



# TOOLKIT FOR NONPROFITS, CORPORATIONS AND INDIVIDUALS

GLOBAL VOLUNTEER MONTH

# ABOUT THE TOOLKIT

We've created this toolkit to support your efforts in recognizing volunteers and their contributions during Global Volunteer Month in April.

The toolkit includes tips, tools and resources for individuals, corporations and nonprofits to get involved.



POINTS OF LIGHT

# TABLE OF CONTENTS

**Slides 4-6:** About Global Volunteer Month

**Slide 7-9:** Tools to Spread the Word

**Slides 10-11:** Resources for Individuals

**Slides 12-14:** How Your Organization Can Make an Impact

**Slide 15:** Virtual Volunteering Guide

**Slides 16-21:** Ideas for Organizations



POINTS OF LIGHT

# ABOUT GLOBAL VOLUNTEER MONTH

Global Volunteer Month was initially conceived to recognize the thousands of people around the world who serve as points of light in their own communities. In the wake of COVID-19, the need to recognize, inspire and activate the next generation of volunteers is greater than ever. Society's most vulnerable populations need our support and will continue to in the coming weeks and months.



To do this, we have activated our Points of Light Global Network to provide resources for everyone to get involved in Global Volunteer Month:

- **Learn:** Explore our resources and recommendations on virtual volunteerism for individuals who want to volunteer from inside their homes.
- **Find:** Search our data base for virtual volunteer opportunities, DIY projects that you can do from your home, and contact your local Points of Light affiliate to learn what your community needs.
- **Share:** Inspire others with the stories of people that are taking part in virtual volunteerism or uplifting their community in new and inventive ways by posting on social media, sharing how you're being a local point of light in your community. Use the hashtag **#LocalLight** so that we can demonstrate to the world that there is, in fact, light at the end of this tunnel.



## Weekly Themes & Storytelling

Each week will have a broad theme that aligns with one of the UN's Sustainable Development Goals:

- **April 1-5: Education**
- **April 6-12: Human & Civil Rights**
- **April 13-19: Poverty & Inequality**
- **April 20-26: Environment**
- **April 27-30: Health & Wellness**

We know that many organizations observe annual weeks and months of service designed to engage employees in meaningful volunteer projects, which may not occur in April. Global Volunteer Month is the perfect occasion to amplify your existing work and showcase your employee volunteers and the impact they have year-round in the communities you serve around the world.

Throughout the month of April, we will be publishing one story each day that highlights the impact of volunteer service. Stories will provide a variety of perspectives on the power of individuals, organizations and businesses to create change through volunteer service, and be a force that transforms the world.



# TOOLS TO SPREAD THE WORD

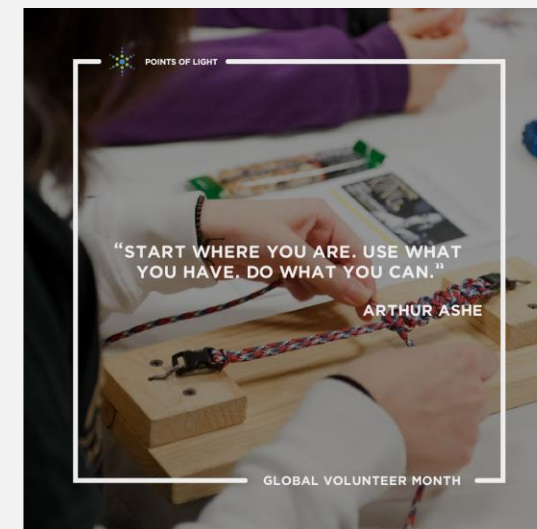
Post about your virtual volunteer experience on social media – using the hashtag #LocalLight – or share stories about others who are uplifting their community in new and inventive ways to inspire others.

## Visuals

Get [logos](#) translated into 12 different languages and [social media graphics](#) to help share inspiring stories of volunteer service during Global Volunteer Month.

## Use Your Voice: Letter to the Editor Template

We created a [template for a Letter to the Editor](#) that you can edit and share with your local media contacts and outlets.



## Sample Social Media Messages - Facebook/LinkedIn

- Global Volunteer Month is an opportunity for citizens across the world to rise to the occasion to address COVID-19 in their local communities. Learn about virtual volunteerism resources and how to get involved in your community. #LocalLight [link: [www.pointsoflight.org/global-volunteer-month](http://www.pointsoflight.org/global-volunteer-month)]
- The need to recognize, inspire and activate the next generation of volunteers is greater than ever. Global Volunteer Month inspires others with the stories of people that are uplifting their community in new and inventive ways. #LocalLight [link: [www.pointsoflight.org/global-volunteer-month](http://www.pointsoflight.org/global-volunteer-month)]
- In the wake of COVID-19, finding ways to give back has never been more important. Find virtual volunteer opportunities and DIY volunteer projects to meet the needs of your community. #LocalLight [link: [www.pointsoflight.org/global-volunteer-month/](http://www.pointsoflight.org/global-volunteer-month/)]

When we uplift stories of volunteer service, we inspire others to give back to their communities. Use **#LocalLight** so Points of Light can further amplify your posts.

