

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

## SOCIAL MEDIA CONTENT BANK

It's National Volunteer Week! Below you'll find sample social media content you can use to celebrate volunteers this week. Please feel free to adapt or customize the posts to suit your needs, and organization. We encourage you to add photos and graphics where possible.

### #NVW2020 FACEBOOK POSTS:

Let's make sure the 12.7 million Canadian volunteers we count on receive a well-deserved round of applause. This National Volunteer Week, please join @VolunteerCanada as we celebrate volunteers and all they do. #NVW2020

It's National Volunteer Week! Volunteers contribute millions of hours and millions more in value. For this — and many other reasons — we welcome this opportunity to shine a spotlight on volunteers. #NVW2020

Canada's volunteers contribute close to 2 billion hours a year. That's huge! We want to know, why you volunteer? Tell us in the comment section below! #NVW2020

### #NVW2020 TWEETS

It's time to applaud our nation's volunteers! This National Volunteer Week is from April 19-25 and we want you to join @VolunteerCanada and celebrate. #NVW2020

This #NVW2020, loudly and proudly applaud this nation's volunteers! Without them, so much of what needs to be done, would remain undone.

It's National Volunteer Week! Celebrate volunteers and all they do this week with @VolunteerCanada! #NVW2020

Do you volunteer? Tell us why using the hashtag #NVW2020 and tag @VolunteerCanada

Thank you to Canada's 12.7 million volunteers. We applaud you for all that you do #NVW2020 @VolunteerCanada

Volunteering matters. If volunteering were an industry, it would employ nearly as many people as those currently working in education. #NVW2020

Three cheers for volunteers! Did you know this country's volunteer contribution was valued at \$55.9 billion in 2017? That's equivalent to 2.6 per cent of GDP! #NVW2020



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It's not just volunteering. The decision to volunteer and donate is also referred to as social capital — and this country depends on it. #NVW2020

44% of Canadians volunteer an average of 156 hours a year. Now this is worth celebrating! This #NVW2020, be sure to thank a volunteer for all they do.

## PERSONALIZED THANK YOU MESSAGES

Are your volunteers on Twitter? Tag them in a personalized thank you tweet and let the world know how much they mean to your organization.

We'd like to applaud **@VOLUNTEERHANDLE** for volunteering at **@ORGANIZATION**. We count on our volunteers just like the people we serve count on us. #NVW2020

You can also ask your volunteers why they volunteer ahead of time and use their answers to create inspirational graphics you can share throughout the week. These can also be used to make posters at appreciation events, or just hang up around your office.