



National Volunteer Week **Activation Kit**

Ready-to-go resources to activate your people, fast.

Rally your people — *quickly and easily* — for National Volunteer Week

Launching a giving or volunteering initiative is time-consuming. From deciding which causes to support, to writing content and sourcing images, there are a lot of moving pieces.

If you'd love to create an initiative for **National Volunteer Week**, but don't have a lot of time, this activation kit will help.



Try Benevity's *activation kits*

Benevity's activation kits include everything you need to launch compelling campaigns designed to increase engagement around timely events and awareness dates — saving you time, so you can focus on maximizing impact.

With the ready-to-go, expertly curated content in this activation kit, your team will be fully prepared to support **National Volunteer Week** this year!

Developed by Benevity's expert content team, the **National Volunteer Week Activation Kit** includes:



Your **National Volunteer Week** Activation Kit includes ...

- Pre-written templates for **volunteer opportunities** in support of nine themes ... [page 5](#)
 - Animals ... [page 7](#)
 - Recent immigrants ... [page 8](#)
 - Seniors ... [page 9](#)
 - Homelessness ... [page 10](#)
 - Mental health ... [page 11](#)
 - Sports and physical activity ... [page 12](#)
 - Food banks ... [page 13](#)
 - Youth mentorship ... [page 14](#)
 - Using your skills ... [page 15](#)
- **Image suggestions** to punch up your communications ... [page 17](#)



Volunteer Opportunities

A note to *program leaders* ...

The next 10 pages include templates for **National Volunteer Week** volunteer opportunities that you can use in your communications with your people.

We created the templates to be useful across different causes, so you can include causes that resonate with your people and inspire action. If possible, choose causes that address the unique needs of your local area. Your people probably have great ideas on where their service is most valuable and welcome. Your previous volunteer campaigns may also suggest options.

You and your people are amazing. You understand your people's gifts and strengths. Together, you can accomplish incredible things, and National Volunteer Week 2022 is a perfect opportunity to do that.

Here's how to create an amazing volunteer opportunity:

1. Identify the nonprofits(s) you'd like to support. This might be an organization doing important work in your area or the local branch of a larger organization.
2. Visit each nonprofit's website to determine what kind of help they need. Edit your text accordingly, and include the nonprofit's name and a link to their website.
3. Include specific instructions on how to remain safe while volunteering. If in doubt, check your area's safety regulations for gatherings.

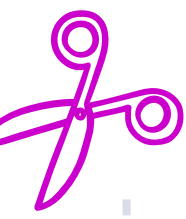
(Tip: This content isn't limited to National Volunteer Week — adapt the templates for other volunteering initiatives throughout the year!)





Tip

Use this template in
your communications



Celebrate your love of animals

Animal shelters across the country provide a valuable service to the animals we love so much. Many shelters rely on volunteers to keep going. During the pandemic, when some shelters saw an increase in the number of animals needing their help, local restrictions disrupted our chances to contribute in person. These shelters need our support, and their animals need our time. For those of us who love animals, maybe we need this time with them too.

We can take action together to respond to this problem and show our care for animals by volunteering our time at a local animal shelter. Ways you can help include:

- Help out at your local care center
- Serve with rescue and response teams
- Provide grassroots outreach that advances animal protection priorities in your community

How to take part

Participate by signing up for any of the following:

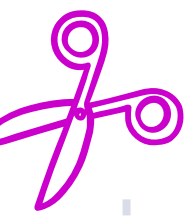
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Remember to stay safe. Ensure you're following local safety protocols!



Tip

Use this template in
your communications



Help recent immigrants start their new lives

Moving across the world to start over is incredibly difficult. You must learn a new culture, a new place and perhaps a new language. You might not know anybody in your new country and yet you have so much you need to find out. Your skills and knowledge may not be recognized and acknowledged, and you won't have an established network to assist you in your job search. You may be starting again with almost nothing. Yet every day, people undertake this incredibly difficult task, to flee war or poverty, to escape persecution or to pursue a better life for their children.

We can take action together to help recent immigrants succeed and show our care for people in need by volunteering our time in support of their new lives. Ways you can help include:

- Connect to available resources
- Offer language support
- Make introductions and help build networks
- Provide support for refugees

How to take part

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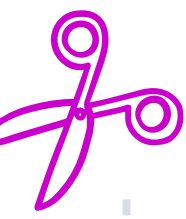
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Tip

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Support seniors in your community

The past two years have hit seniors hard. They've been vulnerable to a dangerous virus that has swept across the world. Many have lost friends and family. The restrictions have damaged social connections and left many seniors isolated. The disruptions of the pandemic have made previously routine tasks more difficult. Some of the support systems providing help, food, financial assistance and mental health assistance are overwhelmed. We can play a part in the solution by offering our time to the seniors in our communities.

