

Tuesday, February 21, 2012

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National Volunteer Week promotional video launches today

Volunteer Canada, in partnership with Investors Group, today released a new video to promote National Volunteer Week 2012. The video – available in both English and French – celebrates the tremendous efforts made by Canada’s volunteers in communities across the country.

The theme of NVW is Volunteers: Passion. Action. Impact. This year’s NVW video highlights the many ways volunteers make an impact across the country and around the globe. It celebrates all forms of engagement, from coaching community sports teams to organizing peaceful protests that inspire widespread change.

[Click here to view the video.](#)

[Click here](#) for a downloadable version you can save and share.

Stay tuned in the coming weeks for a 60-second version of the video for PSA purposes. We’ll also share tips for approaching your local television networks about airing the PSA version.

Second in series of four NVW video seminars released

Volunteer Canada today released the second in a four-part series of video seminars designed to assist volunteer centres and voluntary organizations in planning their National Volunteer Week campaigns. [Visit the Video Seminar page on the NVW website to view the video.](#) This week’s seminar focuses on media relations, set within the context of volunteer recognition.

The seminar is led by Karen Lynch, Executive Director of Volunteer Alberta, with additional insight offered by Lee Rose, Editor of Charity Village. The skill-building video covers the following topics:

- Understanding the media
- Developing your messages
- Dealing with reporters
- Successful relationships

- Advice on pitching from Charity Village
- Interview techniques

Volunteer Canada is introducing a new video every Monday for four weeks. To complement each video seminar, skill-building “tools” will also be posted on the NVW website at the same time the videos are released. These tools are meant to further support organizations in their vital work recognizing Canada’s volunteers.

On the Thursday following each seminar, the presenter will be available to field questions and comments on the [Volunteer Canada Facebook page](#). This Thursday, Karen Lynch and Lee Rose will take your questions and comments between 3-6pm EST. Visit the Volunteer Canada Facebook page anytime during those three hours to join the conversation.