



# CAMPAIGN TOOLKIT

# FOR CHARITY PARTNERS

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## Welcome to the Volunteer - your time, your way campaign toolkit!



We've created this toolkit to help you to promote your volunteering opportunities and break down some of the barriers that prevent people from getting involved.

It contains useful resources and messaging to help you effectively champion the campaign, find new volunteers and foster meaningful community impact.

Inside this toolkit, you'll find everything you need to understand the background and purpose of the Volunteer - your time, your way campaign, along with key messaging tailored to resonate with potential volunteers.

We've also included a breakdown of some of the common barriers to volunteering and strategies to overcome them, ensuring that everyone can contribute to positive change, regardless of their circumstances.

Led by [Spark Somerset](#) and in partnership with other local charities this campaign will utilise the [Spark a Change platform](#), which hosts a wide range of opportunities and matches people looking to volunteer with causes that matter to them.

We believe that by working together and leveraging the power of volunteering, we can create a more inclusive and vibrant community.

Thank you for joining us on this journey to spark positive change and make a difference in Somerset, one volunteer at a time.





# OVERVIEW

Volunteer – your time, your way is an exciting campaign led by [Spark Somerset](#) to recruit an additional 500 volunteers. This initiative addresses the barriers to volunteering, and promotes flexible and tailored volunteering opportunities, aiming to match individuals with roles that suit their availability and interests. The campaign promotes the idea that every contribution, regardless of size, has a profound and meaningful impact on local communities across the region.

The [Spark a Change platform](#) makes it easy for volunteers to find opportunities that match their skills and interests. With over 500 organisations registered on the platform, there's plenty to choose from. Currently, 15 charities have signed up as communications partners, offering an exciting variety of roles that cater to countless schedules and passions.

Through this campaign, we want to encourage volunteers to explore the range of roles available within Somerset. By getting involved, volunteers give back to the community, gain valuable skills, expand their networks and experience personal fulfilment.

Charities participating in the Volunteer – your time, your way campaign can attract volunteers by offering adaptable and accessible roles that align with volunteers' schedules and passions.

Together, we can empower individuals to make a difference on their own terms and contribute to building stronger, more connected communities across the county.



# KEY MESSAGES

## Breaking Down Barriers

Get involved and break down barriers with Volunteer – your time, your way! Discover how we customise opportunities to fit your unique circumstances, making it easier than ever to give back in Somerset.



## Flexibility

Flexible volunteering, tailored to you! Explore volunteering opportunities that suit your schedule, location and interests. With Volunteer – your time, your way, giving back has never been simpler.

## Community Impact

Make a difference right here in Somerset! Be part of the growth of our local communities. Volunteer – your time, your way and leave a lasting impact on those around you.

## Personal Fulfilment

Experience the joy of giving back and the satisfaction of making a meaningful impact. Volunteer with us and discover the fulfilment that comes from helping others. Join Volunteer – your time, your way, and find purpose in your actions.

## Adaptability

Life can be hectic, but volunteering doesn't have to be. Get involved and discover adaptable roles that fit your lifestyle and commitments right here in Somerset. Volunteer – your time, your way, because giving back should work for you.



## Developing Skills

Discover new skills and opportunities for growth with Volunteer – your time, your way. Beyond giving back, this is your chance to develop professionally and personally. Volunteer with us across the county to discover your full potential and perhaps find a new passion too.



## Inclusivity

Regardless of your age, experience or abilities, there's a role for you in Somerset. Join the Volunteer – your time, your way initiative and be part of an incredible community from all walks of life.

## Connection

Volunteering is more than just the work; it's about connecting with others and forming new friendships. Do you want to meet local, like-minded individuals who share your passion for making a difference? Volunteer – your time, your way, and find your community.

## Empowerment

Be an agent of change in your local community! Volunteer with us and discover how your actions can empower others and create a brighter future for all. Join Volunteer – your time, your way, and be part of the solution.

## Belonging

Volunteer – your time, your way, isn't just a movement; it's a chance to belong. Join our community of volunteers and experience the sense of connection and belonging that comes from giving back. Volunteer with us and become part of something bigger across Somerset.

