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POINTS OF LIGHT
**GLOBAL
VOLUNTEER
MONTH**
APRIL 2023

TOOLKIT FOR **NONPROFITS**



POINTS OF LIGHT

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ABOUT GLOBAL VOLUNTEER MONTH

What is Global Volunteer Month?

[Global Volunteer Month](#) is an opportunity to celebrate the impact of people who volunteer and engage in civic activities to tackle society's greatest challenges, build stronger, more vibrant communities and take action that changes the world. Whether through individual efforts, partnership with nonprofits and local charities or through opportunities with employers, Global Volunteer Month aims to lift up the inspiring work that happens when everyone engages in civic service. The calls to action are:

- Recognize your volunteers.
- Encourage volunteerism and civic engagement.
- Create awareness around your organization's needs and funding opportunities.

How Can Your Organization Participate?

Prioritize April every year as the month to recognize volunteers and individuals who do good for causes in their communities, whether through volunteerism or other ways around the [Points of Light Civic Circle](#). The monthlong campaign celebrates those who are making a difference in their communities and is an opportunity for organizations to inspire others to act as a point of light.



MAKE A PLAN TO PARTICIPATE

Use these tools and ideas to support your organization's campaign tactics and plan your Global Volunteer Month activities now:

- **Collect and Share Volunteer Stories:** ask supporters to send in volunteer stories, videos and photos for publishing the remainder of the year. Encourage supporters to inspire others by sharing volunteer stories through their personal social media.
- **Encourage Participation in Your Volunteer Program:** invite supporters to make a difference in their own community through in-person and virtual volunteering opportunities.
- **Ask Community Members to Say Thanks:** think about the impact that volunteerism and civic engagement has on the communities and causes you serve and provide an opportunity to collect and share those messages with your volunteers.
- **Internal and External Promotion:** plan your communications for two phases, pre-campaign March 1-31 and during campaign April 1-30 which should include internal communications to get your organization stakeholders on board, how you'll collect volunteer stories, identify media partners, plan for social communications and a weekly schedule. Check out this [sample communications plan](#).

Celebrate Volunteers All Month Long

April 1, 2023	Global Volunteer Month Begins
April 16, 2023	Good Deeds Day (Global)
April 16-22, 2023	National Volunteer Week (U.S)
April 22, 2023	Earth Day (Global)



DOWNLOAD LOGOS AND GRAPHICS

Spread the word about your volunteers, supporters and partners on social media using the hashtag **#GlobalVolunteerMonth** so that we can help amplify your inspiring stories throughout the campaign. Inspire others to act by sharing stories of your staff and individuals making a positive difference in your community.

VISUALS

Our Global Volunteer Month logo, available in 12 languages, and social media graphics make it easy for you to spread the word and celebrate the impact of your volunteers in April.

- Download [Global Volunteer Month Logos](#)
- Download [Social Media Graphics](#)

NEW! Have some fun with Global Volunteer Month and volunteering stickers! Search for **“Points of Light”** or **“Global Volunteer Month”** in your GIF search bar on Instagram and Facebook.

LOGOS



EXCITING SOCIAL MEDIA GRAPHICS







ANIMATED GIPHYs



SHARE MESSAGING EASILY

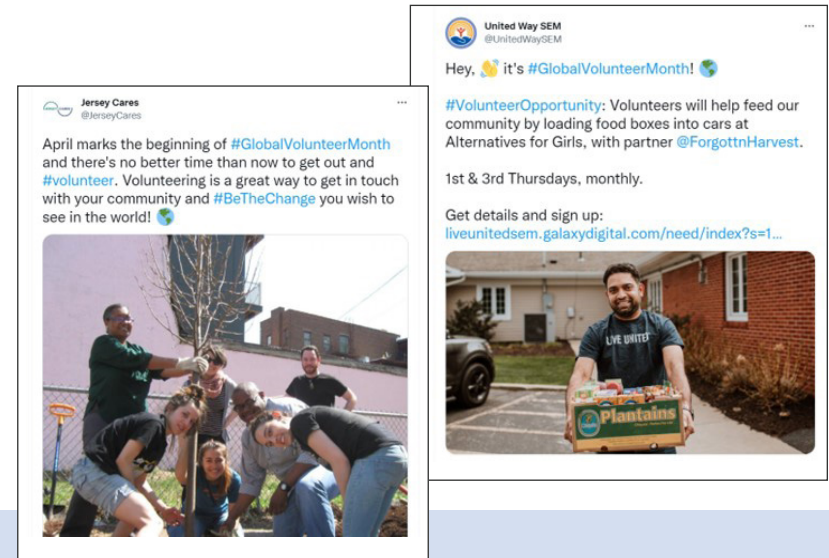
Use our [sample social media](#) messages, tag Points of Light across your channels and use **#GlobalVolunteerMonth** so we can further amplify your posts.

