



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

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ABOUT GLOBAL VOLUNTEER MONTH

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

Over the past year, we have seen a renewed energy for civic engagement as people around the world use their voice and actions to respond to a global pandemic, racial justice, and social equity. A month-long celebration of volunteer service, Global Volunteer Month provides the perfect opportunity to shine a light on the individuals and organizations that are making a difference in their communities.



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 volunteerism for individuals who want to volunteer from inside their homes or in-person.
- **Find:** Search our database for virtual volunteer opportunities and 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 who are taking part in virtual volunteerism or uplifting their communities in new and inventive ways by posting on social media, sharing how you're being a local point of light in your community, and using the hashtag **#GlobalVolunteerMonth**.



Weekly Themes & Storytelling

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

- **April 1-4: Education**
- **April 5-11: Human & Civil Rights**
- **April 12-18: Poverty & Inequality**
- **April 19-25: Environment**
- **April 26-30: Health & Wellness**

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.

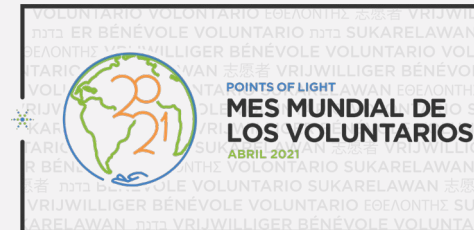
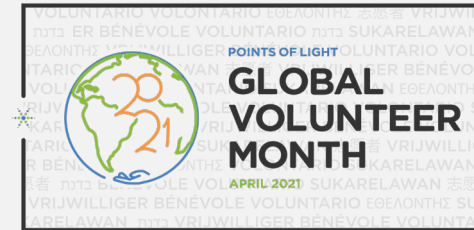


TOOLS TO SPREAD THE WORD

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

Visuals

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



Sample Social Media Messages - Facebook/LinkedIn

- Global Volunteer Month is an opportunity to celebrate the impact of volunteer service and the power of individuals to tackle society's greatest challenges. Learn how to get involved in your community. [link: www.pointsoflight.org/global-volunteer-month]
- Over the past year, we have seen a renewed energy for civic engagement as people around the world use their voice and take action in response to a global pandemic, racial justice, and social equity. A month-long celebration of volunteer service, Global Volunteer Month shines a light on the individuals and organizations that are making a difference in their communities. [link: www.pointsoflight.org/global-volunteer-month]
- During Global Volunteer Month, we celebrate the incredible volunteers who use their time, talent, voice, and resources to meet the critical needs of our communities. Thank someone who is making a meaningful difference in your community – nominate them for a Daily Point of Light Award. [link: www.pointsoflight.org/dailypointoflight]

When we uplift stories of volunteer service, we inspire others to give back to their communities. Use **#GlobalVolunteerMonth** 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/pointsoflight)

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



Sample Social Media Messages - Twitter

- #GlobalVolunteerMonth is an opportunity to celebrate the impact of volunteer service and the power of volunteers to tackle society's greatest challenges. Learn how to get involved in your community. www.pointsoflight.org/global-volunteer-month
- This past year, we have seen a renewed energy for civic engagement as people around the world respond to a global pandemic, racial justice, and social equity. #GlobalVolunteerMonth recognizes those making a difference in their communities. Learn more: www.pointsoflight.org/global-volunteer-month
- Celebrate the incredible volunteers who use their time, talent, voice, and resources to meet the critical needs of our communities during #GlobalVolunteerMonth. Nominate an individual making a difference for a Daily Point of Light Award: www.pointsoflight.org/dailypointoflight

Sample Social Media Messages - Instagram

- #GlobalVolunteerMonth is an opportunity to celebrate the impact of volunteer service and the power of volunteers to tackle society's greatest challenges.
- Over the past year, we have seen a renewed energy for civic engagement as people around the world use their voice and actions to respond to a global pandemic, racial justice, and social equity. A month-long celebration of volunteer service, #GlobalVolunteerMonth shines a light on the individuals and organizations that are making a difference in their communities.
- During Global Volunteer Month, we celebrate the incredible volunteers who use their time, talent, voice, and resources to meet the critical needs of our communities. Thank someone who is making a meaningful difference in your community – nominate them for a Daily Point of Light Award at www.pointsoflight.org/dailypointoflight



RESOURCES FOR INDIVIDUALS TO GET INVOLVED

Individuals can still make a difference, either in-person or 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, [Points of Light Engage](#), for virtual and in-person 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 your organization in achieving valuable outcomes.



