

# New Brunswick Volunteers Event Guide



# Table of Contents

Introduction. . . . .	2
Get your community involved in your volunteer event. . . . .	3
Planning to celebrate a volunteer event in your community . . . . .	6
Building a Media Campaign. . . . .	7
What's in a Media Kit?. . . . .	7
Backgrounder on your Volunteer Event . . . . .	8
News Releases . . . . .	8
Public Service Announcements/Community Calendar Notices. . . . .	8
Other Media Opportunities . . . . .	9
Advertising . . . . .	9
News Conference . . . . .	10
Organization Fact Sheet . . . . .	10
Communicating with Sponsors and Partners . . . . .	10
Communicating with Elected Officials . . . . .	10
Volunteer Recognition Ideas . . . . .	11
Website resources . . . . .	12
Appendix A: National Volunteer Week General Information . . . . .	13
Appendix B: Volunteer Centres in New Brunswick. . . . .	14
Appendix C: Volunteer Event Checklist. . . . .	15
Appendix D: Activity Summary - Worksheet . . . . .	16
Appendix E: Activity Summary – Budget Worksheet . . . . .	17
Appendix F: Suggested Schedule for Media Campaign . . . . .	18
Appendix G: Sample News Releases . . . . .	19
Appendix H: Communication Tips. . . . .	23
Appendix I: Sample Public Service Announcements . . . . .	24
Appendix J: Sample Fast Facts . . . . .	25
Appendix K: Sample Radio and Television Interview Tips . . . . .	26
Appendix L: Sample Proclamation of Volunteer Week . . . . .	27
Appendix M: Sample Letters to the Editor. . . . .	28
Appendix N: Press Conference Tips . . . . .	29
Appendix O: Media Invitation. . . . .	30
Appendix P: Finding Sponsors and Partners . . . . .	31
Appendix Q: Sponsorship Letter - Media. . . . .	32
Appendix R: Volunteer Gifts and Thank You Card Ideas . . . . .	33
Appendix S: Quotations . . . . .	34
Appendix T: Sources. . . . .	37

# New Brunswick Volunteers Event Guide



## In partnership with NB Volunteer Centres:

- Centre de Bénévolat de la Péninsule Acadienne Inc.
- Communautés et loisir Nouveau-Brunswick
- Volunteer Centre of Southeastern New Brunswick Inc.
- Saint John Volunteer Centre Inc.
- Edmundston Volunteer Centre Inc.
- Fredericton Volunteer Centre Inc.

## Special recognition for the use of their materials:



- Volunteer Alberta
- Government of Alberta

New Brunswick Volunteers Event Guide

2011.01

Province of New Brunswick  
POB 6000  
Fredericton NB E3B 5H1  
CANADA

[www.GNB.ca](http://www.GNB.ca)

ISBN 978-1-55471-306-6

CNB 7660

# Introduction

This Volunteer Event Guide contains information to help you plan, organize, and execute activities for volunteers in your community. This guide was originally created by Volunteer Alberta and the Government of Alberta in order to assist with National Volunteer Week. Most of the resources in this guide can be used for any volunteer activity within your community. We would like to acknowledge the collective efforts of the Volunteer Centres in New Brunswick and the Government of New Brunswick (the Community Non-Profit Organizations Secretariat) for adapting this tool for use in New Brunswick.

The guide includes:

- Suggestions for who to involve in your community's celebrations and how they can participate,
- Suggested timelines and working committees for activity planning,
- Sample letters requesting support from local businesses and organizations,
- Volunteering statistics specific to New Brunswick that can be used for fast facts & DJ chatter sheets.
- Samples of proclamations, public service announcements, letters to the editor, community calendar notices and press releases.
- A list of other resources that may provide additional information.





# Get your community involved in your volunteer event

Your community's celebrations (such as National Volunteer Week) should include volunteers from all kinds of organizations. Some of the groups listed below might only attend or participate in events; others may be able to work on committees.

Some suggestions for partnering with your local community partners to plan your event:

Contact your Municipal office or other global serving organizations whose mandate includes working with volunteers such as United Way, Community Foundation, or your local Enterprise agency to plan an event for your community. Celebrations may include Award ceremonies, Volunteer Community Breakfasts, Luncheons, or wine and cheese celebrations. Include your local Hotels, Convention Centres or Community Centres and inquire about opportunities for corporate donations or discounted rates in partnership with your volunteer celebration initiatives. Some caterers allow for food donation from suppliers to help reduce costs. If full sponsorship of the event is not possible, appealing to agencies and organizations in your community to sponsor their volunteers by purchasing tickets on behalf of their volunteers as a means of acknowledging their volunteers is also an acceptable way to engage the entire community in supporting and promoting volunteerism in your community.

## **Organizing a Volunteer Recruitment Fair**

A number of organizations in New Brunswick have organized Volunteer Recruitment Fairs as a means of promoting volunteering opportunities available within their community. These 'Fairs' have been a great success in a number of different venues from small Kiosks organized in high schools attended by agencies and organizations that engage youth volunteering; to larger events hosting a large number of agencies, organizations from all of the voluntary sub-sectors such as sports, health, environment, youth, faith, emergency responders, etc.

Organizing such events requires the commitment

of a lead organization that is willing to oversee the coordination including site, sponsorships, promotion, etc. Generally, the fruits of these efforts are well worth the time invested, as many participating community agencies and organizations report success in recruiting the people they need.

## **Municipal, Provincial and Federal Elected Officials**

- Invite any or all of these individuals to attend your community's event.
- Give elected officials a one-page fact sheet on the voluntary sector in your community or region.
- Using the sample proclamations in this kit, ask the mayor to proclaim National Volunteer Week in your community.
- Ask the mayor to record a Public Service Announcement to distribute to local radio stations for your event.
- Ask your mayor or council to give an award(s) for voluntary effort in the community. Awards might recognize individual or group contributions, specific projects or events, or highlight particular sectors in your community.
- Suggest that volunteers receive free admission to recreation facilities during Volunteer Week.

## **Religious Institutions**

- Ask churches in your community to recognize volunteers in their services during National Volunteer Week and on other occasions.
- Put a notice in church bulletins advising congregations that National Volunteer Week is approaching.
- Provide local churches with posters recognizing Volunteer Week.

### Libraries

- Provide libraries with posters and bookmarks recognizing your event.
- Ask your local library to have a Volunteer Week display highlighting books and journals that relate to volunteers, volunteer management and the voluntary sector.
- Ask the library to forgive late fines for volunteers.
- Provide your library with highlights from the Canada Survey of Giving, Volunteering and Participating.

### Service Clubs

- Send a letter to local service clubs advising them of the dates for the event and invite them to participate in your community's activities.
- Ask a service club to organize or sponsor a Volunteer Week event such as a pancake breakfast or community supper.

### Community Organizations

- Invite local groups to participate in your community's event.
- Ask local sports, recreation, arts, culture, health, social services, environment, and community development groups to list services, programs, or activities that your community would be deprived of without the support of their volunteers. Use these in your Volunteer Event promotions and activities to raise awareness of the contributions made to your community by volunteers.

### Sports & Recreation Groups

- Ask groups to include a feature on volunteers in their newsletter and to participate in your community's celebrations.

- Encourage sports and recreation groups to recognize their volunteers during Volunteer Week, and to include those who work on the front lines (coaches, officials, and chaperones) as well as behind the scenes (board & committee members, fundraisers, volunteers who do site and facility preparation).

### Local Businesses

- Downtown business associations are often made up of volunteers. Investigate the possibility of developing a partnership with the association.
- Ask local businesses to support your Volunteer Event with in-store promotions, advertisements, and posters, or to display signs proclaiming where their staff volunteer.
- If your local chamber of commerce or business association hosts mixers or other social events, suggest that they incorporate volunteer work into the theme.
- Ask the local chamber or business association to include a feature on volunteerism in their newsletter.
- Encourage businesses to recognize Volunteer Week on their outdoor signage.
- Ask city / town tourism offices to promote your volunteer event.