-  **Twitter:** [@PointsofLight](#)
-  **Facebook:** [@beapointoflight](#)
-  **LinkedIn:** [Points of Light](#)
-  **Instagram:** [@PointsofLight](#)

Additional Resources:

Sample Social Media Messages

- Join us this April for **#GlobalVolunteerMonth** as we celebrate our volunteers, partners and supporters who make a meaningful difference in our community. Learn how you can get involved: [insert organization website]
 - This **#GlobalVolunteerMonth**, we thank our incredible volunteers who support our mission to [insert mission]. Learn how their support moves our work forward to make our community better for everyone: [insert organization website]
 - **#GlobalVolunteerMonth** is an opportunity to recognize the positive impact volunteers are making in our community. Find ways to get involved: pointsoflight.org/gvm
- [Sample Email Template](#)
 - [Sample Blog Template](#)



RECOGNITION IDEAS

Use these tools and ideas to support your organization's volunteer recognition tactics and plan your Global Volunteer Month activities now:

- Handwritten notes of appreciation, spotlights during events or organization-wide meetings, distributing digital badges for email signatures, and awarding program-branded merchandise are all excellent ways to celebrate your supporters' passion for and commitment to volunteering.
- The **Daily Point of Light Award** honors exceptional volunteers, celebrating the power of the individual to spark change and improve the world. Honorees are formally recognized by Points of Light with a profile story on pointsoflight.org and a certificate signed by the president & CEO of Points of Light and Neil Bush, board chair, Points of Light. While nominations are accepted year-round, please submit your nomination by February 24 to be considered for an award during Global Volunteer Month. [Nominate someone](#) who acts as a point of light in their community each day.
- The **President's Volunteer Service Award** recognizes, and celebrates Americans making a positive impact as engaged and deeply committed volunteers. [Learn more](#) about the history of the President's Volunteer Service Award and how you can become a Certifying Organization to recognize outstanding volunteers.

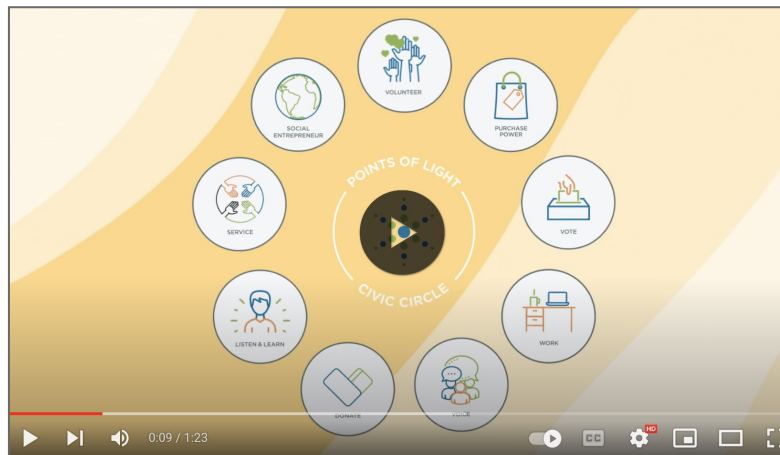


ABOUT THE CIVIC CIRCLE

What Makes the Points of Light Civic Circle Empowering?

The Civic Circle helps individuals connect to opportunities and understand that doing good comes in many forms. It is a framework that represents your power to lead, lend support and take action for causes you care about and to lead a civic life. Although **#GlobalVolunteerMonth** recognizes volunteers and volunteerism, civic engagement comes in many forms and all actions have an impact on communities.

WATCH TO
LEARN MORE





[POINTSOFLIGHT.ORG](https://pointsoflight.org)



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