We can take action together to support this valuable, vulnerable group and show our care for seniors by volunteering our time to those who need our support. Ways you can help include:

- Pick up meals from a central location and deliver them to seniors
- Check in on seniors to make sure they're okay
- Offer friendly greetings and brief conversations

How to take part

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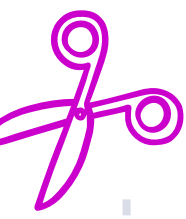
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Tip

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Help our homeless people

During this pandemic, many of us have taken refuge in our homes. Our home is where we're safer. It's where we can protect our families. For too many, there is no home to offer this shelter, this comfort and this safety. In the past two years, the number of people living on the streets or in makeshift homes has increased. It's a tragedy happening before our eyes — and it's getting worse. We can help people rebuild their lives if we can give them a home from which to do it in safety. The help we offer can save lives.

We can take action together and show our care for homeless people by securing and providing them with a place to eat, sleep and live. Ways you can help include:

- Take part in a build event
- Repair existing homes
- Volunteer at a Habitat for Humanity ReStore

How to take part

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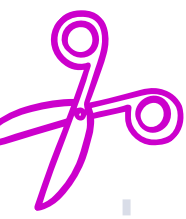
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Tip

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Support those who are struggling with mental health

Mental health will be one of the most important topics of the next 12 months. The past two years have been difficult for everyone as we have dealt with a pandemic and its impact on our health, finances, social connections and communities. For many, all these events have taken a damaging toll, and more people than ever are dealing with stress, anxiety, depression and other mental health issues.

We can take action together to respond to this ongoing mental health crisis and show our care for others by volunteering our time to assist those who need our support. Ways you can help include:

- Connect with a local mental health organization and ask about opportunities
- Provide in-person event support or online support for virtual initiatives
- Share available resources on social media
- Check in with isolated and vulnerable people in your community

How to take part

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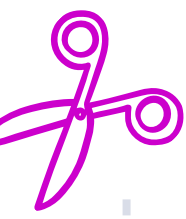
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Tip

Use this template in
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Help people get active and stay active

Over the past two years, for many people, there were more barriers to and fewer opportunities for staying active. Gyms were closed. Team sports were canceled. For some, financial pressures forced them to walk away from activities they loved. Given the physical and mental health benefits of sports, it's vital that we all stay active. We can make that choice for our own lives. We can also volunteer and give more opportunities to others. We all need to get moving again.

We can take action together to ensure that everyone who wants to play sports can play sports and show our care for others by volunteering our time in support of activities in our community. Ways you can help include:

- Act as event staff
- Assist with setup and takedown of events
- Provide transportation to and from events
- Support marketing and communications for sporting events

How to take part

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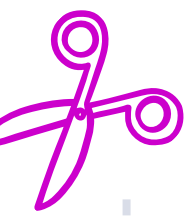
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Tip

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Provide food to those in need

Food insecurity is a heartbreaking problem for many families. At the same time that the pandemic has hurt people financially, supply chain issues have increased the cost of food. For too many, there is uncertainty about their next meal. For some, they will be able to eat only because of the important work of food banks.

We can take action together to respond to this ongoing crisis and show our care for others by volunteering our time to our local food bank. They rely on the contributions of volunteers and need our assistance to keep doing the valuable work they do. Ways you can help include:

- Sort and pack food hampers
- Assist at mobile pantries, drive-through pantries and no-contact distributions
- Deliver meals
- Volunteer from home to fundraise or spread awareness

How to take part

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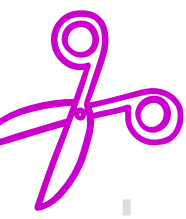
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Tip

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Help young people through youth mentorship

The past two years have been very difficult for young people. They've battled through disruption to their education, jobs, social connections, physical health and mental health. We can provide them with hope for a brighter future. Through youth mentorship, we can help them build the skills and knowledge they need to be successful. With our support, they can pursue the incredible future they deserve, and we will all benefit from what they achieve.

We can take action together to provide something valuable and life changing and show our care for young people by volunteering our time as mentors. Ways you can help include:

- Mentor a youth in person or online
- Attend a training workshop
- Provide in school mentoring

How to take part

Participate by signing up for any of the following:

- [INSERT ACTIVITY] to support [INSERT NONPROFIT NAME/LINK HERE]
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A note to *program leaders* ...

This last template is a little different. We already defer to your greater knowledge of your community and its needs. With this template, we also defer to your greater knowledge of your people.

What is uniquely special about your people? What can they do better than everyone else? What can you do in your community that aligns with your people's strengths and interests? What is an issue in your community that your people could solve with their hard work, excellence, kindness and time?

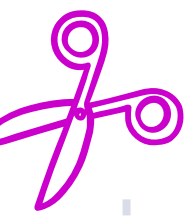
The answers will be different for every group, but they could include:

- Mentorship, education and training
- Problem-solving
- Construction, maintenance, repairs and cleanup
- Collecting and distributing resources
- Providing transportation



Tip

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Support our community by doing what we do best

We are amazing. We are [INSERT A STRENGTH] and [INSERT A STRENGTH]. Most of all, we are [INSERT GREATEST STRENGTH]. We're experts in [INSERT A SKILL AT WHICH YOUR PEOPLE ARE TRULY EXCEPTIONAL], and we care about our community. We are the perfect group of people to [INSERT SUMMARY OF WHAT YOU WILL ACCOMPLISH AS A GROUP]! There's so much we can accomplish when we work together, and giving our time to our community is a perfect way for us to do something incredible.