### Organizations that Support Persons with Physical or Intellectual Disabilities

- Encourage these organizations to recognize their volunteers and the volunteer work performed by their clients during National Volunteer Week.
- Ask organizations that support persons with disabilities what obstacles to meaningful volunteer involvement exist in your community, and how these might be overcome.

### Agricultural Societies

Encourage your local exhibition or agricultural society to recognize their volunteers during National Volunteer Week.

### Schools & Post Secondary Institutions

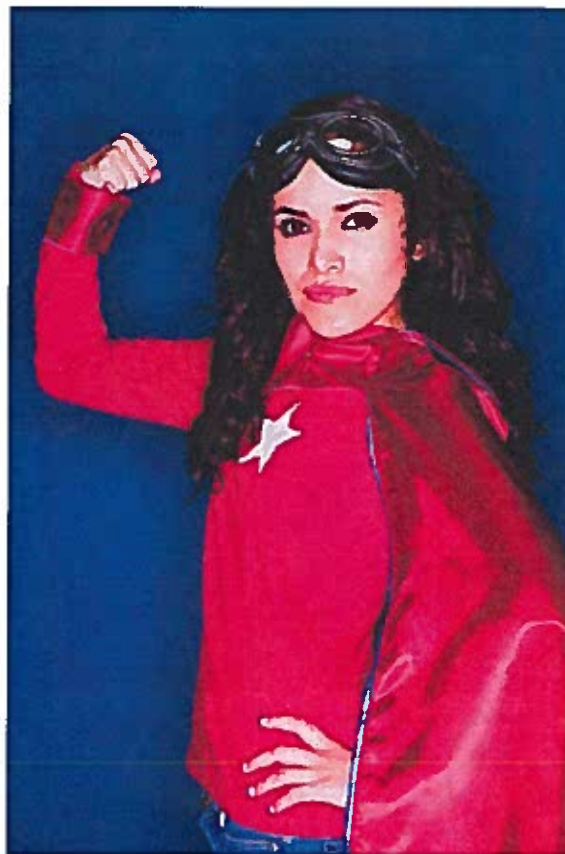
- Offer to attend career days to discuss volunteering as a way for people preparing to enter the workforce to develop skills, build a resume, and make contacts.
- Ask schools to include a feature on Volunteer Week in their newsletter.
- Work with teachers to discuss the benefits of volunteering for students and their community. Suggest Volunteer Canada's 'Volunteering Works' materials (visit [www.gnb.ca/volunteer](http://www.gnb.ca/volunteer) and click on volunteer and non-profit organizations sections for all the Volunteering Works materials) as a resource for teachers, students, and parents.

### Media

Invite media representatives to attend your Volunteer Event. Make a point of thanking them for their coverage of volunteer events throughout the year.

### Cultural Groups

- Ask ethnic groups to hold a cultural festival as part of your Volunteer Week celebrations. Add a cooking demonstration, have recipe handouts available, or publish a cookbook.
- Encourage cultural groups to share their culture's volunteering traditions with schools and community groups.



### Seniors Groups

- Encourage local seniors' centres to recognize those among them who volunteer, and to participate in your community's celebrations.
- Ask seniors groups to display photographs, artifacts, and documents about volunteers of the past, their accomplishments, and the different areas in which they volunteered.

# Planning to celebrate a volunteer event in your community

The planning charts and checklists in this kit are a guideline to assist you and your committee in organizing activities. Your committee may not wish to undertake all of the activities listed on the chart, or may have other activities that can be similarly planned. Keep this chart with your Volunteer Event records to assist you in planning future events.

The committee may wish to subdivide areas of responsibility to include:

## Publicity

- Press releases
- Television & radio
- Letter to the Editor
- Mayor's Proclamation

## Finance

- Budget
- Fundraising
- Sponsorship

## Event Planning

- Decorating
- Invitations & Advertising
- Entertainment

## Community Participation

- Churches
- Libraries
- Schools & Post Secondary Institutions
- Service Clubs
- Businesses
- Youth Organizations
- Seniors Organizations
- Agriculture Societies

- Community Groups
- Sports Groups

## Awards

### Nomination & Selection

## Where to Locate Resource People

If you are planning to have a speaker or other resource person as a part of your Volunteer Event celebrations, be sure to contact them well in advance of your activities. Confirm in writing the date, time and location of your event as well as who is responsible for paying expenses such as travel, meals and accommodation.

The following organizations may be able to offer or suggest resource people who would be suitable for your events:

- Volunteer Centres
- Search online
- Secondary schools, community colleges, or universities
- Service Clubs
- Museums
- Organizations similar to yours in nearby communities
- Provincial Associations
- Municipal, provincial or federal government departments

*See Appendix C for Volunteer Event Checklist*

*See Appendix D for Activity Summary - Worksheet*

*See Appendix E for Activity Summary – budget worksheet*



# Building a Media Campaign

Your community's media campaign for your Volunteer Event may include:

- Event Publicity & Invitations
- Website Updates
- Social Media

The components of a media campaign described in the National Volunteer Week Kit are:

1. What's in a Media kit?
2. Backgrounder
3. News Release
4. Public Service Announcements
5. Other Media Opportunities
6. Advertising
7. News Conference

Develop 3 to 5 key messages that can be easily understood and remembered. They should be short, punchy and have memorable language. These key messages will be the foundation for all promotional and media material you will produce and interviews you give.

## ***What's in a Media Kit?***

A media kit is a folder or package that contains promotional material. They are useful to any media wanting to give your Volunteer Event more intensive coverage. They can be distributed at a news conference, in advance of interviews, or to media sponsors.

Contents of the media kit may include some or all of the following:

- news release
- backgrounder
- fast facts sheet
- program or flyer highlighting the week's activities

- program or flyer for a special event, e.g. Awards Night
- list of partners and sponsors
- brief bios on award nominees, entertainers or other persons of note
- your latest newsletter
- fact sheet or brochure about your organization
- a list of story ideas and related contact information
- other contact information (your board, volunteers willing to be interviewed)

### **Tips**

- Cultivate a good relationship with your local media all year round.
- Consult the timeline in this kit to ensure that media outlets receive your materials in time for their deadlines.
- Consistency is everything! Ensure that all printed materials related to your **Volunteer Week** activities include your logo and contact information.
- Printed materials should be clean, attractive, and easy to read with lots of white space.
- Send a backgrounder to all media outlets with your press release. Contact media personnel again one week after sending out a press release to follow up and answer any questions they may have.
- Include a human-interest angle. Use quotes from volunteers, or from someone who has been affected by the work volunteers do.
- Use the samples provided to develop materials that publicize your community's activities.

*See Appendix F for Schedule for Media Campaign*

## Backgrounder on your Volunteer Event

The purpose of the backgrounder is to give the media a brief history of the Volunteer Event, provincially, and/or in your community.

- Includes the who, what, where, when, why (the 5W's)
- The backgrounder is a supplement to your story, not the story itself.
- Send a backgrounder to all media outlets with your press releases.

## News Releases

- A news release is used to tell the media about an upcoming event in your community or to raise awareness about your organization.
- Use your organization's letterhead for final copies with organizational contact information
- Copy should be brief, accurate, and to the point – Keep the release to one page (two at most). Have someone who is unfamiliar with the material proofread it to ensure that it is clear, understandable and free of spelling and grammatical errors.
- Keep the language simple and include the 5 W's. Be sure to include your name, organization and telephone number.
- Don't fax your press release to the local newspaper and expect it to automatically appear in the next edition. Follow up with the editor or reporter who usually covers human-interest events like Volunteer Week to confirm that they received the release and to answer any questions they might have.

### Writing Tips

- Start the release in a way that will draw their interest, e.g. human interest or local angle, startling statistics.
- End your release with a brief paragraph about your organization and contact information for the public (phone number, website).
- End with -30- centred on the page. (It's newspaper lingo for "the end.")