On Twitter: [@PointsofLight](https://twitter.com/PointsofLight)

On Facebook: [Points of Light](https://www.facebook.com/PointsOfLight)

On LinkedIn: [Points of Light](https://www.linkedin.com/company/points-of-light)

On Instagram: [@PointsofLight](https://www.instagram.com/PointsofLight)



## Sample Social Media Messages - Twitter

- Discover virtual volunteerism resources and learn how to get involved in your local community. #LocalLight  
[www.pointsoflight.org/global-volunteer-month](http://www.pointsoflight.org/global-volunteer-month)
- In the wake of COVID-19, the need to recognize, inspire and activate the next generation of volunteers is greater than ever. Be a #LocalLight and share inspiring stories of service:  
[www.pointsoflight.org/global-volunteer-month](http://www.pointsoflight.org/global-volunteer-month)
- This April, recognize a #LocalLight who is creating change in your community. Nominate a #DailyPointofLight:  
[www.pointsoflight.org/dailypointoflight](http://www.pointsoflight.org/dailypointoflight)

## Sample Social Media Messages - Instagram

- Global Volunteer Month is an opportunity for citizens across the world to respond to COVID-19 in their local communities. Society's most vulnerable populations need our support and now is the time to get involved and be a #LocalLight.
- The need to recognize, inspire and activate the next generation of volunteers is greater than ever. Join us during Global Volunteer Month as we recognize those who are uplifting their community in new and inventive ways. #LocalLight
- During Global Volunteer Month, we recognize the incredible volunteers who rise to the occasion to address COVID-19. Thank a #LocalLight in your community – nominate them for a #DailyPointofLight Award at [www.pointsoflight.org/dailypointoflight](http://www.pointsoflight.org/dailypointoflight).



# RESOURCES FOR INDIVIDUALS TO GET INVOLVED

Individuals can still make a difference from the comfort of their own homes, and Global Volunteer Month is an opportunity to showcase volunteerism and its impact around the world.



## Points of Light Global Network

[Find your local Points of Light affiliate](#) to learn what your community needs.

## DIY Volunteer Projects

[Learn about easy DIY volunteer projects](#) that people of all ages can complete in their spare time.

## Volunteer Virtually in Your Community

[Search our database](#) for virtual volunteer opportunities that meet critical needs.



# HOW YOUR ORGANIZATION CAN MAKE AN IMPACT

Global Volunteer Month recognizes everyday volunteer heroes and supports employees and community members meeting community needs. It can also support achieving valuable outcomes.



## **Demonstrate your organization's values in action outside of the workplace and to a wider audience.**

Consumers support brands whose mission, vision and values align with the issues that matter to them. When consumers participate in volunteering with your company, and promote their impact through your initiatives, the brand builds consumer trust and equity.

## **Uplift stories of volunteer role models.**

When you are recognizing someone's actions, you are also lifting them up as a role model and #LocalLight. Recognition of employee volunteers and volunteer champions can help set benchmarks for volunteer excellence.



**Reinforce the positive difference that volunteering can have on the communities where employees live and work, as well as on employees themselves.**

Volunteers are a tremendous human capital resource for communities, and companies can step up to lend their time and talent to drive positive impact in those communities.

Each act of service can help improve a nonprofit's effectiveness, efficiency and reach, along with delivering critical programs and services. For the volunteer, serving others leads to greater satisfaction and pride, amplified awareness of the issues affecting their community, increased self-confidence, an improvement in skills and a myriad of health benefits.



# VIRTUAL VOLUNTEERING GUIDE

[View our Virtual Volunteering Guide](#), a robust resource list categorized by activity, impact area or beneficiaries.

Offering a variety of volunteer opportunities is one way to ensure that employees find at least one thing in which they'd feel comfortable participating. Has your company thought about incorporating virtual activities for your remote staff or those who have difficulty getting out of the office?

When you think about volunteers, the typical image of a team planting a community garden, revitalizing a local park or painting a lively mural at a school comes to mind. Yet all around the globe, at any given time, thousands (if not millions) of engaged citizens volunteer virtually — using their computers, the Internet, even their smart phones.

Virtual volunteers can complete short-term or long-term tasks, in whole or in part, typically off-site from the organization or person being assisted. If you've got access to a computer, thousands of different volunteer projects and roles are available to you — from your home, the library, a coffee shop, anywhere with an Internet connection.

***The Virtual Volunteering Guide is updated frequently. Bookmark the page in your web browser and check back frequently for new resources.***



# GLOBAL VOLUNTEER MONTH IDEAS FOR ORGANIZATIONS

There are many ways for your organization to participate in Global Volunteer Month! Whether you decide to expand upon what you've already planned for National Volunteer Week or Good Deeds Day, or try out one of the ideas below, we are thankful to have you join us in big and small ways to honor the power of service and its impact around the world.

