

## Campaign Planner and Work Sheet

### Defining the purpose and outcomes:

- Begin by outlining the overarching goals of your organization. Then, align the objectives of your National Volunteer Week (NVW) campaign with your broader organizational aspirations. Ensure that your NVW campaign objectives complement your organization's mission and articulate tangible outcomes that advance your organization's interests and, ideally, contribute positively to the voluntary sector. Sample Objective: Orchestrating a week-long celebration of volunteerism to underscore its importance within your organization.

### Budgetary considerations:

- Recognize the financial constraints, particularly common among non-profits, at the outset of your planning phase. Embrace the potential of social media to deliver significant impact even with limited resources.

### Crafting objectives:

- Adopt a SMART approach. Be Specific, Measurable, Achievable, Realistic, and Time-sensitive in setting your objectives. For instance, aim to publicly recognize and appreciate the contributions of volunteers through social media channels and organize a gathering for a minimum of 25 volunteers. Sample Objective: Extend public gratitude and acknowledgment for the dedication of your volunteers on social platforms while arranging an event to honour at least 25 volunteers.

### Strategic planning:

- Deliberate on the strategic pathways that will propel your objectives and goals forward. Consider evolving issues, trends, and insights within the voluntary sector and broader landscape, which could influence the trajectory of your campaign.