- Add a media contact person and his/her contact info (title, phone #, email) at the bottom of the release

*See Appendix G for Sample News Releases*

### Distribution Tips

- Develop a contact list of news media in your community and region. Update it every few months and make sure you include phone, fax and email addresses. Visit Communications NB site < [www.gnb.ca/cnb](http://www.gnb.ca/cnb) > for a listing of all media outlets in New Brunswick.
- Send the release out 2 to 3 weeks in advance for a weekly newspaper, 1 to 2 weeks in advance for other media (dailies, radio, television).
- Media prefer to receive the release by fax or as an email attachment.
- Follow up with the news editor or manager a few days later to ensure the release was received; try to pitch an interesting angle for a potential story and avoid asking them if they will be attending
- Don't be discouraged if one or more media don't pick up the story; they are swamped with story ideas.

## Public Service Announcements/Community Calendar Notices

Public service announcements (PSAs) are short announcements published in the community calendar or event notice section of newspapers, aired on radio or TV community events programs/notice boards, or appear in the form of advertising. PSAs can be an inexpensive way to get the word out about an upcoming event. Spots are available on television, radio, newspapers, billboards, and magazines.

*See Appendix H for Communication Tips*

### Writing

Writing PSAs for media event listings is straight forward; they should be brief and contain the most important points, the 5W's. Writing PSAs as unpaid ads can be a little trickier. You should be able to write the copy for a newspaper, radio (add sound) or television (add sound and visuals) ad without too much trouble, but you may want to leave production

in the hands of a professional, e.g. graphic designer, production studio or your media sponsor.

- Many newspapers have a section devoted to publicizing community events.
- Don't try to include too much information. Sell the event or activity, and include a telephone number people can call for more information.
- Radio announcements can use from 10—60 seconds of spoken copy. Use simple sentences.
- Community television stations generally require copy that fits 24—30 characters per line (including spaces) and 8—10 lines of copy, and no less than 3 weeks notice. Call the station for their exact requirements and deadlines.

*See Appendix I for sample Public Service Announcements*

### Distribution

PSAs should not be sent to the news director or editor. Ask for the public service or promotions manager at a radio or TV station, and at a newspaper, look for the name at the top or bottom of the events notices section to see who you should forward it to.

### Fast Facts

Radio stations (and even weekly newspapers) will sometimes use interesting facts and stats related to your event.

*See Appendix J for Fast Facts*

## Other Media Opportunities

### Feature Shows and Interviews

Arrange for an interview on radio, television or with your local newspaper. All it takes is a media contact name and number, a friendly phone call and a follow-up email. Though you should have one principal spokesperson, make sure that there is an alternate should they be unavailable for an interview request, e.g. chair of Volunteer Week, chair or manager of your local volunteer centre, and also have an additional 1-2 people who might make interesting guests on a show: longest serving volunteer, volunteer with most hours, etc.

### Studio interviews

A radio or television station may agree to a feature show and want you or other guests to come to the station for a live or taped interview. The producer or host will tell you how early to come and how long your interview will be. Television contacts can give you advice on how to dress. A radio host may open the line for commentary, e.g. Q & A or comments and stories from the public.

*See Appendix K for Sample Radio and Television Interview tips*

### Phone Interviews

Radio and newspaper interviews may be conducted over the phone. In that case, you can have notes in front of you that contain your key messages, contact information such as a phone number or web address, and other pertinent information. Phone interviews are usually short, 5-10 minutes. A newspaper reporter may request an in-person interview, which generally takes longer, 15-30 minutes; make sure you meet in a suitable setting.

### Photographers

Newspaper photographers may want to take a photograph so brainstorm some good ideas for photo ops in advance. Another idea is a volunteer in action, e.g. a hospital volunteer delivering flowers to a patient. Make sure that verbal consent is given in advance and signed consent given during the shoot.

### Other newspaper opportunities

You can also write a letter-to-the-editor to your local newspaper or see if they will print a proclamation signed by your mayor, reeve or other official; the signing of the proclamation can also be used as the occasion for a media conference.

*See Appendix L for Proclamation of Volunteer Week*

*See Appendix M for sample letters to the editor*

## Advertising

Advertising copywriting and production will be similar to the steps described under Public Service Announcements. Try to negotiate the best deal you can so your dollars stretch further: your charitable or non-profit status and number will get you the

lowest possible rates (often 25-50% off). Also ask about matching ads donated for each ad you pay for, ask about deals/packages for booking multiple ads, and ask about media sponsorship. Since television advertising is very costly, it is recommended you go for radio and newspaper (weekly newspapers are less costly than dailies – you will be able to get a small ad for \$200-300).

## News Conference

Only hold a news conference if you have something unique to give media that they couldn't get from a news release, e.g. special event, opportunity to listen to/interview a celebrity or volunteer award winners, mayor signing the Volunteer Week proclamation, or opening of a new volunteer centre.

*See Appendix N for Press conference Tips*

*See Appendix O for Sample media invitation*

## Organization Fact Sheet

Develop a one page fact sheet about your organization's role in the community. This fact sheet could be expanded to include volunteers in the entire community.

Include in your fact sheet:

- Who your organization is
- What services, programs or activities you offer to the community
- How these are funded
- Who you serve
- What provincial or regional associations or professional groups you are affiliated with
- Who your program partners and sponsors are
- The role of volunteers in your organization. Don't forget to include board members and bingo workers!

This fact sheet can be useful in communicating with prospective funders and volunteers. It should give readers a brief and clear overview of your organization and what it does.

## Communicating with Sponsors and Partners

Approach a publisher, public service manager or community relations representative about being a media sponsor for your community's Volunteer Week celebrations. Media sponsors will give you intensive promotion on air or in print – some will do this at no cost, most will expect you to provide some advertising dollars, but will then match or exceed your purchase with courtesy advertising.

*See Appendix P – Finding Sponsors and Partners*

*See Appendix Q – Sponsorship Letter – Media*

### Tips

- Demonstrate the benefits in sponsoring your event: place the sponsor's logo on all promotional material, acknowledge the sponsor at all events (verbally and in program), remind your sponsor of the good will they promote by giving back to the community, provide a tax receipt for value of in-kind donation.
- Prepare to put the request and benefits in writing.
- Approach more than one media outlet but **do not** approach or accept two competing sponsors, e.g. one radio station, one newspaper. Asking a competitor is, however, acceptable if the first place turns you down.
- Ally with other community volunteer organizations in your region to attract a media sponsor – there's unity in numbers and more bang-for-the-buck for them.

## Communicating with Elected Officials

### Plan Ahead

- Whether you are working with municipal, provincial, or federal elected representatives, keep in mind that their calendars are often booked months in advance.
- Make sure you are clear on exactly what it is you want them to know, whether you are meeting them in person or writing a letter.
- If you plan to meet with an elected official, make sure that a board member or senior volunteer is present.

### What Do You Want to Achieve?

- To inform the official about National Volunteer Week in your community planned activities.
- To inform them about the work that volunteers perform in your community and the value of that work.
- To ensure elected officials understand that volunteers are not free, that there is a value to their time, and that using volunteers to deliver programs, services and activities involves costs such as staff time.
- To make elected officials aware of the impact of their policies on volunteers and the organizations they work for in your community.
- To develop a good working relationship so that your organization is a source of information about issues that relate to volunteerism in your community.

If you want local volunteer groups to thrive, ensure that the elected officials who make decisions that affect those groups do the best job they can by giving them the information they need. Don't assume they know what volunteer groups in your area want or need.

### Do:

- Know what issues they make policy on or are able to influence.
- Make yourself aware of elected officials' positions on issues that affect volunteers in your area.
- Be flexible if you are meeting with an elected official. Their schedule may change on short notice.
- Prepare a concise one page handout summarizing your main points.
- Explain the impact of their government's policies and programs on your organization.
- Send a written letter of thanks for their attendance at your event or for meeting with you. Use it as an opportunity to confirm their commitment.
- Keep elected officials up to date on events and issues in your area.
- Acknowledge positive action on their part.