## Unique Opportunities

Discover unique volunteering opportunities right on your doorstep! From creative projects to unconventional roles, Volunteer – your time, your way offers something for everyone. Come on in and embark on an exciting volunteering journey.



# VISUAL ASSETS

Here, you'll find a collection of eye-catching graphics and images designed to elevate your promotion of the Volunteer – your time, your way campaign.

From engaging social media posts to captivating posters, these visual assets will help you to bring the campaign to life, attract volunteers and help spread the message!

Please see all visual assets here:

[www.dropbox.com/scl/fo/wa5qxaa7nteqwrbs5gvp/AHHMY3RAwj4lGIWrOWP3oA4?rlkey=86rd4cbbikz1w4dxrtwncfb3o&st=kpv3f2a5&dl=0](https://www.dropbox.com/scl/fo/wa5qxaa7nteqwrbs5gvp/AHHMY3RAwj4lGIWrOWP3oA4?rlkey=86rd4cbbikz1w4dxrtwncfb3o&st=kpv3f2a5&dl=0)





# SOCIAL MEDIA POSTS



**Here are some social media post examples which you can adapt to suit your organisation's tone of voice and target audience.**



**Feel free to copy and paste these ready-made posts for your channels.**

### **Facebook:**

🎉 We're thrilled to announce our partnership with @sparksomerset for the Volunteer – your time, your way initiative! Together, we're committed to revolutionising volunteering in Somerset by breaking down barriers and offering flexible opportunities for everyone to give back. Stay tuned for more updates and opportunities to get involved! #VolunteerinSomerset #YourTimeYourWay #CommunitySupport

### **Instagram:**

🌟 Exciting News! We're proud to support @sparksomerset Volunteer – your time, your way initiative! We're on a mission to make volunteering more accessible and inclusive across the county. Stay tuned for diverse opportunities through @sparkachange platform. #VolunteerinSomerset #YourTimeYourWay #CommunityLove

🎉 Big news! We're teaming up with @sparksomerset for the Volunteer – your time, your way initiative! Together, we're breaking barriers to volunteering and creating opportunities for everyone to make a difference. Keep an eye out for exciting volunteering roles in Somerset! #VolunteerinSomerset #YourTimeYourWay #CommunityImpact

🌟 We're thrilled to be part of @sparksomerset Volunteer – your time, your way initiative! Together, we're fostering inclusivity and making volunteering accessible to all. Follow us for updates on how you can get involved and make a difference in Somerset! #VolunteerinSomerset #YourTimeYourWay #InclusiveCommunity

### **LinkedIn:**

🚀 We are thrilled to announce our support for @sparksomerset Volunteer – your time, your way initiative! Together, we're dedicated to breaking down barriers to volunteering and creating opportunities for everyone to contribute to our local community. To get involved with this impactful journey, please visit: [www.sparkachange.org.uk/volunteer-campaign](http://www.sparkachange.org.uk/volunteer-campaign) #VolunteerinSomerset #YourTimeYourWay #InclusiveVolunteering

☀ We're excited to announce our partnership with @sparksomerset for the Volunteer – your time, your way initiative! By joining forces, we're empowering individuals to give back to their local communities in flexible and meaningful ways. To make your contribution, please visit: [www.sparkachange.org.uk/volunteer-campaign](http://www.sparkachange.org.uk/volunteer-campaign) #VolunteerinSomerset #YourTimeYourWay #CommunityEmpowerment



🌈 Exciting news! We're partnering with @sparksomerset for the Volunteer – your time, your way initiative! Together, we're championing diversity and creating opportunities in ways that work for everyone. Want to get involved? Register your interest here: [www.sparkachange.org.uk/volunteer-campaign](http://www.sparkachange.org.uk/volunteer-campaign) #VolunteerinSomerset #YourTimeYourWay #DiverseVolunteering



## Here are some posts designed to help you address some of the common barriers to volunteering.



### Time

🕒 Finding time to volunteer can be challenging, but at @(insert charity name), we offer flexible opportunities that can fit around your schedule. Whether it's (activity) or (activity), make a difference on your terms. #VolunteerinSomerset #YourTimeYourWay #FlexibleVolunteering #GiveBack

### Increasing Awareness

🌟 Want to volunteer but not sure where to start? We're here to help! Spark a Change connects you with local opportunities matching your interests and availability. Visit our website to learn more and get involved today. #VolunteerinSomerset #YourTimeYourWay #GetInvolved #Community

