



National Volunteer Week activation kit

Ready-to-go resources to activate your people, fast.

Rally your people quickly and easily for National Volunteer Week

Launching a giving or volunteering initiative is time consuming. From deciding which nonprofits to support to writing content and sourcing images, there are a lot of moving pieces.

If you'd love to create a campaign for **National Volunteer Week** in April (or at any time of the year) but don't have a lot of time, this activation kit is for you.

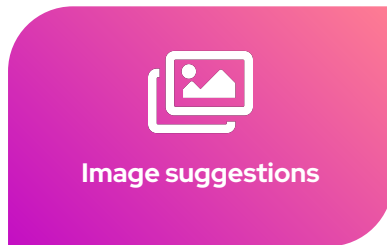
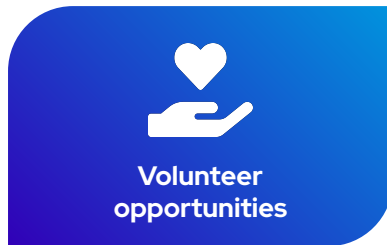


Give our activation kits a try

Benevity's activation kits include everything you need to launch compelling campaigns designed to increase engagement around timely events and awareness dates – saving you time, so you can focus on maximizing impact.

With ready-to-go, expertly curated content, your team will be fully prepared to rally support for **National Volunteer Week** in April!

Developed by Benevity's expert content team, the **National Volunteer Week activation kit** includes:



Your activation kit includes:



A note to program leaders – [page 5](#)



Guidelines – [page 6](#)



Pre-written volunteer opportunity templates in support of ten themes:

- Support animals – [page 8](#)
- Support food banks – [page 9](#)
- Support mental health – [page 10](#)
- Support recent immigrants – [page 11](#)
- Support seniors – [page 12](#)
- Support the environment – [page 13](#)
- Support the homeless – [page 14](#)
- Support women – [page 15](#)
- Support youth mentorship – [page 16](#)
- Support youth sports – [page 17](#)



Image suggestions – [page 18](#)

A note to program leaders

- Every year, an estimated 1 billion people volunteer for causes important to them and give back to their communities. The collective good that all of these people achieve is spectacular.
- Benevity's recent [State of Corporate Volunteering Report](#) proved that corporate volunteerism is skyrocketing and will be a key focus area for many companies in 2024.
- We created this content for volunteering season, a part of the year that includes the following awareness dates:
 - (U.S.) For many in the U.S., National Volunteer Week 2024 is April 21 to April 27. Some organizations and causes promote National Volunteer Week events from April 14 to April 20.
 - (Canada) National Volunteer Week 2024 is April 14 to April 20.
 - (Ireland) National Volunteering Week 2024 is May 13 to May 19.
 - (Australia) National Volunteer Week 2024 is May 20 to May 26.
 - (UK) Volunteers' Week 2024 is June 1 to June 7.
 - (New Zealand) National Volunteer Week 2024 is June 16 to June 22.
- You can organize your campaign for the week that makes most sense for your program.
- If you prefer, you can adapt this template for other volunteering initiatives throughout the year.
- Some of the awareness dates listed above, such as National Volunteer Week in the U.S., are a call to action. Some of the awareness dates, such as Volunteers' Week in the UK, are a thank you to volunteers. If you wish, you can adapt the content to focus on one aspect more than the other.
- Ensure the instructions are correct for the configuration and guidelines of your giving and volunteering program.
- There are ten themes in this package. You can choose the theme or themes that best fit your program.

Guidelines

Use this template to create a volunteer opportunity. We've created the text to be useful across different causes. Customize it wherever you see *[square brackets]*. Include causes and activities that inspire action and resonate with the people who use your program. If possible, choose causes that specifically address the unique needs of your local area. If your company is based in multiple locations, you can choose causes from multiple areas. The people who take part in your program may have good ideas on where their service is most valuable and welcome. Your previous volunteer campaigns may also provide some options.

1. Identify who you would like to support. This might be a local nonprofit doing important work in your area or a branch of a larger organizations.
2. Visit the website for each nonprofit to determine what kind of help they need (and edit the text in this kit accordingly).
3. Provide specific instructions in the text on how to remain safe while volunteering. If in any doubt, check all appropriate safety regulations.
4. Encourage people to sign up if you have a way to collect this information.
5. If you track volunteer time, remind people of how time tracking works within your volunteering program.

Volunteer opportunities





Support animals for [National Volunteer Week]

Shelters rely on their volunteers.

It is estimated that there are more than 1 billion pets in the world. Sadly, not every animal in need of a loving home has one. The organizations that rescue, shelter, feed and care for animals rely on volunteers. Whatever your skills, there are ways for you to support your local shelters. The time you volunteer provides valuable help to animals in need and enables the important work of these organizations to continue.