### Don't:

- Nag, berate or belittle them for their position on an issue.
- Get emotional or angry about their (or their party's) position on an issue.
- Waste their time on issues that are outside their realm of influence.
- Rely on the media to get your message to elected officials.
- Present them with a wish list. Have realistic expectations of what they can achieve.

## Volunteer Recognition Ideas

National Volunteer Week is a great time to formally recognize volunteers. Here are a few ideas that your organization might wish to use when recognizing the work of your volunteers.

*See Appendix S for Volunteer Recognition Ideas*

*See Appendix T for useful quotes*



# Website resources

## Government of New Brunswick

Visit the Government's website for access to many links that cover issues from board governance, to funding, to becoming a volunteer.

[www.gnb.ca/volunteer](http://www.gnb.ca/volunteer)

## Volunteer Canada

Volunteer Canada is the national voice for volunteerism in Canada. Visit their website to find information on such things as statistics and information on volunteerism, issues, policies and other interesting tools.

[www.volunteer.ca](http://www.volunteer.ca)

## Imagine Canada

Imagine Canada is a national charitable organization whose cause is Canada's charities and nonprofits. They support and strengthen charities and nonprofits so they can, in turn, support the Canadians and communities they serve.

[www.imaginecanada.ca](http://www.imaginecanada.ca)

## Statistics Canada

### *Canada Survey of Giving,*

### *Volunteering and Participating*

The purpose of the survey was to better understand how Canadians support individuals and communities on their own or through their involvement with charitable and nonprofit organizations. Survey respondents were asked how they gave money and other resources to organizations; volunteered time to help others and to enhance their communities; and participated in practices which help give substance to active citizenship.

The Canada Survey of Giving, Volunteering and Participating collected data in all provinces and territories, the public use microdata file contains only provincial data. The target population for provincial component of the survey was residents of the 10 Canadian provinces, 15 years of age and older, excluding full-time residents of institutions.

<http://www.statcan.gc.ca/dli-ild/data-donnees/ftp/survey-volunteering-enquete-benevolat-eng.htm>

# Appendix A:

## National Volunteer Week General Information

### Volunteer Week in Canada

National Volunteer Week was first proclaimed in 1943 by the War Services Department of the Government of Canada. Women's Voluntary Services in Montreal, Toronto, Winnipeg and Vancouver organized special events to draw the public's attention to the vital contribution women made to the war effort on the home front.

In the late 1960's the idea of a designated week to honour volunteers was revived, with a focus to include all community volunteers. With local volunteer centres taking the lead, this special week grew in importance during the 1970s and 1980s. In 1990, the third week in April was proclaimed National Volunteer Week in all communities across the country. This week is now firmly established as the highlight of the year for paying tribute to Canada's volunteers.

Today, National Volunteer Week is set aside to thank and honour the people who donate time and energy to their fellow citizens and to increase public awareness of the vital contributions that volunteers make to our communities and to Canadian society as a whole.

# Appendix B:

## Volunteer Centres in New Brunswick

There are currently 5 Volunteer Centres in New Brunswick with another in development. We have also included Communautés et loisir du Nouveau-Brunswick as they are focused on volunteerism and cover parts of New Brunswick that are not currently served by a Volunteer Centre. Volunteer Centres foster volunteerism and recognize volunteer involvement as essential to building healthy, quality communities. While the primary role of Volunteer Centres is to promote volunteering in the communities they serve, many Volunteer Centres play a variety of differing roles predominately as service providers complementary to the volunteering and management practices they promote. We encourage you to contact any of the Volunteer Centres serving the province of New Brunswick for more information on the services they provide.

**Centre de Bénévolat de la péninsule acadienne Inc.**

220, boul. St-Pierre Ouest, suite 100  
Caraquet NB E1W 1A5

Tél. : (506) 727-1860

Téléc. : (506) 727-1862

Courriel : [centbene@nbnet.nb.ca](mailto:centbene@nbnet.nb.ca)

**Saint John Volunteer Centre Inc.**

66 Waterloo Street, Suite 115  
P.O. Box 7091, Station A  
Saint John NB E2L 4S5

Phone : (506) 658-1555

Toll Free: 1-877-332-1555

Fax : (506) 652-3791

Email: [volunteer.sj@nb.aibn.com](mailto:volunteer.sj@nb.aibn.com)

**Volunteer Centre of Southeastern NB Inc.**

236 St. George Street, Suite 315  
Moncton NB E1C 1W1

Telephone: (506) 869-6977

Fax: (506) 853-7856

Email: [mctnvol@nbnet.nb.ca](mailto:mctnvol@nbnet.nb.ca)

**Miramichi Volunteer Services Inc.**

65 Henry Street  
Miramichi NB E1V 2N4

Telephone: (506) 622-6565

Fax: (506) 622-2933

Email: [mvs@nb.aibn.com](mailto:mvs@nb.aibn.com)

**Volunteer Centre of Charlotte County Inc.**

199 Union Street  
St. Stephen NB E3L 2X2

Telephone: (506) 466-4995

Fax: (506) 465-0988

Email: [vcc@nb.aibn.com](mailto:vcc@nb.aibn.com)

**Greater Fredericton Volunteer Centre**

50 Harewood Crescent  
Fredericton NB E3B 2P3

Telephone: (506) 454-5631

Email: [volunteer@gfsi-isrf.ca](mailto:volunteer@gfsi-isrf.ca)

**Communautés et loisir du Nouveau-Brunswick**

333, ave. Acadie  
Dieppe NB E1A 1G9

Telephone : (506) 737-6927

Email : [communautaire@edmundston.ca](mailto:communautaire@edmundston.ca)

# Appendix C:

## Volunteer Event Checklist

The following checklist can be used for any type of special event. Not all items on the list will apply to all events or occasions. You may wish to add items as necessary.

Activity	Assigned	In Progress	Complete
Facility booked			
Guest list			
Designate chair, host, Master of Ceremonies			
Advertising & Publicity			
Speeches & seating arrangements including head table			
Signage			
Invitations to special guests, sponsors, and dignitaries			
Media contacted			
Media contact prior to & during event			
VIP contact prior to & during event			
Agenda			
Activities			
Special Props			
Ceremonial music, flags			
Audio visual materials & equipment including microphone & podium			
Food & beverage requirements including numbers, menu selection & special diet			
Transportation for special guests and/or participants			
Presentations & gifts			

# Appendix D:

## Activity Summary – Worksheet

Start a file or binder and use this report to document your committee's **Volunteer Week** events.

You may wish to attach:

- Invitations, flyers or posters
- Letters to VIPs
- Samples of letters asking for donations or other support and a list of to whom they were sent, and letters of thanks
- Newspaper clippings and/or descriptions of other media coverage

### Summary of the event & its purpose

*(fundraiser, volunteer recognition, public awareness, promoting volunteerism)*

---

---

---

### Committee members *(names & organizations)*

---

---

---

### Where and when the event was held

---

---

---

### Sponsors & donated items

---

---

---

### Suggestions/changes for the next time

---

---

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## Appendix E: Activity Summary – Budget Worksheet

[illegible]

**Don't forget to include:**

- Donations of food, meeting space, entertainment, advertising & door prizes
- Staff time paid by municipalities or other agencies
- Use of office equipment, supplies & postage

# Appendix F:

## Suggested Schedule for Media Campaign

Component	Television	Radio	Weekly Newspaper	Daily Newspaper	Complex Messages	Simple Messages
News Release	2-4 weeks before the event	2-4 weeks before the event	2-3 weeks before the event	2-3 days before the event	✓	
News Conference	The week of the event	The week of the event	The week before the event	The week of the event	✓	
Public Service Announcement	3-4 weeks before the event	3-4 weeks before the event	3-4 weeks before the event	3-4 weeks before the event		✓
Radio and Television Interviews	The week of the event	The week of the event	The week before the event	The week of the event	✓	
DJ Chatter and Fast Facts		The week before the event	The week before the event			✓
Advertising Campaign	3-4 weeks before the event	3-4 weeks before the event	3-4 weeks before the event	3-4 weeks before the event		✓
Letters to the Editor			One week before the event	The week of the event	✓	
Proclamation	The week before the event	The week before the event	The week before the event	The week of the event	✓	

# Appendix G: Sample News Releases

## Sample News Releases #1 – Focus: National Volunteer Week Activities

### NEWS RELEASE

(date)

### **VOLUNTEERS GROW COMMUNITY IN (YOUR COMMUNITY) (your organization) leads local Volunteer Week activities, April XX-XX**

(Community) will join many communities in recognizing the contributions of its volunteers during National Volunteer Week, April XX-XX, 201X.

