7 questions to answer before planning your National Volunteer Week (NVW) campaign

1) WHAT IS THE PURPOSE AND DESIRED RESULT?
Establish your campaign goal. Start by listing your organization's overall goals. Then, align your NVW campaign goals with them. Your NVW campaign goals should support your organization's mission and state a clear result that benefits your organization, and, ideally, the voluntary sector at large.

Sample goal: To inspire a culture of year-round volunteer recognition within our organization.

2) WHAT IS YOUR BUDGET?
If you're working with a modest budget as many non-profits do, it's important to be mindful of this early in the planning process. Social media can help achieve big results on a tight budget.
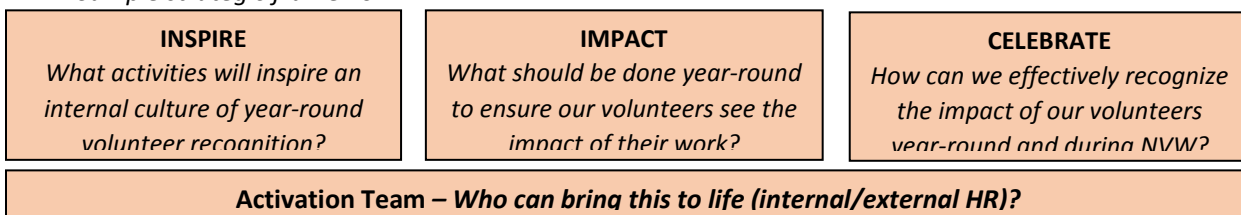
3) WHAT IS YOUR OBJECTIVE?
Be SMART: specific, measurable, attainable, realistic and time sensitive.

Sample objective: To achieve an overall volunteer satisfaction rate of 80% and a volunteer retention rate of 80% by April 18, 2016, as measured by our organization's annual volunteer survey.

4) WHAT WILL BE YOUR STRATEGIC APPROACH?
What will drive your objective and goal? It's important to consider emerging issues, trends and information within the voluntary sector and beyond, that may impact your campaign.

Sample strategic framework:

INSPIRE	IMPACT	CELEBRATE
What activities will inspire an internal culture of year-round volunteer recognition?	*What should be done year-round to ensure our volunteers see the impact of their work?*	*How can we effectively recognize the impact of our volunteers year-round and during NVW?*

Activation Team – *Who can bring this to life (internal/external HR)?*

5) WHO ARE YOU TRYING TO ENGAGE?
Think about the demographics and characteristics of your primary and secondary audiences. Consider how comfortable they are using technology. Some key audiences to consider are your volunteers, staff, board, members, financial supporters and people who influence these audiences.

6) WHERE AND HOW CAN YOU ENGAGE THEM EFFECTIVELY?
How can you best reach your target audiences (online and in person)? How can you engage them while driving your intended objective and goal?

7) WHAT DOES SUCCESS LOOK LIKE?
Your vision of success ties in with your campaign objective. Determine how and when you'll measure and report on success.

VOLUNTEER BÉNÉVOLES CANADA

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