



CAMPAIGN TOOLKIT

**FOR
CHARITY
PARTNERS.**

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WELCOME TO THE 'VOLUNTEER IN SOMERSET - YOUR TIME, YOUR WAY' CAMPAIGN TOOLKIT!

We've created this toolkit to help you to promote your volunteering opportunities and break down some of the barriers that prevent people from getting involved.

It contains useful resources and messaging to help you effectively champion the campaign, find new volunteers and foster meaningful community impact. Inside this toolkit, you'll find everything you need to understand the background and purpose of the campaign, along with key messaging tailored to resonate with potential volunteers.

We've also included a breakdown of some of the common barriers to volunteering and strategies to overcome them, ensuring that everyone can contribute to positive change, regardless of their circumstances.

Led by [Spark Somerset](#) and in partnership with other local charities, the campaign utilises the [Spark a Change platform](#), which hosts a wide range of opportunities and matches people looking to volunteer with causes that matter to them.

We believe that by working together and leveraging the power of volunteering, we can create a more inclusive and vibrant community.

Thank you for joining us on this journey to spark positive change and make a difference in Somerset, one volunteer at a time.





VISUAL ASSETS.

Here, you'll find a collection of eye-catching graphics and images designed to elevate your promotion of the Volunteer in Somerset campaign. From engaging social media posts to captivating posters, these visual assets will help you to bring the campaign to life, attract volunteers and help spread the message!

Please see all visual assets here:

<https://drive.google.com/drive/u/2/folders/1VxVWFVGanEMbCb78ozEpZ3Cc7NZUmQp>



**POSTS
FOR**

**SOCIAL
MEDIA.**

HERE ARE SOME EXAMPLES OF SOCIAL MEDIA POSTS, WHICH YOU CAN ADAPT TO SUIT YOUR ORGANISATION'S TONE OF VOICE AND TARGET AUDIENCE.

FEEL FREE TO COPY AND PASTE THESE READY-MADE POSTS FOR YOUR CHANNELS.

FACEBOOK

🎉 We're thrilled to partner with @sparksomerset for their Volunteer in Somerset – Your Time, Your Way initiative! Together, we're committed to revolutionising volunteering in Somerset by breaking down barriers and offering flexible opportunities for everyone to give back.
#VolunteerInSomerset #YourTimeYourWay #CommunitySupport

INSTAGRAM

🌟 Exciting News! We're proud to support @sparksomerset Volunteer in Somerset – Your Time, Your Way initiative! We're on a mission to make volunteering more accessible and inclusive across the county. Stay tuned for diverse opportunities through @sparkachange platform.
#VolunteerInSomerset #YourTimeYourWay #CommunityLove

🎉 Big news! We're teaming up with @sparksomerset for their Volunteer in Somerset initiative! Together, we're breaking barriers to volunteering and creating opportunities for everyone to make a difference. Keep an eye out for exciting volunteering roles in Somerset!
#VolunteerInSomerset #YourTimeYourWay #CommunityImpact

🌟 We're thrilled to be part of @sparksomerset Volunteer in Somerset initiative! Together, we're fostering inclusivity and making volunteering accessible to all. Follow us for updates on how you can get involved and make a difference in Somerset!
#VolunteerInSomerset #YourTimeYourWay #InclusiveCommunity

LINKEDIN

🚀 We are thrilled to support @sparksomerset's Volunteer in Somerset initiative! Together, we're dedicated to breaking down barriers to volunteering and creating opportunities for everyone to contribute to our local community. To get involved with this impactful journey, please visit: www.sparkachange.org.uk/volunteer-campaign
#VolunteerInSomerset #YourTimeYourWay #InclusiveVolunteering

★ We're excited to partner with @sparksomerset for the Volunteer in Somerset - Your Time, Your Way initiative! By joining forces, we're empowering individuals to give back to their local communities in flexible and meaningful ways. To find out how you can contribute, please visit: www.sparkachange.org.uk/volunteer-campaign
#VolunteerInSomerset #YourTimeYourWay
#CommunityEmpowerment

🌈 Exciting news! We're partnering with @sparksomerset for their Volunteer in Somerset initiative! Together, we're championing diversity and creating opportunities in ways that work for everyone. Want to get involved? Register your interest here:
www.sparkachange.org.uk/volunteer-campaign
#VolunteerInSomerset #YourTimeYourWay #DiverseVolunteering



HERE ARE SOME POSTS DESIGNED TO HELP YOU ADDRESS SOME OF THE COMMON BARRIERS TO VOLUNTEERING.