(Insert story and quote about a volunteer in your community – sample follows) It is volunteers like Bernice Knight who truly embody the spirit of growing a community. Volunteering more than 1,600 hours a year, Knight, fondly dubbed 'the Flower Lady,' has directed Millet's Communities in Bloom since the program started in 1996. Under her faithful direction, Millet has blossomed into the Prettiest Town in Canada.

*"I love giving my time to help foster civic pride, environmental responsibility and beautification in our community," says Knight. "I get so much out of the experience. There is nothing else I would rather do more."*

For Volunteer Week 201X, (your organization) is coordinating a number of activities to recognize and thank (community) volunteers like Knight, including:

1. List the events planned for your community, including date, time and location.
2. Don't forget to include flag raisings, the signing of the Volunteer Week proclamation, and activities planned at schools and community centres.

*Include a quote from your organization's leader on the importance of National Volunteer Week and the difference that volunteers make in your community.*

For information on Volunteer Week in (community), contact (person or organization), (phone number) or (website).

See attached backgrounder

#### **Media contact:**

Name

Title

Committee or Organization

Phone Number

# Appendix P:

## Finding Sponsors and Partners

Regardless of what business a sponsor is in, or what size their company is, they want to:

- Get a good return on their investment,
- Support a worthy cause,
- Strengthen their position in their market and distinguish themselves from their competitors,
- Develop future customers and build loyalty among existing customers, and
- Improve their image in the community.

How do you find a sponsor?

- Who do you know? Brainstorm with your committee about businesses and organizations you can approach for help.
- Know what you want—do you need financial assistance, or would gifts in kind such as food or a volunteer recognition item be as good as money?
- Who will be participating in your event? What businesses support or would target that group?
- Be sure to offer current sponsors the right of first refusal before approaching others.

What kinds of sponsorship opportunities can your organization offer a potential sponsor?

- Give them exclusive or industry exclusive sponsorship of an event.  
**Caution:** ensure this does not conflict with any of your current sponsors or partners.
- Ask a company to provide or pay for volunteer recognition items for every volunteer who attends your event. Be sure you have sufficient quantities for everyone who will attend.
- Have a speaker, meal, or presentation sponsored by a business.

- Ensure they are recognized in pre-event advertising, signage, event programs, and during the event itself.
- Have your event at their location.

How can you recognize a sponsor?

- Invite them to attend your event and to make a brief statement about their support for volunteers. Be sure to designate a committee member to greet and accompany sponsors at the event.
- Signage or verbal recognition at an event.
- Mention, advertising or profile in your newsletter or event program.
- Include their name in newspaper or radio advertising for your event.
- Plaques or other tokens from your organization. Some sponsors like to receive this kind of recognition, others might dislike that you spent money recognizing their donation. Ask the sponsor what is meaningful to them.
- Write a letter of thanks on your organization's letterhead recognizing the sponsor's contribution. Tell them how their participation made a difference and how activities would have been affected without their support.

Have a written agreement confirming what the sponsor or partner will provide, and what your organization will provide in return. Be sure to include whether they are an exclusive sponsor, an industry sponsor, or one of a number of supporters. Nothing will sour relations with a sponsor faster than unmet expectations or finding out that a competing business is involved in your event. Ensure their experience with your organization is a positive one.

## Sample News Release #2 – Focus: Volunteer Week Event

### NEWS RELEASE

(community - date)

### **(name of event) SALUTES COMMUNITY VOLUNTEERS, APRIL XX**

*First paragraph should be specific to an event and is aimed at getting attention and action. Note any awards that will be presented at this time, special guests, or featured speakers.*

Examples:

1. "Walk a Mile in a Volunteer's Shoes" when Moncton pulls out the stops to salute volunteers on Sunday, April XX, 201X. Join (your organization) and a host of volunteers at the indoor walking track where you can walk, jog or run laps to raise funds for ????. It's the kick-off event for Moncton's celebrations for National Volunteer Week, April XX-XX.
2. Campbellton's Le Bénévolat c'est cool, children and youth who have made significant volunteer contributions to their community, will be honored at an awards event to be held (time, day, date) at (location). The highlight of the event (insert the events highlights).

Quote from organizer of the event – include their name, title and organization.

Other ways (your community) plans to recognize its VIVs (Very Important Volunteers) are (specify other activities – appreciation breakfast or tea, Captain Volunteer and candy- grams, wall of fame, names in newspaper or newsletter, etc.)

Each year, New Brunswick volunteers contribute an estimated 52.10 million hours to causes they believe in. National Volunteer Week is (your community)'s opportunity to thank the individuals who make our community a better place to live. For additional information, contact (organization), (phone number) or (website).

**Backgrounder attached** (event program and/or bios of award nominees)

**Media Contact:**

Name, Title

Organization

Phone Number



## Sample Press Release #3 – Focus: Call for Award Nominations

### NEWS RELEASE

(date)

### **(ORGANIZATION) CALLS FOR VOLUNTEER NOMINATIONS** **Individuals to be honored during Volunteer Week, April XX-XX, 201X**

Do you know someone who gives selflessly of his other time, energy and ideas? It could be your child's baseball coach, the chair of your community hospital board, your next door neighbour who delivers meals to shut-ins, a volunteer firefighter, a Big Brother. It might be a colleague at work who collects the United Way donations, or runs in a fundraising marathon. Maybe it's someone in your family – your mother, spouse or child. Whoever it is, they deserve recognition.

(Organization) is calling for nominations of deserving volunteers to be honoured by the community during National Volunteer Week, April XX-XX, 201X. There are "X" categories of awards: Volunteer of the Year Awards (or alternate name) and list other awards. Outline the various categories and sub categories if applicable.

The winners will receive their awards at the Volunteer Appreciation Night to be held (day/date/time) at (place). Admission to the event is free OR Tickets to the event may be purchased by calling (phone number) or at (place or website).

Volunteers can be nominated by individuals or organizations. Nomination forms can be obtained by calling (organization or person's name) at (phone number), or on the website at (website). Deadline for nominations is (date).

Other ways (community) plans to recognize its VIVs (Very Important Volunteers) are (specify other activities – appreciation breakfast or tea, Captain Volunteer and candygrams, wall of fame, names in newspaper or newsletter, etc.)

(Community's) Volunteer Week initiative is being organized by (your organization). There are many communities participating in Volunteer Week 201X, an event designed to recognize the many people who donate their time and energy to the community. For further information, contact (name, position, organization & telephone number).

#### **Media Contact:**

Name, Title

Committee or organization

Phone number

## Sample Press Release #4 – Focus: Volunteer Award Winners

### NEWS RELEASE

(date)

### **(Name of person) NAMED (community's) VOLUNTEER OF THE YEAR Individuals honored at Volunteer Appreciation Event, XXXday, April XX**

(name of person) was named Volunteer of the Year at the annual (name of event) held (date) at (location) in (community). In making the award, presenter (name, title) commented on (person's) contributions to the community over the past (??) years.

*Quote from presenter.*

(Name) has served... (brief bio of volunteer activity)

In accepting the award, he/she said, "quote."