When you support local animal shelters for *[National Volunteer Week]*, you show you care to animals in need. *[Include 1 or 2 sentences that describe how people can volunteer and why their contribution is so valuable.]*

Sign up to this volunteer opportunity and take part in one of the following ways:

- *[Short list of possible activities, based on information from the nonprofit's website]*

Thank you for helping during *[National Volunteer Week]* and supporting your community!



Support food banks for [National Volunteer Week]

More people rely on food banks than ever before.

Food insecurity is a growing problem in every part of the world. More people rely on assistance to access regular, nutritious meals than ever before, including families and young children. When we help the incredible work of local food programs, we provide support to those in need in our communities. Food banks accept food from those who donate it and ensure it reaches those who need it most, and they rely on volunteers to make this work happen.

When you support food banks for [National Volunteer Week], you show you care to hungry families in your community. *[Include 1 or 2 sentences that describe how people can volunteer and why their contribution is so valuable.]*

Sign up to this volunteer opportunity and take part in one of the following ways:

- *[Short list of possible activities, based on information from the nonprofit's website]*

Thank you for helping during [National Volunteer Week] and supporting your community!



Support mental health for [National Volunteer Week]

It is vital that we prioritize all aspects of our mental health.

Our mental health affects every part of our lives. It is as vital as our physical health, but it carries a stigma that prevents important conversations and provides a barrier to treatment. More people are experiencing mental health challenges, including stress, anxiety and depression, than ever before. It is vital that we prioritize all aspects of our health and support others as they prioritize theirs.

When you support mental health for *[National Volunteer Week]*, you show your care for people and families in your community. *[Include 1 or 2 sentences that describe how people can volunteer and why their contribution is so valuable.]*

Sign up to this volunteer opportunity and take part in one of the following ways:

- *[Short list of possible activities, based on information from the nonprofit's website]*

Thank you for helping during *[National Volunteer Week]* and supporting your community!



Support recent immigrants for [National Volunteer Week]

Show your care for new arrivals in your country.

When you volunteer to support new immigrants, you can make all the difference. Moving to a new country is incredibly hard. It can involve new languages, new customs, job searches – and many are attempting this with little money and few contacts. When you assist a new immigrant by supporting them with networking, accessing available resources, working on their language skills, understanding cultural differences, and more, you help them take another step toward success in their new life.

When you support recent immigrants for *[National Volunteer Week]*, you show your care for your community. *[Include 1 or 2 sentences that describe how people can volunteer and why their contribution is so valuable.]*

Sign up to this volunteer opportunity and take part in one of the following ways:

- *[Short list of possible activities, based on information from the nonprofit's website]*

Thank you for helping during *[National Volunteer Week]* and supporting your community!



Support seniors for [National Volunteer Week]

Simple acts of kindness are more valuable than we realize.

Sometimes, volunteering can be as simple as completing simple tasks for those in need. In many communities, the people who are most in need are also the oldest. You can show your care for seniors by offering practical support such as housework or transportation. For seniors who are feeling isolated and vulnerable, volunteering could be offering them regular visits and conversation. Sometimes, simple acts of kindness are more valuable than we realize.

When you support seniors for *[National Volunteer Week]*, you show the older people within our communities that you care. *[Include 1 or 2 sentences that describe how people can volunteer and why their contribution is so valuable.]*

Sign up to this volunteer opportunity and take part in one of the following ways:

- *[Short list of possible activities, based on information from the nonprofit's website]*

Thank you for helping during *[National Volunteer Week]* and supporting your community!



Support the environment for [National Volunteer Week]

Provide a service for today's world and tomorrow's future.

Every year, a billion people volunteer their time for an important cause, and for many there is no more important task than protecting and saving our planet. They are part of a mission, joined by millions and millions of others, to reduce pollution, recycle, clean up our communities and make changes that benefit our environment. When you volunteer in support of a cleaner planet, you provide a service for today's world and tomorrow's future.

When you support the environment for *[National Volunteer Week]*, you show you care for the planet. *[Include 1 or 2 sentences that describe how people can volunteer and why their contribution is so valuable.]*

Sign up to this volunteer opportunity and take part in one of the following ways:

- *[Short list of possible activities, based on information from the nonprofit's website]*

Thank you for helping during *[National Volunteer Week]* and supporting your community!



This [National Volunteer Week], support those experiencing homelessness

Shelters and food kitchens save and change lives.

Organizations that support those experiencing homelessness can save and change lives. Many people rely on shelters and food kitchens for care and practical support, and those organizations rely on volunteers. There are many ways to get involved. Some people help to prepare and serve meals. Others use their skills to provide tutoring. Whatever your skills and experience, there are opportunities for you to give back to your community and help some of its most vulnerable.

