Infrastructure Support Fund

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KENT VOLUNTEERS an initiative of the Lord Lieutenant of Kent

Trustees' Week

USEFUL LITTLE RESOURCE PACK

1. WHAT IS TRUSTEES' WEEK?

Trustees' Week takes place from November 3rd-7th this year.

It is designed to celebrate the achievements of nearly one million trustees across the UK - it's a time to thank them for their time, commitment and the effort they bring to help their charities, CIOs, charitable trusts, social enterprises or community groups thrive.

Throughout Trustees' Week there are opportunities for trustees to connect with other trustees, to share their experiences, and to develop their skills at a wide range of events and training sessions.

2. WHY CELEBRATE TRUSTEES' WEEK?



Trustees are nearly always volunteers, and their roles are vital to the third sector. So it's important to take the time during Trustees' Week to celebrate and recognise their efforts and all that they contribute to our local communities, the voluntary sector and society as a whole.

Celebrating Trustees' Week is also an ideal opportunity for local organisations to recruit more trustees, which can be a tricky task at times! By sharing the stories of those who volunteer their time to sit on trustee boards, you will not only be recognising their amazing contributions but spreading the word about the fantastic rewards that being a trustee can bring.

3. IDEAS TO HELP YOU CELEBRATE TRUSTEES' WEEK 2025

- Send cards to your trustees, thanking them for their time and recognising the important contribution they have made.
- Share their stories of what it means to be a trustee on your website or social media.
- Host a social event for your trustees to say thank you.
- Send thank you messages to your trustees on social media
- Work with other charities or groups to hold a joint event to either thank trustees or attract prospective trustees.
- Invite your local mayor or councillor to meet your trustee board and hear all about their work - and share the visit with your local newspaper, Facebook group or radio station.
- Hold a coffee morning to invite prospective trustees to visit your organisation and see what you do.
- Hold a 'speed matching' event with other local charities for anyone interested in becoming a trustee (the prospective trustees talk to each organisation or group for five minutes then rotates around the room so that they get a chance to talk to everyone).
- Give a talk to young prospective trustees at the local college or at young people's groups.
- Hold an open day and invite prospective trustees to visit your organisation and see your work. Introduce them to the beneficiaries, staff and other volunteers.
- Write a letter to your local paper publicly thanking your trustee board for all their hard work and talking about your organisation's achievements.
- Hold an 'awards night' where you can present fun awards to your trustees to mark particular achievements or recognise particular skills.
- Add the Trustees' Week logo to your website and email footers for that week - you can find the logos here.
- Provide ways for your staff and trustees to engage with each other.
- Share links to useful resources for prospective trustees.



TIPS AND IDEAS FOR SOCIAL MEDIA AND LOCAL NEWS:

- Try to post something each day of Trustees' Week on Facebook, X (Twitter) and any other channel you use, ensuring you incorporate @TrusteesWeek and #TrusteesWeek into your posts.

- Send a press release to your local newspaper (a template can be found below) about Trustees' Week.
- Contact your local radio station and let them know all about being a trustee - maybe encourage one of your trustees to join you on air!
- Share stories about your trustees (information to support you to do this can be found below).
- Stuck for ideas of what to post? Some example social media posts can be found in this resource pack.

GET THE LATEST UPDATES AND NEWS THROUGHOUT THE YEAR

If you or anyone you know would like to sign up to the Kent Trustees' Network, you can do so here.

4. PRESS RELEASE TEMPLATE

Trustees' Week 2025

[Insert the name of your organisation] marks Trustees' Week 2025.

November is the month of Trustees' Week (3-7 November), when [organisation name] will join thousands of charities and voluntary organisations across the UK in recognising the contribution trustees make. With this year's theme of 'recruitment and retention' we hope to encourage and inspire more people to consider becoming a trustee.

There are over 180,00 charities in England and Wales, and the one thing which unites them is their reliance on a team of trustees. The contribution of trustees is often unseen and unrecognised by many, visible only through the incredible impact of their work, so taking the time during Trustees' 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 Trustees' Week **[organisation's name]** spoke to **[trustee name]** and found out why they chose to become a volunteer and why they think others should consider volunteering as a trustee.

"**[include a quote from one of your trustees]**"

Anyone interested in becoming a trustee and can find more information about the role here, while trustee vacancies in Kent and Medway are advertised on the Kent Volunteers website.

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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. **kentvolunteers.org.uk features many trustee opportunities for local Kent charities**
3. **Trustees' Week is an annual campaign, which takes place every year in the second week of November.**
4. For the latest statistics about trustees, see: https://www.gov.uk/government/publications/research-into-public-trust-in-charities-and-research-with-charity-trustees-2025/research-with-trustees-2025

5. QUESTIONS TO HELP YOU COLLECT YOUR TRUSTEES' STORIES

What is your name?

How long have you been a trustee for us?

What makes you decide to become a trustee?

What is the best thing about being a trustee?

What is the most challenging part?

What contribution or achievement are you most proud of?

What motivates you to stay involved?

What skills have you gained through being a trustee?

What do you think would encourage more people to become and remain as trustees?

Is there anything else you would like to add?

6. SUGGESTIONS FOR SOCIAL MEDIA POSTS

- Happy #TrusteesWeek – retweet this if you have #TerrificTrustees on your board!
- Want to find out more about becoming a trustee? [link to your info on becoming a trustee] #TrusteesWeek #TerrificTrustees
- Want help developing some of your trustee skills? Check out these opportunities [link to your events] #KentVolunteers #TrusteesWeek #TerrificTrustees
- Thank you to all our #TerrificTrustees who are vital in steering our organisation #Trustees Week #ThankYou #KentVolunteers
- Thank you to [tag trustee] for being one of our #TerrificTrustees – we couldn't do this without you! #TrusteesWeek #KentVolunteers
- Join us in celebrating Kent's trustees this #TrusteesWeek. Find out more about the campaign and how you can get involved here: www.trusteesweek.org
- As Trustees' Week comes to an end, we'd like to thank our trustees again for all that they do, and we will continue to recognise and celebrate their contribution throughout the year! #TrusteesWeek #TerrificTrustees #KentVolunteers
- I'm proud to be a trustee with [insert organisation] #TrusteesWeek #ProudTrustee #KentVolunteers

7. USEFUL WEBSITES

T**rusteesweek.org**

Kentvolunteers.org.uk

Kentvolunteers.org.uk/guidance-for-trustees-and-chairs