Other area residents received awards for their contributions as well:

- (name) – sport volunteer of the year
- (name) – arts volunteer of the year
- (name) – lifetime achievement award
- (name) – Leader of Tomorrow award

There were (no.?) people in attendance at the volunteer appreciation and awards evening organized by (your organization). The facility, meals, promotion, printing and gifts for the winners were all donated by event sponsors (name sponsors).

The awards event was the culmination of a week of activity to celebrate Volunteer Week 201X in (community). Other activities included: (specify other activities – appreciation breakfast or tea, Captain Volunteer, wall of fame, names in newspaper, etc.)

(Community's) Volunteer Week initiative was organized by (your organization). There are many communities participating in National Volunteer Week 201X, an event designed to recognize the many people who donate their time and energy to our community. For further information, contact (name, position, organization & telephone number).

**Backgrounder – bios of winners**

**Media Contact:**

Name, Title

Committee or organization

Phone number

# Appendix H:

## Communication Tips

- Visit Communications NB < [www.gnb.ca/cnb](http://www.gnb.ca/cnb) > site to obtain a list of all media in NB.
- Contact your local paper and introduce yourself and your organization
- Offer to write a story about your organization
- Remember to tell your story year round, not only when you are looking for funding or for items.
- Submit photos to your paper. Be sure to include people's names.
- Identify someone on your board to look after media relations
- Identify stories that you can share with the public
- Issue a press release to local media when you have breaking news to share – a new project, etc.
- Include the who, what, when, where, why, and how in your facts in the news release.
- Explain the most important things first when writing a press release and end with your contact names and number.
- Include a quote or two from your board president.
- Be accurate, clear and concise. A news release should not be more than 1 ½ to 2 pages.
- Make sure your spelling (especially names), etc. is correct.

# Appendix I:

## Sample Public Service Announcements

### Volunteer Week 201X

Volunteers Grow Community is the theme for National Volunteer Week, April XX-XX, an event that recognizes the many volunteers who share their time and talents to make our communities better. (Community) is celebrating with a number of special events and activities, including (name 1-3 activities each with a specific date and location). For details, call (phone number) or go to (website).

...

To everyone who volunteers their time to help others and support causes they believe in—a very special thanks during National Volunteer Week, April XX-XX.

### Volunteer Appreciation Event

(use name of event)

Come out and salute (community's) Volunteers of the Year at (community's) annual Volunteer Appreciation (night, reception, banquet, BBQ) on (day/date) at (location). This public event is your chance to formally recognize and thank the many volunteers who make (community) a great place to live. Tickets are ??? and children are welcome. Call (phone #) for information or tickets.

### Volunteer Awards Nominations

Do you know people who give generous amounts of their time, energy and ideas to the community? They're called volunteers and this is your chance to have one or more of them honoured by submitting a nomination for a Volunteer of the Year Award. Call (organization), (phone number) for details or go to (website, public location) for the nomination guidelines and application.

### Volunteer Appreciation

They're here, they're there, they're everywhere, but do we ever really notice or thank them? They're the many volunteers who help grow our community, and they're each giving an average of 175 hours of volunteer service a year to make (community) a better place to live, work or play. April XX-XX is National Volunteer Week – use this reminder to go out and thank someone special for the volunteer work they do.

### Volunteer Recruitment

How many volunteers does it take to make a difference? Just one—you! Volunteers Grow Community – you can help plant the seeds that make a difference in our community. Celebrate National Volunteer Week April XX – XX by thanking a volunteer – or becoming one! Contact (organization) to see what volunteer opportunities are open in (community); call (phone number).

...

If you're looking for something to change your life, we have a place for you. (describe volunteer opportunity or volunteer fair). Attractive benefits, flexible hours, immediate openings – training provided. Be a volunteer. Give an hour. Give a day. Give a year. It pays big dividends to you and your community. Contact (your organization) at (telephone) for more information.

# Appendix J:

## Sample Fast Facts

### New Brunswick, a Broader View

- Eighty-two per cent of New Brunswickers consider themselves familiar with charities and the work that they do. That being said, familiarity often increases with age and education.<sup>1</sup>
- Seventy-two per cent of New Brunswickers believe that charities have too little funding to fund their objectives (New Brunswick is the only province in Canada, according to surveys conducted in 2004 and 2006, to not have decreased numbers of people who believe this).<sup>1</sup>
- New Brunswick has a long-standing history of volunteering and giving – in 1940, students of Fredericton High School raised money and purchased a mobile canteen for firefighters and training place for the war effort.<sup>2</sup>
- There are approximately 2,731 registered charities and over 4,000 incorporated non-profit organizations in New Brunswick, which employ 39,859 people.<sup>3</sup>
- New Brunswickers also have an interest in our charities and non-profit organizations; 46 per cent of people reported that they'd like to know more about the work that charities do.<sup>1</sup>
- The average budget of a New Brunswick non-profit organizations is \$660,000.<sup>3</sup>
- New Brunswick has a long-standing tradition of helping its communities. On average, organizations in New Brunswick have been providing services for 27 years.<sup>3</sup>
- New Brunswick services its communities first – 70 per cent of organizations said that they serve only locally, fulfilling needs in small, rural communities. Fifty-five per cent of non-profits in New Brunswick are outside of large, urban centres.<sup>3</sup>
- Non-profits in New Brunswick are, in the majority, staffed and led by women.<sup>3</sup>

### Volunteering

- New Brunswick residents volunteer on average 52.10 million hours of work annually.<sup>4</sup>
- New Brunswick volunteers are volunteering longer for organizations they care about than the rest of the country, according to an environmental scan on volunteerism. In fact, we rank second nationally in terms of the number of hours per volunteer, at 17 per cent above the national average.<sup>2</sup>
- In 2007, 297,000 New Brunswickers volunteered with an organization, each averaging over 175 hours per year of unpaid work.<sup>4</sup>

### Donating

- In 2005 alone, 130,620 people gave to charity in New Brunswick. In 2007, the annual donations of New Brunswickers totaled more than \$204.8 million.<sup>4</sup>
- Eighty-eight per cent of New Brunswickers give to charity, each donating an average of \$372 per year.<sup>4</sup>

1 *Talking About Charities 2006: Tracking Canadians' Opinions About Charities And The Issues Affecting Them.* The Muttart Foundation, 2006.

2 *An Environmental Scan on Volunteerism and the Voluntary Sector in New Brunswick.* AIDS New Brunswick, 2005.

3 *Serving New Brunswick: A Provincial Survey of the Charitable Human Service Sector.* McTiernan, H., Thériault, L., Gill, C. & Bell, S, 2007.

4 *Highlights from the 2007 Canada Survey of Giving, Volunteering and Participating.* Statistics Canada, 2009.



# Appendix K:

## Sample Radio and Television Interview Tips

### Tips for Radio and Television Interviews

You may be able to arrange an interview or feature with your local television or radio station to discuss plans and activities for National Volunteer Week. Use the following questions to prepare yourself for an interview:

1. Who am I speaking to? What is their area of interest?
2. What is their objective? Is there a particular issue they would like to cover? Are they interviewing anyone else?
3. Who is the audience?
4. How much time will I have to get my point across?
5. What are the three key points I want to get across? What are the three worst questions I might be asked?
6. Offer to provide questions.
7. Some media outlets, especially radio and television stations, ask for a list of appropriate questions prior to the interview, to ensure that you and your interviewer are adequately prepared.

### Remember to:

- Think before you speak.
- Communicate the key messages.
- Avoid using jargon.
- Speak slowly, clearly, concisely and don't fidget.
- Avoid responding emotionally.
- Take deep breaths, maintain eye contact and use body language effectively.
- Wear solid colors - not white if you will be on television. Busy prints and patterns can be distracting.

### Here are some sample interview questions:

1. How did Volunteer Week get started in Canada?
2. How did (your community) get involved in marking National Volunteer Week?
3. How will (your community) recognize National Volunteer Week this year?
4. How can (your community)'s volunteers and volunteer groups get involved in these celebrations?
5. How many communities around New Brunswick recognize National Volunteer Week?
6. What legacies will National Volunteer Week leave in our community?
7. What discourages people from volunteering? How is (your organization) trying to overcome this barrier?
8. What kinds of volunteer opportunities are available in (your community) right now?
9. How can people in our area find out more about volunteering?
10. Do you have any stories about how a volunteer in (your community) has made a difference?

