filter**, available to use on Volunteer Scotland's Facebook page. (Artwork available on page 11)



Add the Twitter & Facebook headers to your profiles. Available to download in various formats on page 11.



Add the Volunteers' Week Scot **Twibbon** to your profile pic on Twitter and Facebook



# HOW TO CELEBRATE IN PERSON

Events can be a great way to bring people together and celebrate volunteers and volunteering during Volunteers' Week.

Hosting an awards ceremony, celebration lunch or community event are just a few great way to recognise and thank your volunteers and celebrate the contribution they make.

Volunteers' Week is also a good time to generate new interest in your volunteering opportunities. Why not host a Volunteer Recruitment Fair. Look for local events and recruitment fairs in your area on the [Volunteers Week events map](#) that you might be able to join if you can't hold your own event.

If you are hosting an event check out the [10-point checklist](#) for tips and ideas to help you plan ahead and prepare for your event. Then add it to the official [Volunteers' Week UK Map here](#) on the National Site.



# ***VOLUNTEER RECRUITMENT***

## GETTING STARTED

Volunteer Scotland's '[Getting Started](#)' guidance section covers everything you'll need to get volunteers started with your organisation.

Including:

- ★ Free guidance documents & templates
- ★ Info on how to advertise your opportunities
- ★ Top Tips
- ★ Information on PVGs
- ★ Recommended training courses

If you're about to start a new volunteering project why not launch it during Volunteers' Week. Make sure you have information about the project available, as well as how people can get involved as volunteers.

# SHOWCASING YOUR VOLUNTEERING

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

Consider inviting key stakeholders and partners in your local area to celebrate with you. Prepare an invitation list early so you can get the date of your event in people's diaries. Inviting your local MSP can be a good place to start, read our five tips for inviting your MSP on page 9.

Get in touch with your local media (radio/newspapers) to tell them about your event(s) using the [Volunteers' Week Scot press release template](#). Five tips for contacting the media are also available on page 10.

You might also want to explore ways in which you can measure and demonstrate the impact of your volunteering. Check out the Volunteer Scotland ['Building on your success' guidance](#). This section includes info on celebrating volunteering and getting feedback from volunteers so you can measure impact.



# FIVE TIPS FOR INVITING YOUR MSP

MSP Invitation template available on page 12.

Find your local MSP on the [Scottish 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.

It can take MSPs' 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.

It's up to you whether to send the invitation by letter or 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.

Events on Mondays or Fridays are usually best for MSPs because Parliament does not sit on these days and they spend the day in their constituencies.

Local MSPs 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. You may also want to produce a press release about the visit and contact the MSP's office to offer to draft a quote for them.



# FIVE TIPS FOR CONTACTING THE MEDIA (PRINT & RADIO)

**Do your research** – check out your local newspaper, magazines and radio stations to see what kind of stories they normally run. This will help you shape your content to match their needs, increasing the chances of your story being covered. If in doubt who to send your story to, call the news outlet and ask.

**Deadlines** – as part of your research, find out when the newspaper goes to print. Local newspapers often like to receive copy a week in advance. Avoid calling newsdesks close to deadline or local radio stations around the time of the hourly bulletin.

**News hook** – Is it the 10th anniversary of your organisation? Have you just taken on your 100th volunteer? What's special or unusual about your Volunteers' Week event? Think of what makes your story stand out and lead on that.

**Keep it short and sweet** – make sure your news release is no longer than two pages of A4 and includes all the key information a reporter needs to write about your event. Think who, where, what, why and when – otherwise known as the 5Ws. Press release template available on page 12.

**Power of pictures** – Good images grab the readers attention and help tell the story. Make sure your images are at least 2MB, but avoid sending large files that will clog up a reporters inbox. If you have a particularly newsworthy event or have a VIP coming along, you might want to arrange a photo call.



# DOWNLOADS

These downloads will help make your Volunteers' Week a bright and colourful success! Click to download or [view online here](#).

- ★ [Volunteers' Week Logo pack](#)
- ★ [Volunteers' Week Colour Palette](#)
- ★ [Illustration pack \(png\)](#)
- ★ [Illustration pack \(jpg\)](#)
- ★ [Social media pack](#)
- ★ [Selfie Frame pack \(tagline & hashtag\)](#)
- ★ [Selfie Frame pack \(hashtag\)](#)
- ★ [Facebook filter image](#)
- ★ [Twitter Header](#)
- ★ [Facebook Header](#)
- ★ [Banner](#)
- ★ [Bunting](#)

# TEMPLATES

These templates will help bring your Volunteers' Week activities together. Click to download or [view online here](#).

- ★ Promotional Poster & Flyer
- ★ Event invite
- ★ Certificate
- ★ Thank you card
- ★ Website copy
- ★ Press Release
- ★ MSP invitation
- ★ Suggested social media posts

Remember you can edit these to suit you and your events!

# MORE INFORMATION

Below you can find more information and advice about volunteering, volunteer management and volunteer practice.

Volunteer Scotland have a range of resources providing information and guidance on volunteer management. [Click here](#) to view their 'Guidance' section. It is split into the 4 steps of Volunteer Management ; 1. Thinking about, 2. Getting Started, 3. Making a difference and 4. Building on success.

If you are looking for advice around your local area try contacting your local Volunteer Centre/TSI. All Scotland Volunteer Centres and TSI's contact information can be found [here](#) on the Volunteer Scotland website.



# CONTACT US

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

## SCOTLAND



[volunteersweek.scot](https://volunteersweek.scot)



[#VolunteersWeekScot](https://twitter.com/VolunteersWeekScot)



[volunteersweek@volunteerscotland.org.uk](mailto:volunteersweek@volunteerscotland.org.uk)

## NATIONAL



[volunteersweek.org](https://volunteersweek.org)



[#VolunteersWeek](https://twitter.com/VolunteersWeek)



[volunteersweek@ncvo.org.uk](mailto:volunteersweek@ncvo.org.uk)



If you are a National organisation remember to use both hashtags!

The text is surrounded by numerous stars in three colors: orange, teal, and purple. The stars are scattered around the text, with some larger stars and many smaller ones, creating a festive and celebratory atmosphere.

**HAVE A GREAT  
VOLUNTEERS' WEEK!**