KENT VOLUNTEERS

Useful Little Resource Pack



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1. WHAT IS VOLUNTEERS' WEEK?

National Volunteers' Week takes place this year on 2-8 June.

The week is a chance to recognise the fantastic contribution volunteers make to our communities and to say thank you.

Volunteers' Week is supported and celebrated by small grassroots organisations as well as larger national charities. Together they run hundreds of activities across the UK, which showcase and celebrate their volunteers.

2. WHY CELEBRATE VOLUNTEERS' WEEK?

Volunteers are always active at the heart of every UK community.

So taking the time during Volunteers' Week to celebrate and recognise their efforts and all they contribute to our local communities, the voluntary sector and society as a whole, have never been more important.

Celebrating Volunteers' Week is also an ideal opportunity for local organisations, charities and voluntary groups to recruit more volunteers.

Just imagine what effect having more people volunteering in your local community group would have - the possibilities are endless!



3. IDEAS TO HELP YOU CELEBRATE

- Send thank you cards or postcards to your volunteers, thanking them for their time and recognising the important contribution they have made.
- Make a public display of thanks - hang a banner or bunting in a shop window or on the front of your building, put up posters on parish noticeboards, or even create a themed floral display! Perhaps the community you serve could get involved in the creative process too, from colouring in posters to creating crocheted tokens of appreciation.
- Recognise the contribution of volunteers by presenting them with a Certificate of Thanks – a template can be found in this pack.
- Host a thank you event for your volunteers.
- Add a special email banner to your correspondence in the weeks leading up to, and during, Volunteers' Week.
- Host an online quiz.
- Get social - post on Facebook, Instagram, TikTok or the channel of your choice to extol the virtues of volunteering! Some suggestions of what to post can be found later on.
- Make the time to share a thank you drink with your volunteers.
- Showcase your volunteering opportunities - have a stall at a summer fete, in the town centre, at a library or in a supermarket, so you can talk face to face about the amazing opportunities that are available!
- Send a press release (a template can be found in this resource pack) about Volunteers' Week and your own volunteering opportunities - you can send it to your local newspaper, parish councils and more.
- Contact your local radio station and let them know all about your volunteering opportunities (including the difference local volunteers are making in their area).
- Take the opportunity to grow your volunteer base - perhaps organise a 'bring a friend' event for your current volunteers.
- Share stories about the people who volunteer with you - there are resources to help you do this later in the pack.

COLLABORATE TO MAXIMISE YOUR IMPACT!

If you are part of a small charity or voluntary organisation, why not join forces to reduce costs and amplify your voice? Speak to your local volunteer centre to find out what they are doing and how they can help. Or talk to colleagues in your network and perhaps share a venue, organise an event together or coordinate your publicity to create a bigger story for the local radio or newspaper.

4. DRAFT PRESS RELEASE TEMPLATE

Volunteers' Week 2025:

[Insert the name of your organisation] celebrates Volunteers' Week 2025.

2025 marks the 41st anniversary of Volunteers' Week (2-8 June), when [organisation name] will join thousands of charities and voluntary organisations recognising the difference volunteers make across the UK.

The contribution of volunteers is often unseen and unrecognised by many, visible only through the incredible impact of their volunteering, so taking the time during Volunteers' Week to celebrate their efforts and all they contribute to our local communities, the voluntary sector and society as a whole, has never been more important.

This Volunteers' Week **[organisations name]** will be celebrating their **[insert number]** volunteers, by **[include a short description of your event/plans for the week].**

[Insert a quote from a relevant person at your organisation e.g., Volunteer coordinator, Jane Smith said: "Volunteers' Week is a chance to celebrate and recognise the fantastic contribution our volunteers make. Thanks to them the local community has benefited from…." You might like to mention the number of volunteers you have, the types of volunteering they do and how it impacts on your community. You could also include a quote from one of your volunteers explaining what volunteering means to them.]

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Volunteering statistics (Community Life Survey 2023/24: Volunteering and charitable giving)

- 28% of adults (approximately 12.9 million people in England) reported taking part in formal volunteering at least once in the last year.
- 16% of adults (approximately 7.5 million people in England) had taken part in formal volunteering at least once a month in the last 12 months.
- Just under a quarter of the population (11.2 million people) were regularly involved in informal volunteering and nearly half (44%) did so at least once in 2023/24.