# Appendix L:

## Sample Proclamation of Volunteer Week

### Sample Proclamations

A proclamation is a formal public statement or announcement. It is usually signed by a government official such as a mayor or reeve; the signing ceremony can also be made a media opportunity for interviews or photographs.

### Sample Proclamation #1 (long version)

WHEREAS volunteering of an individual's time and resources is an essential part of the Canadian spirit, and

WHEREAS it is even more in evidence that Canada's greatest natural resource is its people, and

WHEREAS volunteers show every day through their actions that they truly care about their communities and the people who live in them, and

WHEREAS the voluntary sector is increasingly recognized as the third partner with government and business in building strong communities, and

WHEREAS we continue to rely on the efforts of volunteers to enrich our community and our province,

THEREFORE let us honor and thank those volunteers in our community who share their time, energy, knowledge, and abilities by proclaiming April XX-XX, 201X, National Volunteer Week in (town/city). In so doing, I, (Name & Title) call upon all citizens to help to renew and sustain the Canadian spirit by committing themselves to address the needs of their communities through voluntary action.

(signature, date)

### Sample Proclamation #2 (short version)

WHEREAS the volunteer spirit that helped to build (name community) is alive and strong today, and

WHEREAS each year many citizens commit their time and talents to improve the quality of life for our entire community, and

WHEREAS the entire community benefits from the valuable contributions that volunteers make,

THEREFORE I (Name & Title) do hereby proclaim April XX-XX, 201X, "Volunteer Week" in (community).

(signature, date)

# Appendix M:

## Sample Letters to the Editor

### Sample Letter #1:

Every day, millions of Canadians donate their talents, energy, and time in service of their communities. They vary in age, gender, income, education, race or ethnic background, but all volunteers share one thing in common – they want to improve the quality of life in their community.

Volunteering is so deeply entrenched in our society that at one time or another, virtually every Canadian has been a volunteer. Canada's volunteers fill many roles—direct delivery of human and social services, advocacy for every conceivable cause, governance of a complex network of voluntary organizations and agencies. They volunteer for community non-profit organizations, schools, hospitals, public interest groups, sports teams, the arts, museums and libraries. They help vulnerable populations find an effective voice, make our institutions sensitive to the needs of individuals, ensure our government knows what we think, assist the elderly and sick, or bring a smile to a child's face.

Volunteering can be as structured as working on a committee, or as informal as just being a good neighbour. As well as contributing to their communities, people who volunteer develop and improve their skills, explore their own strengths and interests, expand their network of neighbours and friend, and feel good about themselves.

National Volunteer Week, April XX-XX, 201X, is a time to reflect on the accomplishments of Canadian volunteers in the past, recognize and thank today's volunteers, and think about ways we can become active participants in building strong communities for the future.

*(your name), (your organization or community)*

### Sample Letter #2:

National Volunteer Week, April XX-XX, is an opportunity to recognize and thank volunteers in (our community) and across Canada. Organizations involved with the arts, health, sports, environment, education, recreation, community development and social services rely on the passion and commitment of volunteers every day.

Volunteering is an active expression of your concern for the place you live or the world. Just pitch in and do what you can.

During National Volunteer Week, I encourage everyone in (your community) to stop for a moment and think about (then thank) the many volunteers that make your community a great place to live, work or raise a family. Ask yourself what you can do to increase the ability of volunteers and voluntary organizations to positively impact our community.

*(your name), (your organization or community)*

# Appendix N:

## Press Conference Tips

- Identify a venue that is easy for you and the media to get to for your event.
- If you have your own facility, hold your event there.
- Prepare and send out invitations.
- Let media know you are having the press conference, the place and time.
- Have a news release ready to give to media at the press conference.
- Make sure you have the proper seating, podium, sound system etc.
- Prepare an agenda for your guest speakers.
- Make sure your guest speakers are prepared to relay your news.
- Follow-up with the media to see if they need more information.
- Don't spend more than you can afford on a venue or refreshments.
- Have supporters of your news or project in the audience.
- Indicate to the media who your supporters are or who they can contact for comment.

# Appendix O:

## Media Invitation

Sample Media Invitation  
(Date invitation issued)

### Media Launch: VOLUNTEER WEEK

- Who:** (your organization) is inviting media to attend a launch of National Volunteer Week. Staff and volunteers from a wide variety of community non-profit organizations will be there. Special guests include: insert name and organization.
- What:** Launch of Volunteer Week. The program will include (describe briefly and be sure to mention photo and interview opportunities.
- When:** Day, date, time
- Where:** Address, city/town. Directions if needed.
- Why:** It's an opportunity to celebrate the contribution of volunteers in our community through a fun-filled, but meaningful kick-off event.

**Media Contact:**

Name

Title

Organization

Phone Number

Email Address

# Appendix Q:

## Sponsorship Letter – Media

### Sample Media Sponsorship Letter

Dear ---

We are hoping (name of newspaper, radio or television station) will want to partner with us in promoting National Volunteer Week in (community) on April XX-XX, 201X.

This week, is celebrated by many communities in New Brunswick and many more across Canada, and is a way to recognize the many dedicated volunteers who contribute to our communities. Our organization works with its community partners to promote awareness of the many events and activities taking place in (community) that recognize and thank our community volunteers during National Volunteer Week.

As a media sponsor, we would like your assistance in (airing/publishing) news stories, public service announcements and event notices, advertising and other items of interest that will help promote the week's activities to your (listeners, viewers, readers).

In return, we will include your (newspaper's, station's) name and logo on all our promotional material, such as: flyers, newsletters, website, event programs, news releases, and advertising, and publicly in remarks at any special events. If useful, we can also provide you with a charitable tax receipt.

Sponsorship isn't just a promotional tool for publicity and customer can also be expected to generate good will and awareness at (name of newspaper, radio, or television station).

Thank you for your consideration. We look forward to your reply and to a future potential partnership.

Sincerely,

(name, title)

(contact information)



# Appendix R:

## Volunteer Gifts and Thank You Card Ideas

### 50 Volunteer Gifts and Thank-You Card Ideas

1. Angel Pin: *Volunteers are angels.*
2. Art Supplies: *Volunteers are a work of heart.*
3. Bag Clip: *Volunteers keep it together.*
4. Bag of mixed nuts:  
*We would go 'nuts' without your support!*
5. Balloon: *Volunteers help others expand.*
6. Box of raisins with magnetic tape on the back:  
*Thanks for raisin' all those funds!*
7. Cookies: *Volunteers are Sweet.*
8. Calculator: *Count on Volunteers.*
9. Candles: *Volunteers light up the lives of so many  
Volunteers lighten the load.*
10. Chocolate coins: *Volunteers are priceless.*
11. Cinnamon buns: *Volunteers work their buns off!*
12. Clock: *Volunteers give the gift of time.*
13. Cupcakes: *Volunteers take the cake!*
14. Flower Bouquet: *Volunteers – hearts in bloom.*
15. Flower Seeds: *Volunteers grow communities.  
Volunteers plant seeds of kindness.*
16. Globe: *Volunteers deserve a world of thanks.*
17. Globe stress ball:  
*Volunteers make a world of difference.*
18. Gloves: *Give volunteers a hand.*
19. Hand Lotion: *Volunteers give a helping hand.*
20. Hat: *Hats off to volunteers.*
21. Heart Sticker: *Volunteers love community.*
22. Hot Chocolate package:  
*Volunteers warm our hearts.*
23. Jar Gripper: *Volunteers open their hearts.*
24. Key chain: *Volunteers are the key to our success.*
25. License Plate Holder: *Volunteers are driven.*
26. Lifesavers: *Volunteers are a lifesaver.*
27. Magic Wand: *Volunteers perform magic.*
28. Mini Cooler: *Volunteers keep their cool.  
Volunteers are cool.*
29. Mints: *Volunteers are worth a mint.  
Thanks a mint.*
30. Paperclips:  
*Volunteers help communities hold it together.*
31. Picture Frame: *Volunteers—the face of kindness.*
32. Plastic Heart Keyring:  
*Volunteers give from the heart.*
33. Pom Poms: *Cheers for Volunteers.*
34. Potpourri packet: *Volunteers give our work,  
the sweet smell of success.*
35. Puzzle: *Volunteers are the missing piece.  
Volunteers complete the puzzle.*
36. Radio: *Volunteers are upbeat.*
37. Rubber Bands:  
*Volunteers stretch into new opportunities.*
38. Rubber Bracelet: *Volunteers lend a hand.*
39. Safety Pin: *Volunteers are bright and sharp.*
40. Scissors: *Volunteers are a cut above.*
41. Star badge: *Volunteers are stars.*
42. Sunflower: *Volunteers spread sunshine.*
43. Teddy Bear: *Volunteers are Beary Special.*
44. Tool Kit: *Volunteers build better communities.*
45. Treasure Chest:  
*Volunteers are our greatest treasure.*
46. Tree Seedling: *Volunteers grow communities.*
47. Travel Mug: *Volunteers warm our hearts.*
48. Watch: *Volunteers take the time.*
49. Water Bottle: *Volunteers are good sports.*
50. Wine glass filled with candy:  
*A toast to a job well done.*