### Local to You

🚗 We offer local volunteering opportunities, so everyone has the chance to make a difference in their community. Click here (link) to find out more. #VolunteerinSomerset #YourTimeYourWay #TransportMatters #CommunitySupport

### Accessibility

♿ Health issues shouldn't stop you from volunteering. We offer remote and low-impact roles suitable for all. You can even make a difference from the comfort of your own home. #VolunteerinSomerset #YourTimeYourWay #InclusiveVolunteering #VolunteerFromHome

### Financial Barriers

💰 Volunteering shouldn't have a price tag. @(Insert charity name) cover the cost of training, travel and other expenses to ensure everyone can participate. Are you ready to make a priceless impact regionally? #VolunteerinSomerset #YourTimeYourWay #CostShouldntBeABarrier #CommunityLove

### Skill Gaps

🧠 Don't think you have the skills to volunteer? Think again! @(Insert charity name) offers roles for every skill level, with full training provided. Your passion and willingness to help are all you need. Find out more here (link). #VolunteerinSomerset #YourTimeYourWay #VolunteerSkills #CommunityHeroes

### Application Process

📄 Want to volunteer but daunted by the application process? We've streamlined ours so it's quick and easy to join us. Need help? Get in touch and start making a difference today! #VolunteerinSomerset #YourTimeYourWay #CommunityService #StreamlineTheProcess



# E-NEWS CONTENT



**Here is some suggested copy for inclusion in your next newsletter. Please feel free to tweak as you see fit, if you require more details or content around a specific angle, please let us know.**



We're delighted to announce that we have joined forces with charitable organisations across Somerset to launch Volunteer – your time, your way.

Commencing (**today/this week/this month\***) the campaign, which is led by Spark Somerset, aims to inspire and empower people across the county to discover the joy and impact of volunteering. By breaking down the barriers and showcasing the diverse opportunities available, Volunteer – your time, your way invites volunteers of all ages and backgrounds to become catalysts for positive change in their communities.

To find an opportunity local to you, please visit [www.sparkachange.org.uk/volunteer-campaign](http://www.sparkachange.org.uk/volunteer-campaign)

**\*Please edit as relevant**





# FAQS

### **Q: How do I find out about the volunteering opportunities?**

A: Take a look at the Spark a Change website to explore our current opportunities. Alternatively, get in touch with a member of our team and you can discuss what you're looking for or what might be the most suitable for you: [info@sparkachange.org.uk](mailto:info@sparkachange.org.uk).



### **Q: How do I find out if my favourite charity is part of the scheme?**

A: Explore our full list of charity partners on the Spark a Change website here. Alternatively, you can visit your chosen charity's website directly to find out more about how you can get involved.

### **Q: Can I sign up for more than one opportunity?**

A: We are grateful for every offer of support and if you feel you can commit to more than one opportunity or charity, we know they would really appreciate your help!

### **Q: Can I volunteer with my friend(s)?**

A: Absolutely! Explore the opportunities you're interested in and sign up at the same time to support each other. If you have any questions or run into any problems, don't hesitate to contact the organisation directly—they'll be delighted to help!

### **Q: What if I don't have the right experience?**

A: Full training is provided for each task, so there's no need to worry! Many of our wonderful volunteers choose opportunities precisely because they have no prior experience in a particular field or area and want to learn. Don't let a lack of experience deter you!

Full inductions will be given at every opportunity. However, the extent and nature of the training can vary depending on the organisation and the specific role. Therefore, we recommend contacting the organisation directly to gain a better understanding of their expectations and what support is available.

### **Q: What if the type of activity I want to do isn't available?**

A: Reach out to the Spark a Change team and let them know about your interests and what you are looking for. They can suggest similar roles which may align with your interests. Alternatively, we're adding new opportunities all the time so keep a regular eye on the Spark a Change website or take a look at the other options, which might spark your interest.



**Q: How many days or hours do I have to commit to for volunteering?**

A: It is completely up to you! Volunteering commitments are often flexible and can be tailored to suit your time, your way. Organisations typically offer a range of opportunities that accommodate various time commitments, from a few hours per week to occasional events or projects, as well as regular slots each week/month.