1. Participate in Global Volunteer Month by planning a virtual volunteer activation. Our [recent blog article](#) shares ideas for employee volunteering when you can't serve in-person.
2. Recognize your volunteers responding to COVID-19, or those who serve throughout the year.
3. Share your organization's participation in Global Volunteer Month by posting on corporate websites, or social media using the hashtag **#LocalLight**. Points of Light will further amplify your efforts on our own channels.



## Recognize Service and Its Impact

Global Volunteer Month provides an opportunity to recognize the impact of volunteer service and the power of volunteers to tackle society's greatest challenges, to build stronger, more vibrant communities, and take action that changes the world.

- Use our marketing toolkit to spread the word about Global Volunteer Month to your networks and share stories of service and its impact on your social media channels. Visit [www.pointsoflight.org/global-volunteer-month/toolkit](http://www.pointsoflight.org/global-volunteer-month/toolkit) to get started.
- Create a campaign to collect volunteer stories and photos for publishing the remainder of the year. Encourage your employees and supporters to share the ways they volunteer through company communication channels, including blogs, videos, an internal social media site or company newsletter.
- Promote your volunteer program and its impact through external storytelling. Consider aligning with our weekly themes.
- Build internal awareness for your program by sharing interesting stats and facts about your organization's volunteer program throughout the month as well as how to participate and where to find more information. In your communications, remind employees of any incentive programs they can take advantage of or be eligible for, including Dollars for Doers.
- Use this month to remind employees and supporters why volunteering, even virtually, is good for them. Not only does it satisfy a need for purpose and builds camaraderie, it expands their world-view, brings a change of pace, improves skills, improves mood, lowers stress, reduces the risk for cognitive impairment, reduces pain, and it can actually help you live longer. In fact, you might partner with your HR leaders who are working on any employee wellness campaigns.



## Become an Activation Partner

[Share with us](#) how you plan to participate in Global Volunteer Month, whether by sharing content on social media or sending messages to your employees and supporters. Use the hashtag #LocalLight and Points of Light will further amplify your efforts on our own channels.

Please let us know if your organization or any of your employees are participating in COVID-19 volunteerism response.



## Encourage Participation in Your Volunteer Program

Global Volunteer Month is a time to recognize the impact of volunteer service in our communities. Invite employees and supporters to contribute to that impact by making a difference in their own community during Global Volunteer Month through virtual volunteering opportunities.

If your week or month of service doesn't occur in April, and you're not mobilizing volunteers for Earth Day, you may decide to encourage participating in a virtual service opportunity during Global Volunteer Month. Be sure to share your plans with middle-managers and get their buy-in, as they can be helpful champions of volunteering by sharing Global Volunteer Month information with their teams.

- Use your internal communication channels to encourage searching and signing up for an upcoming virtual project in your company's volunteer management system if available or, in the United States, you can direct employees to find local volunteer opportunities at [www.pointsoflight.org/volunteer](http://www.pointsoflight.org/volunteer).
- Connect with your nearest Points of Light Global Network affiliate to find virtual volunteer opportunities in your community or to help you design a meaningful service experience for your fellow employees. Find your local affiliate at [www.pointsoflight.org/global-network](http://www.pointsoflight.org/global-network).



## Recognize Your Volunteers and Volunteer Champions

Global Volunteer Month is an opportunity to recognize and thank volunteers who lend their time, talent, voice and support to causes they care about.

Recognition helps raise awareness for your program and provides an opportunity to raise external awareness about the great work done by employee volunteers. Keep in mind, though, no matter the size of your budget or your volunteer corps, recognition tactics should align with your company's culture and values.

- Produce and distribute certificates or a letter of appreciation signed by the CEO. Even better, ask for hand-written notes from senior leaders to thank volunteers or volunteer leaders for their contributions over the years. Email messages can also be used in lieu of hand-written notes.
- Even during this time of uncertainty, sharing stories and photos of volunteers serving throughout the year or responding to this crisis can inspire others to make a difference. Develop a regular cadence of these stories and use communication vehicles that will reach as many employees as possible (e.g., intranet and e-newsletters)
- Recognize an individual or team with the most volunteer hours during a certain time period. Use different communication vehicles to display an honor roll of volunteers by number of hours served, number of projects participated in, or number of projects led.



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- Award program-branded merchandise to top volunteers.
  - Create a digital badge to add to all your volunteer leaders' email signatures.
  - Highlight top volunteers in-person during leadership or all-staff meetings, or at special company events that occur in April. Provide materials to leaders and middle management to support your efforts.
- As the world's largest nonprofit dedicated to volunteer service, Points of Light administers prestigious recognition programs that help create a culture of service and increase the number of volunteers globally by celebrating and encouraging volunteer service. Use either of these tools to support your company's volunteer recognition tactics:
    - The Daily Point of Light Award honors exceptional volunteers, celebrating the power of the individual to spark change and improve the world. Nominate a volunteer at [www.pointsoflight.org/dailypointoflight](http://www.pointsoflight.org/dailypointoflight).
    - The President's Volunteer Service Award recognizes, celebrates and holds up as role models Americans making a positive impact as engaged and deeply committed volunteers. Learn more at [www.presidentialserviceawards.gov](http://www.presidentialserviceawards.gov).





**POINTS OF LIGHT**