# Appendix S: Quotations

## Action

Footprints on the sands of time are not made by sitting down. — *Proverb*

Don't let the best you have done so far be the standard for the rest of your life. — *Gustavus F. Swift*

People support what they help create. — *Unknown*

Blessed is the person who sees the need, recognizes the responsibility, and actively becomes the answer. — *William Arthur Ward*

Some men see things as they are and say 'why'? I dream things that never were, and say, 'why not?' — *George Bernard Shaw*

Everywhere in life the true question is, not what we have gained, but what we do. — *Thomas Carlyle*

Ideas without action are useless. — *Harvey Mackay*

Life's blows cannot break a person whose spirit is warmed at the fire of enthusiasm. — *Norman Vincent Peale*

A truly wise person will have the wisdom to know what he can do, accept what he can't do, and have the generosity of spirit to extend himself in ways that can make a difference. — *John Gray*

Imagination lit every lamp in this country, built every church, performed every act of kindness and progress, created more and better things for more people. It is the priceless ingredient for a better day. — *Henry J. Taylor*

Enthusiasm finds the opportunities, and energy makes the most of them. — *Henry S. Haskins*

I long to accomplish a great and noble task, but it is my chief duty to accomplish small tasks as if they were great and noble. — *Helen Keller*

## Appreciation

A word of appreciation often can accomplish what nothing else could accomplish. — *B.C. Forbes*

Appreciation is a wonderful thing; it makes what is excellent in others belong to us as well. — *Voltaire*

When you look for the good in others, you discover the best in yourself. — *Martin Walsh*

I feel the greatest reward for doing is the opportunity to do more. — *Jonas Salk*

## Belief

Achieving starts with believing. — *Anonymous*

Those who say a thing cannot be done should not stand in the way of those who are doing it. — *Anonymous*

## Charity

It is every man's obligation to put back into the world at least the equivalent of what he takes out of it. — *Albert Einstein*

The size of a person's world is the size of his heart. — *Alfred A. Monatpert*

Our deeds are like stones cast into the pool of time; though they themselves may disappear, their ripples extend into eternity. — *Unknown*

Great beauty, great strength, and great riches are really and truly of no great use; a great heart exceeds all. — *Benjamin Franklin*

No one can sincerely try to help another without helping himself. — *Charles Dudley Warner*

We make a living by what we get, but we make a life by what we give. — *Winston Churchill*

### Community

If you would like to live in a community in which you may have pride, then dedicate yourself in the spirit of humility to your responsibilities in that community.

— *Herber Victor Prochnow*

The volunteer has become a major force in our lives...because it is not possible for man to live separated from others. We are involved in each other's lives, not by choice, but by necessity.

— *Nils Schweitzer*

### Happiness

Happiness is nothing more than health and a poor memory. — *Albert Schweitzer*

If you want happiness for an hour – take a nap...

If you want happiness for a day – go fishing...

If you want happiness for a year – inherit a fortune.

If you want happiness for a lifetime – help somebody!

— *Unknown*

What lies behind us, and what lies before us are tiny matters, compared to what lies within us.

— *Ralph Waldo Emerson*

If you want happiness for a lifetime – help the next generation. — *Chinese Proverb*

If you can't go where people are happier, try to make people happier where you are. — *Ashleigh Brilliant*

We are all like one-winged angels. It is only when we help each other that we can fly.

— *Luciano de Crescenzo*

### Leadership

People are like stained-glass windows. They sparkle and shine when the sun is out, but when the darkness sets in, their true beauty is revealed only if there is a light from within. — *Elisabeth Kubler-Ross*

Courage is what it takes to stand up and speak; Courage is also what it takes to sit down and listen.

— *Anonymous*

Causes don't need workers so much as they need informed and dedicated advocates.

— *Harold J. Seymour*

Sometimes our light goes out but is blown into flame by another human being. Each of us owes deepest thanks to those who have rekindled this life.

— *Albert Schweitzer*

There is a vast difference between putting your nose in other people's business and putting your heart in other people's problems. — *Unknown*

No one is useless in the world who lightens the burden of another. — *Charles Dickens*

Leadership is the special quality which enables people to stand up and pull the rest of us over the horizon. — *James L. Fisher*

Blessed is the leader who has sought the high places, but who has been drafted into service because of his ability and willingness to serve. — *Unknown*

### Life

To give life meaning, one must have a purpose larger than self. — *William Durant*

My life belongs to the whole community, and as long as I live it is my privilege to do for it whatever I can.

— *George Bernard Shaw*

Only a life lived for others is a life worthwhile.

— *Albert Einstein*

Half our life is spent trying to find something to do with the time we have rushed through life trying to save. — *Will Rogers*

### Service

Only those who dare to fail greatly can ever achieve greatly. — *Robert F. Kennedy*

It is high time that the ideal of success should be replaced with the ideal of service. — *Albert Einstein*

Worse than being blind would be to be able to see but to not have any vision. — *Helen Keller*

Just as there are no little people or unimportant lives, there is no insignificant work. — *Elena Bonner*

Only those who attempt the absurd will achieve the impossible. — *Albert Einstein*

I don't know what your destiny will be, but one thing I know; the only ones among you who will be really happy are those who have sought and found how to serve. — *Albert Schweitzer*

A willing helper does not wait until he is asked.  
— *Danish Proverb*

Make yourself necessary to somebody.  
— *Ralph Waldo Emerson*

It is not fair to ask of others what you are not willing to do yourself. — *Eleanor Roosevelt*

God does not ask about your ability. He asks about your availability. — *Anonymous*

Life's most persistent and urgent question is: What are you doing for others? — *Martin Luther King Jr.*

### Success

I was successful because you believed in me.  
— *William Durant*

Only through caring and helping can life's true successes be found. — *Unknown*

It's no use waiting for your ship to come in, unless you've sent one out. — *Belgian Proverb*

It's no use saying, "We are doing our best." You have got to succeed in doing what is necessary.  
— *Winston Churchill*

Things turn out best for the people who make the best out of the way things turn out.  
— *Art Linkletter*

### And most importantly ...

If you woke up this morning with more health than illness, you are more blessed than the million who will not survive the week...

If you have food in your refrigerator, clothes on your back, a roof over your head and a place to sleep, you are richer than 75% of this world...

If you have money in the bank or in your wallet, you are among the top 8% of the world's wealthy...

If you hold up your head with a smile on your face and are truly thankful, you are blessed because the majority can, but most do not.

— *Unknown*

# Appendix T:

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