Notes to editors:

1. **[Provide the name, phone number and email of the person the media should contact at your organisation for further information.]**
2. Kent Volunteers kentvolunteers.org.uk has hundreds of current volunteering opportunities for local Kent charities, community groups and voluntary organisations www.kentvolunteers.org.uk
3. Volunteers' Week is an annual campaign, which takes place from the first Monday in June.
4. To find out more about volunteering in Kent, visit https://www.kentvolunteers.org.uk
5. For the latest statistics in England see: https://www.gov.uk/government/statistics/community-life-survey-202324-annual-publication/community-life-survey-202324-volunteering-and-charitable-giving

5. QUESTIONS TO HELP YOU COLLECT YOUR VOLUNTEER STORIES

1. What is your name and what is your volunteer role?

2. How long have you been volunteering with us?

3. What make you decide to do volunteering?

4. What is the best thing about your time volunteering?

5. What is the most challenging part?

6. What contribution or achievement are you most proud of?

7. What motivates you to stay involved?

8. What skills you gained through volunteering?

9. Anything else you would like to add?

6. TEMPLATE FOR A VOLUNTEER STORY

Introduction
(Insert first name only of volunteer) volunteers at their (insert name of venue) and has been putting their skills to good use by (insert the first main task undertaken by the volunteer) patient notes and (insert the second main task undertaken by the volunteer).

What is your role? I volunteer as a (Insert name of volunteer role being undertaken) to help (insert name of organisation person is volunteering with) with (insert general type of volunteer tasks undertaken by the volunteer) tasks. I do (insert how many sessions the volunteer does) session a (insert month/week/year/etc), which can be moved if I have something else I need to do on my regular day.

What attracted you to this role? It is right up my street, I have an interest in (insert area of volunteering. When I heard about this role I was keen to take it up and (insert reason individual wanted to volunteer)

What sort of thing have you been doing?
Insert what tasks the volunteer has been doing – remember to not make the list too long or it may put off potential people from volunteering from this role.

What might you do once you finish that task? I am very happy to carry on volunteering there. Other things I might do are (insert tasks as applicable)

What difference are you making to (insert name of organisation individual is volunteering at(?
I think my particular mix of skills has been a bit of a bonus to the (insert name of organisation). I have been able to make real progress with (insert task) and as a result (insert the benefit of the volunteering role to the organisation e.g. what has been achieved, what happens or does not happen at the organisation due to the volunteer's efforts).

What has the experience been like so far? It is a really positive experience. I feel very (insert how it makes the volunteer feel e.g. valued and feel part of the team). The people I work with are (insert positive characteristic about how the volunteer describes the team they work with) and there's a great feeling of (insert feeling of volunteer in the volunteer placement).

Has anything surprised you about the role? Insert positive 'surprise' of the role

Would you recommend volunteering in this type of role? Yes – I have already recommended it to friends. You don't need to have a (insert the type of organisation e.g. health, education, animal, volunteering etc) background or experience. You'll get all the training you need, and everyone is helpful.

7. SUGGESTIONS FOR SOCIAL MEDIA POSTS

Below are some suggested social media posts that you can use on X, Facebook, or Instagram in the run up to, and during, Volunteers' Week.

- Join us in celebrating Kent's volunteers during #VolunteersWeek 2025. Find out more about the campaign and how you can get involved here: www.volunteersweek.org
- Let's celebrate 41 years of Volunteers' Week in the UK! Join us in honouring the incredible contributions of volunteers who make our communities stronger every day. #VolunteersWeek
- We're busy getting ready for Volunteers' Week 2025. We love this time of year as we join together across the UK to celebrate the millions of volunteers who selflessly give their time to help others. #VolunteersWeek
- We're proud to be taking part in Volunteers' Week 2025 – marking 41 years of saying thank you to all volunteers across the UK for everything they do for society. #VolunteersWeek
- Get ready for a week of appreciation and recognition! From awards ceremonies to coffee mornings, let's celebrate the incredible volunteers who drive positive change in the UK. #VolunteersWeek
- There's no one way to volunteer. Join us this #VolunteersWeek in celebrating the diversity of volunteers and volunteering and help inspire someone new to volunteer.
- (Insert name to go with photo) has been volunteering with us for (insert number) years). Thank you (insert name), we appreciate everything you do for us. #VolunteersWeek
- Our volunteers give so much to our organisation - without them we wouldn't be able to do what we do. Thank you to each and every one of you. #VolunteersWeek
- As Volunteers' Week comes to an end, we'd like to thank our volunteers again for all they do and will continue to recognise and celebrate their contribution throughout the year. #VolunteersWeek

Social media images can also be download from the Volunteers' Week website

#volunteersweek

VOLUNTEERS' WEEK

VOLUNTEERS' WEEK

Thank You

#volunteersweek

VOLUNTEERS' WEEK

Thank You

Your commitment and contribution as a volunteer really makes a difference to

Presented on: _____

From: _____

#VolunteersWeek