**Q: I work shifts, can I still sign up?**

A: Absolutely! organisations are grateful for any level of support and opportunities are available across a variety of days, times and hours. Please enquire directly with your chosen organisation or take a look at the Spark a Change website for full details and opportunities.

**Q: I can't support in the daytime, can I do evenings/weekends?**

A: Yes! The opportunities are very flexible and cover a huge variety of roles. The Spark a Change website showcases a variety of volunteering roles that accommodate a range of availabilities, so take a look to see what works for you: [www.sparkachange.org.uk/volunteer-campaign](http://www.sparkachange.org.uk/volunteer-campaign). If you still can't find a role that covers evenings and weekends, please contact the charity directly.

**Q: I can't drive, can I still volunteer my time?**

A: Many volunteering opportunities on the website do not require you to be able to drive. We have roles on the website that can be carried out remotely, within walking distance or are accessible by public transportation.

By using the location filter on the Spark a Change website, you can easily discover volunteering opportunities that are conveniently located near you or in your preferred area. If you have specific questions about filtering locations on the website, don't hesitate to reach out to the Spark a Change team for assistance: [info@sparkachange.org.uk](mailto:info@sparkachange.org.uk).

**Q: I have additional needs, can I still get involved?**

A: Of course! Do check out the range of roles and opportunities via the website: [www.sparkachange.org.uk/volunteer-campaign](http://www.sparkachange.org.uk/volunteer-campaign). Alternatively, make contact with your chosen charity to discuss what will be most suitable for you.

**Q: Will I get paid?**

A: No, these opportunities are voluntary only. Whilst you won't receive financial compensation for your time, the rewards come from making a positive impact, gaining experience and new skills, and building connections.

### **Q: Can my volunteer work contribute to my career?**

A: Volunteer work can be a valuable asset to your career development. It provides opportunities to gain new skills, expand your network, and demonstrate your commitment and passion in a particular sector.



Many employers value volunteer experience as it can showcase teamwork, leadership skills and a commitment to your community. Volunteering can also help you explore new industries or roles, build confidence and enhance your CV. Feel free to discuss your career goals with us and we will be happy to help you find volunteering opportunities that align with your professional interests and aspirations: [info@sparkachange.org.uk](mailto:info@sparkachange.org.uk).

### **Q: What if I don't have the kit/tools to complete the work?**

A: All resources required to complete the activity will be supplied – you bring the skills and enthusiasm; the organisation will provide everything else!

### **Q: I don't want to be in the public domain, can I support a charity behind the scenes?**

A: Of course! There is a hugely diverse range of roles and opportunities across a variety of causes. Please check out the full list on the Spark a Change website: [www.sparkachange.org.uk/volunteer-campaign](http://www.sparkachange.org.uk/volunteer-campaign).

### **Q: I've not volunteered before, where do I start?**

A: You can find a handy guide on the website: [www.sparkachange.org.uk/volunteering](http://www.sparkachange.org.uk/volunteering). Alternatively, contact your charity directly or speak to one of our friendly team: [info@sparkachange.org.uk](mailto:info@sparkachange.org.uk).

### **Q: How do I sign up to volunteer on the Spark a Change platform?**

A: Check out our website and follow the simple steps: [www.sparkachange.org.uk/volunteer-campaign](http://www.sparkachange.org.uk/volunteer-campaign).

### **Q: What age do I need to be to volunteer?**

A: Anyone can volunteer their time. Some roles will require a minimum age of 16-18, so make sure to check each role and organisation carefully before applying.

### **Q: I run a local business - can I arrange a volunteering activity for my staff and colleagues?**

A: Yes! We'd love to have your team involved in making a positive impact and corporate volunteering is a great way to boost team morale. Check out our corporate page for more details: <https://www.sparkachange.org.uk/for-employers>



# THANK YOU

We hope this toolkit will inspire and empower your organisation to effectively promote volunteering opportunities in Somerset as part of the Volunteer - your time, your way campaign.

Tailor these resources to resonate with your audience and enhance engagement. Thank you for your commitment to making a positive impact in our community!

If you have any questions please contact [info@sparkachange.org.uk](mailto:info@sparkachange.org.uk)