TIME

🕒 Finding time to volunteer can be challenging, but at @(insert charity name), we offer flexible opportunities that can fit around your schedule. Whether it's (activity) or (activity), make a difference on your terms.

#VolunteerInSomerset #YourTimeYourWay #FlexibleVolunteering #GiveBack

INCREASING AWARENESS

🌟 Want to volunteer but not sure where to start? Spark a Change is here to help, connecting you with local opportunities matching your interests and availability! Visit the website to learn more and get involved today. <https://www.sparkachange.org.uk/volunteering>

#VolunteerInSomerset #YourTimeYourWay #GetInvolved #Community

LOCAL TO YOU

🚗 We offer local volunteering opportunities, so everyone has the chance to make a difference in their community. Click here (link) to find out more.

#VolunteerInSomerset #YourTimeYourWay #TransportMatters #CommunitySupport

ACCESSIBILITY

♿ Health issues shouldn't stop you from volunteering. We offer remote and low-impact roles suitable for all. You can even make a difference from the comfort of your own home.

#VolunteerInSomerset #YourTimeYourWay #InclusiveVolunteering #VolunteerFromHome

FINANCIAL BARRIERS

💰 Volunteering shouldn't have a price tag. @(Insert charity name) cover the cost of training, travel and other expenses to ensure everyone can participate. Are you ready to make a priceless impact regionally?

#VolunteerInSomerset #YourTimeYourWay #CommunityLove

SKILL GAPS

🧠 Don't think you have the skills to volunteer? Think again! @[\(Insert charity name\)](#) offers roles for every skill level, with full training provided. Your passion and willingness to help are all you need. Find out more here [\(link\)](#).

#VolunteerInSomerset #YourTimeYourWay #VolunteerSkills
#CommunityHeroes

APPLICATION PROCESS

✍️ Want to volunteer but daunted by the application process? We've streamlined ours so it's quick and easy to join us. Need help? Get in touch and start making a difference today

#VolunteerInSomerset #YourTimeYourWay #CommunityService
#StreamlineTheProcess





**CONTENT
FOR
DIGITAL
NEWSLETTERS.**

SUGGESTED COPY

Please feel free to tweak the following as you see fit for your own newsletters. If you require more details or content around a specific angle, please let get in touch.

We're delighted to join forces with charitable organisations across Somerset for Volunteer in Somerset - Your Time, Your Way. The campaign, led by Spark Somerset, aims to inspire and empower people across the county to discover the joy and impact of volunteering. By breaking down the barriers and showcasing the diverse opportunities available, Volunteer in Somerset invites volunteers of all ages and backgrounds to become catalysts for positive change in their communities.

To find an opportunity local to you, please visit www.sparkachange.org.uk/volunteer-campaign





**FREQUENTLY
ASKED
QUESTIONS.**

HOW DO I FIND OUT ABOUT VOLUNTEERING OPPORTUNITIES?

Take a look at the Spark a Change website to explore our current opportunities. Alternatively, get in touch with a member of our team and you can discuss what you're looking for or what might be the most suitable for you by emailing info@sparkachange.org.uk.

IS MY FAVOURITE CHARITY PART OF THIS SCHEME?

Explore our full list of charity partners on the Spark a Change website here. Alternatively, you can visit your chosen charity's website directly to find out more about how you can get involved.

CAN I SIGN UP FOR MORE THAN ONE OPPORTUNITY?

We are grateful for every offer of support and if you feel you can commit to more than one opportunity or charity, we know they would really appreciate your help!

CAN I VOLUNTEER WITH MY FRIENDS?

Absolutely! Explore the opportunities you're interested in and sign up at the same time to support each other. If you have any questions or run into any problems, don't hesitate to contact the organisation directly—they'll be delighted to help!

WHAT IF I DON'T HAVE THE RIGHT EXPERIENCE?

Full training is provided for each task, so there's no need to worry! Many of our wonderful volunteers choose opportunities precisely because they have no prior experience in a particular field or area and want to learn. Don't let a lack of experience deter you! Full inductions will be given at every opportunity. However, the extent and nature of the training can vary depending on the organisation and the specific role. Therefore, we recommend contacting the organisation directly to gain a better understanding of their expectations and what support is available.

