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## Volunteer Canada Announces National Volunteer Week 2014 Theme

April 6-12, 2014 will be the 11<sup>th</sup> consecutive year that Volunteer Canada delivers the National Volunteer Week (NVW) campaign in partnership with [Investors Group](#).



The 2014 campaign call to action asks Canadians from coast to coast to call the *Volunt-Hear Hotline* and participate in a national conversation about volunteer recognition.

The hotline is a toll-free number where people can call to leave a brief impact statement and say thank you to a volunteer for their efforts.



Messages will be collected as wave files and curated into various play lists. Listeners will be able to download the audio files from [www.volunteer.ca/nvw2014](http://www.volunteer.ca/nvw2014), share them through social media

and hear first-hand how volunteer work changes lives and shapes communities.

The website will also house a live Twitter feed that features *thank you tweets*, using the #NVW2014 hashtag.

The NVW 2014 campaign concept was inspired by new findings released in a [research study on volunteer recognition and motivation](#). In 2013, Volunteer Canada, in partnership with Investors Group, conducted a study that revealed the following: both volunteers and non-profit organizations would like to move away from yearly banquet type recognition events, and towards a year-round approach that acknowledges volunteers for their individual contributions. In the study, 70% of volunteers surveyed said they would like to be recognized simply by being thanked in person on an ongoing, informal basis.

The *Volunt-Hear Hotline* takes these findings into account, and celebrates volunteers by creating an opportunity to say thanks during National Volunteer Week. The playlists generated from the hotline also create an opportunity to hear and share collected thank you statements, on an ongoing basis. (They will be available year-round online). The telephone is a symbol for connecting people, and the campaign uses voice messaging, a medium that captures personality and tone because it allows the recipient to hear your voice.

Volunteer Canada and Investors Group invite non-profit organizations from coast to coast, along with Canadians from all walks of life to call the Volunt-Hear hotline between **March 23 and April 12, 2014**, and thank a volunteer who has made a difference. The toll-free number will be announced soon.

*Because volunteer work speaks volumes.*