

# IT'S TIME TO APPLAUD THIS COUNTRY'S VOLUNTEERS

## Planning Your National Volunteer Week Activities

### When is National Volunteer Week?

In 2020, National Volunteer Week will be held from April 19 – 25.

### What is National Volunteer Week?

National Volunteer Week is an annual celebration intended to spur an important conversation — why volunteers matter.

### Why is National Volunteer Week Important?

The goal of National Volunteer Week is twofold: to thank the 12.7 million volunteers who give their time in support of a multitude of causes and services, and to recognize the valuable role of volunteer-supported non-profits, organizations and other initiatives.

## IDEAS & THOUGHT-STARTERS

Have fun! Activities can be short or one-day only. Don't feel obligated to fill the whole week or create multi-day activities. Similarly, booths and displays may only need to be set up for an hour or two to be effective.

- Hold a “Three Cheers for Volunteers” morning. Ask your team to get together at a busy overpass/corner with signs, noisemakers and lots of enthusiasm and make sure commuters know that it's National Volunteer Week! Cheer, yell and have fun!
- Set up a “thank a volunteer stand” at a local park or fair and have your team talk to passersby about what volunteering means to your organization, to your community and to you. Thank people who say they volunteer, even if it's not for you!
- Create a thank you message board in your reception area and invite staff and clients to write and display a thank you message to the many volunteers who make your organization's work possible.
- Encourage your team to write personalized thank you cards to volunteers who support your organization.
- Plan events with an element of surprise – like flash mobs and “thank you” pop up displays – and take lots of pictures for your social media channels.
- Consider working with a local greenhouse and city officials to plant a tree in honour of National Volunteer Week and schedule an opening ceremony to mark the occasion.
- Survey your volunteers ahead of time and ask why they volunteer. Then, use their answers to create inspirational graphics you can share throughout the week on social media. These can also be used to make posters at appreciation events, or just hang up around your office.