

# Planning Your Campaign

## **A Guide for Volunteer Centres, Local Networks and Other Organizations**

The following is designed to address “why” Local Networks, Volunteer Centres and other organizations should be involved in International Volunteer Day (IVD) and “how” they can make the best use of Volunteer Canada’s campaign tools and resources.

### **Why should you get involved?**

#### **It’s an international event!**

International Volunteer Day takes place on December 5th each year and is officially recognized by the United Nations. It is a day on which volunteers in all countries are celebrated for their contributions and dedication.

#### **It’s a media blitz**

The campaign raises awareness for International Volunteer Day through the media. The campaign targets print, television, radio and on-line media to show how ordinary people work to better our communities– or the communities of others– both here in Canada and around the world.

#### **It’s a Canadian recruitment campaign**

The International Volunteer Day campaign aims to increase the number of Canadians who volunteer by raising awareness of the great work being done here in Canada and around the world, and encouraging others to get involved.

### **Key Messages for IVD**

- Volunteers contribute to a better quality of life-both in Canada and abroad
- Volunteers help to build Canada’s future
- Volunteering is a meaningful activity that benefits both others and ourselves
- Local Networks, Volunteer Centres and other organizations encourage Canadians to volunteer



### **How can you get involved?**

Volunteer Canada has produced a number of tools to assist you in your December 5th campaign. They are available at [www.volunteer.ca/dec5](http://www.volunteer.ca/dec5), and include templates for news releases and letters to the editor, as well as tips on what makes a great story and how to pitch the media.

### **Here are some ideas and suggestions:**

- Explore the online tools and choose the elements that work best for you.
- Coordinate a blitz recruitment campaign with local organizations, agencies, associations and community stakeholders from September through to December 5th.
- Ask hotels, restaurants, cinemas and theatre to highlight International Volunteer Day – December 5th on their “marquees”.
- Consider holding an event at your centre, in a park, at a mall or at other local meeting points to recruit new volunteers. Invite the media!
- Inform community papers of the campaign; customize the sample media materials to reflect your community’s flavour and your message and provide media outlets with the artwork and articles for easy transferability.
- Remind your partners and affiliates that the campaign materials are available for their use.
- Make your partner corporations aware of the campaign
- Call your local media and give them inspiring stories of local volunteers!

### **Let us know how you do!**