“NEVER DOUBT THAT A SMALL GROUP
OF THOUGHTFUL, COMMITTED CITIZENS CAN
CHANGE THE WORLD. INDEED, IT IS THE
ONLY THING THAT EVER HAS.”

MARGARET MEAD

GLOBAL VOLUNTEER MONTH



POINTS OF LIGHT

**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 recognize someone's actions, you are also lifting them up as a role model and a point of light. 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, improved skill sets, and a myriad of health benefits.



VIRTUAL VOLUNTEERING GUIDE

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

Offering a variety of volunteer opportunities is one way to ensure that employees find at least one activity 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, and 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 have access to a computer, thousands of different volunteer projects and roles are available to you — from your home, the library, a coffee shop, or anywhere with an Internet connection.

The Virtual Volunteering Guide is updated regularly. 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! 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 [blog article](#) shares ideas for employee volunteering when you can't serve in-person.
2. Recognize your volunteers responding to the global pandemic, racial justice, and social equity, as well as those who serve throughout the year.
3. Share your organization's participation in Global Volunteer Month by posting on your corporate website or social media accounts using the hashtag **#GlobalVolunteerMonth**. Points of Light will further amplify your efforts on our own channels.



Recognize Service and Its Impact

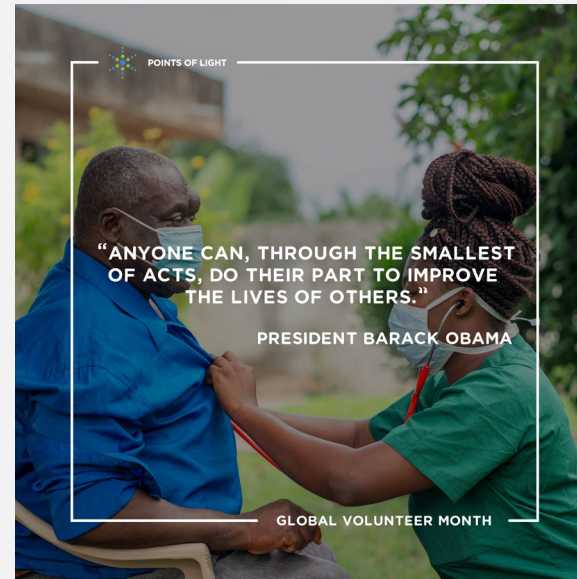
Global Volunteer Month provides an opportunity to recognize the impact of volunteer service and the power of volunteers to tackle society's greatest challenges, to build stronger, more vibrant communities, and to take action that changes the world.

- 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 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, internal social media sites, or the 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, virtually or in-person, is good for them. Not only does it satisfy a need for purpose and build camaraderie, it also expands their worldview, brings a change of pace, improves skills, elevates mood, lowers stress, decreases the risk for cognitive impairment, reduces pain, and even helps you live longer. In fact, you might partner with your HR leaders who are working on any employee wellness campaigns to communicate these benefits.



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 #GlobalVolunteerMonth and Points of Light will further amplify your efforts on our own channels.



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 through virtual volunteering opportunities 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, by directing employees to find local volunteer opportunities at 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.



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.

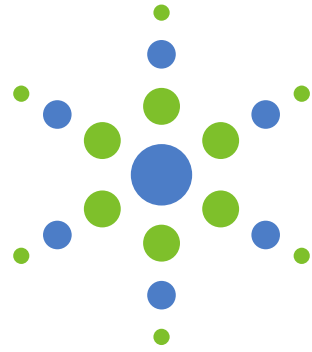
- Produce and distribute certificates or a letter of appreciation signed by the CEO. Even better, ask for handwritten notes from senior leaders to thank volunteers or volunteer leaders for their contributions over the years. Email messages can also be used in lieu of handwritten notes.
- Even during 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.



(CONT.)

- 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.
 - 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.





POINTS OF LIGHT