Let's show our community what we can do.

How to take part

Participate by signing up for any of the following:

- [INSERT AN ACTIVITY THAT CONTRIBUTES TO THE COLLECTIVE GOAL]
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Image Suggestions

Tell a richer story ... with *images*

To help promote your campaign, consider licensing images that illustrate the cause and tell a richer story. The next page contains images we've handpicked in support of National Volunteer Week. Click each image to visit Getty Images and license it.





Animals



Recent Immigrants



Seniors



Mental Health



Sports and Physical Activity



Food Banks



Youth Mentorship



Using Your Skills



Making an Impact Made Easy

Quality content like this activation kit is a key contributor to campaign success. For our clients who use Spark, Benevity's employee engagement platform, activation kits are proven participation drivers.

Did you know?

Spark clients who have used our pre-written news items have seen participation in their campaigns double. They also receive access to imagery that's already licensed, so it's even faster to get campaigns off the ground.

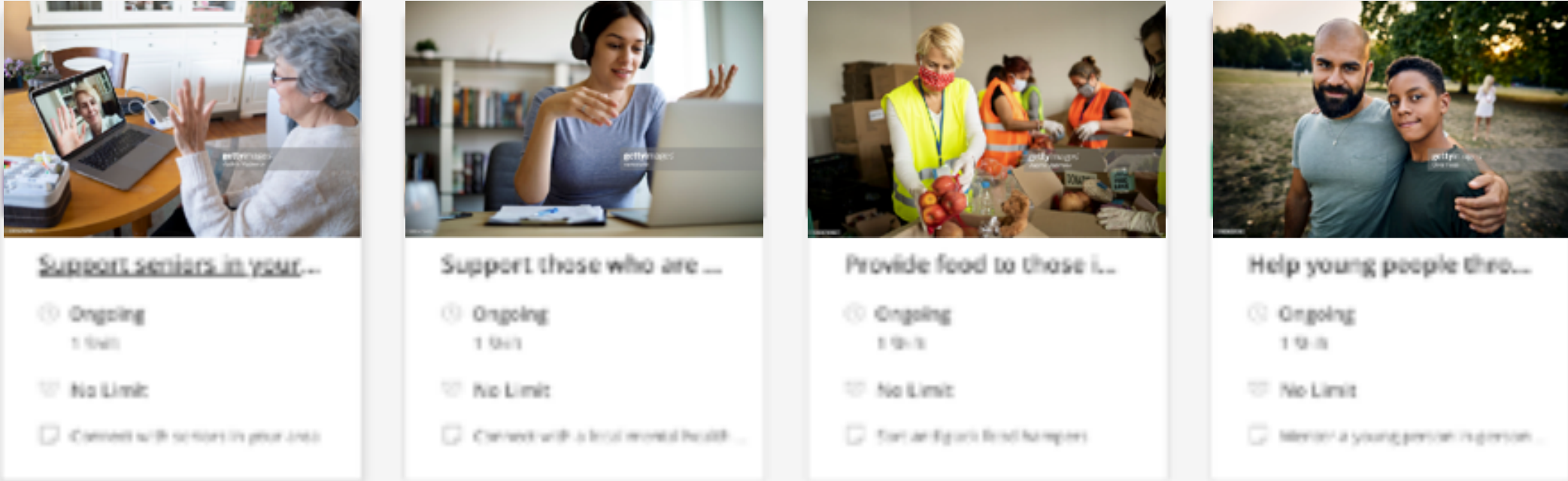
These are just a couple of the many ways Benevity's Spark platform makes it easy for your company to dramatically increase employee engagement and social impact.

See how activation kits work seamlessly in Spark.

[Book a Demo Today!](#)

Support these *volunteer opportunities* for National Volunteer Week:

Ongoing Volunteering



- Support seniors in your...
- Support those who are ...
- Provide food to those l...
- Help young people thro...



Good luck with your National Volunteer Week campaign!

Benevity, a certified B Corporation, is a leader in global corporate purpose software, providing the only integrated suite of community investment and employee, customer and nonprofit engagement solutions. Recognized as one of Fortune's Impact 20, Benevity offers cloud solutions that power purpose for many iconic brands in ways that better attract, retain and engage today's diverse workforce, embed social action into their customer experiences and positively impact their communities. With software that is available in 22 languages, Benevity has processed more than \$8 billion in donations and 43 million hours of volunteering time to support 326,000 nonprofits worldwide. The company's solutions have also facilitated 530,000 positive actions and awarded 1.2 million grants worth \$12 billion. For more information, visit [benevity.com](https://www.benevity.com).