



## VOLUNTEERS WEEK 2020

NCVO have confirmed that they are not able to support Volunteers Week in the same way this year. Over the last couple of weeks a number of Volunteer Coordinators from national charities have come together with a proposal to deliver activities which will:

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

### They are currently working on:

#### Seven Day Themes

Monday	- Listening & support (e.g. helplines, citizens advice)
Tuesday	- Health & well-being (e.g. mental health, tackling social isolation)
Wednesday	- Fundraising for the causes we care about (e.g. charity shops)
Thursday	- COVID-19 response and informal community civic action
Friday	- Nature & Outdoors
Saturday	- Arts, Culture & Heritage
Sunday	- Sport & Leisure

- a structured media and PR schedule starting with a press release on 29 May bite sized messages for a theme each day and a final press release on 8 June – Volunteers #NeverMoreNeeded with links to that wider campaign
- producing a 60 second video to celebrate the contribution of volunteers (before, during and after the pandemic).
- getting celebrity support for the campaign
- asking organisations to identify and share a case study of a volunteer linked to one of the themes, highlight an innovative approach to continuing volunteering during lockdown OR a human interest story that is driving their decision to volunteer and share these
- using the [Pack](#) platform to help mobilise and synchronise social media messages offering thanks to volunteers at an agreed moment in Volunteers Week
- participation in The Big Lunch on 6 & 7 June
- adopting #WaveforVolunteers campaign (pictures of people with hands and faces)
- gaining access to the NCVO Volunteers Week site so they can upload and share resources hopefully by 22 May.

### They are asking organisations to:

- Spread the word
- Support development of / commit to sharing press releases before and after Volunteers Week
- Share reflections and suggestions

We have joined the group and will share further details as soon as they become available.

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