



Your toolkit to  
celebrating your  
volunteer  
workforce  
during  
National  
Volunteer Week  
2020



## About National Volunteer Week

National Volunteer Week, an initiative of [Volunteering Australia](#), is celebrated every year in May.

This year National Volunteer Week will run from Monday 18 – Sunday 24 May with the theme, ‘Changing Communities. Changing Lives.’

## Celebrating in 2020

While volunteer programs have been disrupted, and in some instances paused, recognising your volunteer workforce is more important this year than ever.

Research shows that volunteers value recognition more than reward. The simple gesture of saying thank you, acknowledging their contribution and recognising the difference they are making, can go a long way.

In a time when people are feeling isolated and disconnected, recognition and connection is crucial.

## Why recognition is important

Research shows that when volunteers feel appreciated and understand the contribution they make, they are more likely to feel connected and therefore continue their involvement. Being recognised in a meaningful and authentic way not only builds self-esteem and confidence but it increases loyalty to an organisation.

Nurturing and valuing existing volunteers, leading to greater retention, is easier than trying to build a new workforce. It is about showing you care.

It also raises awareness amongst staff, supporters and sponsors of the contribution of volunteers.

## About this toolkit

We have created this easy to use toolkit to help you prepare and celebrate National Volunteer Week.

Our easy to follow toolkit provides suggestions on how you can recognise and celebrate your volunteers this year, along with an easy to follow timeline to guide you.

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**“The smallest act of kindness is worth more than the grandest intention.”**

Oscar Wilde

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## Who to acknowledge

- Board and committee members
- Officials
- Service volunteers
- Event volunteers
- Ambassadors



## Ideas for recognition

To assist you with recognising your volunteer workforce during National Volunteer Week, we have collated these ideas that you can easily implement.

These are achievable and budget friendly, but effective forms of recognition that can easily be rolled out, even if working from home.

They can be adapted whether your volunteer programs are still operating or on hold at the moment.

We certainly don't suggest you do all of them but you can pick and choose which are relevant for you based on:

- the size of your volunteer workforce
- the current capacity of your volunteer manager (and team)
- realistic lead times

It is also important to consider what your volunteers have access to. That is, if some of your volunteers don't have access to email or the internet, ensure you use other ideas such as handwritten thank you cards or phone calls. In a time of a digital bottleneck, it is lovely to return to phone calls and handwritten cards.

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**“I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”**

Maya Angelou

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Ideas for you to choose from.....

### Thank You card or postcard

*Hand written Thank You cards or Postcards with a personalised message. Example message: “As we celebrate National Volunteer Week, I want to personally thank you for the contribution you make. It is a joy to work with you and this program couldn't run without your help. You are helping change communities and lives. We miss you but look forward to seeing you soon.”*

### Certificates

*Develop certificates using the [templates](#) provided by Volunteering Australia and post to your volunteers.*

### Video message from CEO

*A personalised video filmed on a smart phone (landscape format) Example script: “We miss you. We can't wait for you to come back. The contribution that our volunteer workforce has made to the organisation over the last X years is invaluable. In short, you change communities and change lives. And we can't wait to see you all walk back in the door because the difference you make to this community is immense”.*

*Example script: “Hello from my home to your home. We might not be together but your work hasn't gone unnoticed as we celebrate National Volunteer Week. Your work changes communities and changes lives. We miss you and look forward to seeing you soon.”*



## Ideas for recognition continued

### Video message from Ambassadors

A personalised video from an Ambassador filmed on a smartphone (landscape format)

Example script: "On behalf of **X organisation**, a huge thank you for all your work! With roles ranging from **X** to **X** and **X**, the positive impact you bring to **X organisation** is huge. You change communities and change lives. During National Volunteer Week, we salute you!"

### Video message from service user

A personalised video from a service user (patient, client, club members etc) filmed on a smartphone (landscape format)

Example script: "During National Volunteer Week, I say thank you. Without your help with **X**, I wouldn't be able to **X**. You have changed my life. Thank you from the bottom of my heart."

### Zoom Party

Hold a virtual Morning Tea or Afternoon Tea and provide an opportunity for your volunteers to come together.

- include a welcome message from the CEO or play the Thank You video
- recognise all their work and the difference they make
- give them an update
- allow them to chat and interact
- have virtual celebration

### Phone calls

Call volunteers throughout National Volunteer Week to say hello, check in on them and wish them a great National Volunteer Week.

### Email to all volunteers

Send an email to all volunteers acknowledging the contribution they make and highlight the below information regarding your organisation:

- they are part of a workforce made up of **X** staff and **X** volunteers
- volunteers work across **X** roles & volunteers donate **X** hours each week
- they are a part of **X** years of volunteers at the organisation
- they are changing communities and changing lives
- link to Thank You videos

### Social Media posts

Utilise your social media channels to not only celebrate National Volunteer Week and thank your volunteers but also feature your volunteers.

Your social media posts could include:

- CEO/Ambassador/Service user thank you videos
- National Volunteer Week media [tiles](#) provided by Volunteering Australia
- Feature stories on your volunteer program or individual volunteers
- Acknowledge the amount of volunteers in your workforce, the roles they undertake, the hours they contribute and the difference they make.

Changing communities. Changing lives.

### Email to staff

Email all staff prior to the week to advise them of National Volunteer Week and highlight the amount of hours volunteers donate to the organisation, the roles they undertake and the difference they make. Also encourage them to wish the volunteers well during National Volunteer Week, in person if still working, or via their social media channels.

### Signage at your location

Download the Volunteering Australia National Volunteer Week [poster](#) and place around your workplace.



## Timeline – Week Commencing 4 May

Wednesday 6 May

Ensure all volunteer contact details up to date

Thursday 7 May

Purchase & commence writing Thank You cards or Postcards

Schedule filming of Thank You videos

Create Zoom party meeting and develop invitations

Friday 8 May

E-mail Zoom Party invitations



## Timeline – Week Commencing 11 May

Monday 11 May

Develop script for CEO and/or Ambassador video

Develop script for service user video

Commence developing social media posts

Wednesday 13 May

Record all videos

Draft email to staff regarding National Volunteer Week

Commence creating & printing certificates

Thursday 14 May

Post Thank You cards

Post Certificates

Draft email to volunteers

Friday 15 May

Send email to staff regarding National Volunteer Week

Print National Volunteer Week posters and place in the workplace



## Timeline – National Volunteer Week

Monday 18 May

Acknowledge National Volunteer Week on social media

Commence calling volunteers each day to check in with them

Send recognition email to all volunteers

Tuesday 19 May

Feature volunteers on social media

Continue calling volunteers each day to check in with them

Wednesday 20 May

Hold Zoom Party

Post Thank You videos on social media

Continue calling volunteers each day to check in with them

Thursday 21 May

Feature volunteers on social media

Continue calling volunteers each day to check in with them

Friday 22 May

Acknowledge the contribution of your volunteers on social media

Conclude calling volunteers each day to check in with them

NATIONAL 18-24 MAY 2020

**VOLUNTEER**

CHANGING COMMUNITIES.  
CHANGING LIVES.

WEEK



## About Fetching Events & Communications

[Fetching Events & Communications](#) is a boutique agency specialising in complete end to end management of volunteer engagement, projects, events and communications.

We're committed to making a difference in the community, whether that is with NGOs, profit for purpose, education, sporting, peak bodies, associations or community services.

Contact us today to see how we can support your volunteer programs.

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