WHAT IF THE ACTIVITY I WANT TO DO ISN'T AVAILABLE?

Reach out to the Spark a Change team and let them know about your interests and what you are looking for. They can suggest similar roles which may align with your interests. Alternatively, we're adding new opportunities all the time so keep a regular eye on the Spark a Change website or take a look at the other options, which might spark your interest.

HOW MANY DAYS OR HOURS DO I HAVE TO COMMIT TO VOLUNTEER?

It is completely up to you! Volunteering commitments are often flexible and can be tailored to suit your time, your way. Organisations typically offer a range of opportunities that accommodate various time commitments, from a few hours per week to occasional events or projects, as well as regular slots each week/month.

I WORK SHIFTS, CAN I STILL SIGN UP?

Absolutely! organisations are grateful for any level of support and opportunities are available across a variety of days, times and hours. Please enquire directly with your chosen organisation or take a look at the Spark a Change website for full details and opportunities.

CAN I VOLUNTEER DURING EVENINGS, WEEKENDS OR OCCASIONALLY?

Yes! The opportunities are very flexible and cover a huge variety of roles. The Spark a Change website has plenty of volunteering roles that accommodate a range of availabilities including one-off events and activities, so visit www.sparkachange.org.uk/volunteer-campaign to see what works for you.

I CAN'T DRIVE, CAN I STILL VOLUNTEER MY TIME?

Many volunteering opportunities on the website do not require you to be able to drive. We have roles on the website that can be carried out remotely, within walking distance or are accessible by public transportation. By using the location filter on the Spark a Change website, you can easily discover volunteering opportunities that are conveniently located near you or in your preferred area.

I HAVE ADDITIONAL NEEDS, CAN I STILL GET INVOLVED?

Of course! Do check out the range of roles and opportunities via the website. Alternatively, make contact with your chosen charity to discuss what will be most suitable for you.

WILL I GET PAID?

No, these opportunities are voluntary only. Whilst you won't receive financial compensation for your time, the rewards come from making a positive impact, gaining experience and new skills, and building connections.

CAN VOLUNTEERING HELP WITH MY DUKE OF EDINBURGH?

Many volunteering roles count toward award schemes like Duke of Edinburgh or school requirements. Get in touch and we can help match you with a suitable opportunity.

CAN MY VOLUNTEER WORK CONTRIBUTE TO MY CAREER?

Volunteer work can be a valuable asset to your career development. It provides opportunities to gain new skills, expand your network, and demonstrate your commitment and passion in a particular sector. Many employers value volunteer experience as it can showcase teamwork, leadership skills and a commitment to your community. Volunteering can also help you explore new industries or roles, build confidence and enhance your CV.

WHAT IF I DON'T HAVE THE KIT/TOOLS TO COMPLETE THE WORK?

All resources required to complete the activity will be supplied – you bring the skills and enthusiasm; the organisation will provide everything else!

I DON'T WANT TO BE PUBLIC FACING, CAN I SUPPORT BEHIND THE SCENES?

Of course! There is a hugely diverse range of roles and opportunities across a variety of causes. Please check out the full list on the Spark a Change website.

I HAVEN'T VOLUNTEERED BEFORE, WHERE DO I START?

You can find a handy guide on the [website](#). Alternatively, contact your charity directly or speak to one of our friendly team.

HOW DO I SIGN UP TO VOLUNTEER ON SPARK A CHANGE?

Check out our website and follow the simple steps:

www.sparkachange.org.uk/volunteer-campaign

WHAT AGE DO I NEED TO BE TO VOLUNTEER?

Anyone can volunteer their time. Some roles will require a minimum age of 16-18, so make sure to check each role and organisation carefully before applying.

I RUN A LOCAL BUSINESS - CAN I ARRANGE A VOLUNTEERING ACTIVITY FOR MY COLLEAGUES?

Yes! We'd love to have your team involved in making a positive impact and corporate volunteering is a great way to boost team morale. Check out our corporate page for more details:

www.sparkachange.org.uk/for-employers



THANK YOU.

We hope this toolkit will inspire and empower your organisation to effectively promote volunteering opportunities in Somerset as part of the Volunteer in Somerset campaign.

Tailor these resources to resonate with your audience and enhance engagement. Thank you for your commitment to making a positive impact in our community! If you have any questions please contact info@sparkachange.org.uk