When you support those experiencing homelessness for [National Volunteer Week], you show your care for people and families in your communities. *[Include 1 or 2 sentences that describe how people can volunteer and why their contribution is so valuable.]*

Sign up to this volunteer opportunity and take part in one of the following ways:

- *[Short list of possible activities, based on information from the nonprofit's website]*

Thank you for helping during [National Volunteer Week] and supporting your community!



This [National Volunteer Week], support organizations that help women

Many simple actions require only kindness and your time.

Supporting organizations that help women and girls is essential wherever we live. Communities are stronger when those who live there are safe, valued, and have access to education, healthcare and a bright future. When women, including transgender women, face violence, prejudice or barriers to success, we are investing in our communities when we seek to address discrimination. We can encourage girls to study STEM, support women pursuing new careers, give our time to a shelter that offers safety and more. Whatever your skills, your help can make a difference.

When you support organizations that support women and girls for [National Volunteer Week], you provide valuable help that benefits the whole community. *[Include 1 or 2 sentences that describe how people can volunteer and why their contribution is so valuable.]*

Sign up to this volunteer opportunity and take part in one of the following ways:

- *[Short list of possible activities, based on information from the nonprofit's website]*

Thank you for helping during [National Volunteer Week] and supporting your community!



Support youth mentorship for [National Volunteer Week]

Invest in a young person's future.

Youth mentorship changes lives. It can help young people achieve their educational targets, aid their communication skills and take them a step closer to their goals. It can also help them develop life and social skills, and support their mental health. Mentors give back by using their skills and knowledge to aid someone else in developing theirs. It is a valuable investment in a young person's future. For many mentors, it is also the most rewarding type of volunteering.

When you support youth mentorship for [National Volunteer Week], you help young people take vital steps forward in their education and future careers. *[Include 1 or 2 sentences that describe how people can volunteer and why their contribution is so valuable.]*

Sign up to this volunteer opportunity and take part in one of the following ways:

- *[Short list of possible activities, based on information from the nonprofit's website]*

Thank you for helping during [National Volunteer Week] and supporting your community!



Support youth sports for [National Volunteer Week]

Many leagues can't happen without volunteers.

Youth sports provide more than physical activity. They support the development of social and communication skills. They promote positive lifestyle choices and encourage discipline, commitment and teamwork. When you support youth sports, you are investing in the future of all the children who participate. Not only that, but many leagues need the support of their communities to move forward. Without volunteers, they simply can't happen.

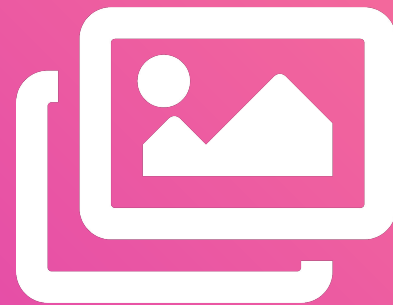
When you support youth sports for [National Volunteer Week], you ensure that young people in your community have access and opportunities to play team sports. *[Include 1 or 2 sentences that describe how people can volunteer and why their contribution is so valuable.]*

Sign up to this volunteer opportunity and take part in one of the following ways:

- *[Short list of possible activities, based on information from the nonprofit's website]*

Thank you for helping during [National Volunteer Week] and supporting your community!

Image suggestions



Tell a richer story with images

To help promote your campaign, consider licensing images that illustrate the cause and tell a richer story.

This page and the next contains images we've handpicked in support of National Volunteer Week.

Click each image to visit Getty Images and license it.



Click each image to visit
Getty Images and license it.



Impact made easy

Quality content is a key contributor to campaign success. For clients who use Benevity's employee engagement platform, activation kits are proven participation drivers.

Did you know?

Clients using our pre-written news items have seen campaign participation double. And with direct access to relevant imagery they can license, it's even faster to get campaigns off the ground.

These are just a couple of the many ways Benevity's platform makes it easy for your company to dramatically increase employee engagement and drive social impact.

See how activation kits work seamlessly in Spark.

[Book a demo today!](#)

Support these volunteer opportunities for National Volunteer Week:



Mentor a woman or nonbinary technologist today

🕒 Ongoing
1 Shift

👤 No Limit

👤 FEATURED CAUSE
AnitaB.org



Food Bank Volunteer

🕒 Ongoing
1 Shift

📍 Etobicoke
Haven on the Queensw...

👤 No Limit

👤 FEATURED CAUSE
Haven on the Queensway



Volunteer at Love Life Animal Rescue

🕒 Ongoing
1 Shift

👤 No Limit

👤 FEATURED CAUSE
LOVE LIFE ANIMAL RESCUE & SANCTUARY INC



Career Exploration Mentorship for High School Students

🕒 Ongoing
1 Shift

👤 No Limit

👤 FEATURED CAUSE
WORK-BASED LEARNING ALLIANCE INC