

PROMOTION OF VOLUNTEERISM AND VOLUNTEER PROGRAMS

Promoting volunteerism and volunteer programs includes a cluster of promotional strategies and activities which could take a variety of forms. However they fall under the following main categories.

Create carefully designed awareness-rising program, which emphasize the impact that volunteers have, with identified goals such as:

1. To inform the community about outstanding volunteer efforts
2. To recognize and thank volunteers
3. To publicize and bring people to special events
4. To describe or report on continuing and new programs, services and activities

Include relevant stakeholders who can be of assistance in promoting the impact, such as:

1. Community leaders and opinion-makers
2. Media people (editors, station managers, journalists, columnists, researchers)
3. Schools, colleges, universities
4. Local businesses and corporations with branches in your community
5. Other civil society organisations

Define and use raising awareness methods relevant to your target audience

1. Social media
2. Orientation community meetings
3. Providing a community information resource on volunteering

Raising public awareness for volunteer contributions to communities and the society

Examples:

The CCI has implemented a project for strengthening voluntarism where young volunteers, mostly prospective university students, were identified. For each individual a volunteering position was found in relevant companies and institutions. Meanwhile the project team prepared a program and activities for lobbying and raising awareness for institutions and companies to be more socially responsible and to provide opportunities to the volunteers for employment;

In another project, in order to identify, motivate and train young leaders, the media, representatives from the parliament and local government, social workers and other stakeholders were included. Training for public speaking, storytelling and successful promotion of activities were given to high school students. Ultimately, the young students were given a regular radio show for volunteerism, a tradition where the city mayor and children plant trees together was begun, funds for renovation of the schools were accumulated via projects prepared by the students and many students started volunteering in local civil society organisations.

Motivate people to volunteer and help maintain or increase previous volunteering commitments

Create a program for motivating people to volunteer, including the following goals:

1. Motivate and retain volunteers by instilling pride in the services they provide
2. Provide means and methods for recruiting and referring volunteers
3. Provide a community information resource on volunteering
4. Increase the public's awareness and support for voluntarism and the voluntary sector

Provide services for volunteers

1. Training for volunteering
2. Provide a referral service to link volunteers to opportunities
3. Organise events to promote volunteerism and volunteering opportunities

•Include relevant stakeholders who can be of assistance in presenting opportunities, motivating and increase volunteer commitments

1. Government bodies
2. Media people (editors, station managers, journalists, columnists, researchers)
3. Schools, colleges, universities
4. Local businesses and corporations with branches in your community
5. Other civil society organisations

Examples:

The CCI has organised a workshop for volunteers where a program was developed by discussing the current conditions for volunteering, how they can be improved, why it is important to volunteer, etc. As a result, we have together with the volunteers created a publication as a guideline for volunteering;

In coordination with other organisations from the country, especially organisations that work with young people and with the help of many volunteers, public events throughout the country were organised. These events were part of a campaign for awareness-rising for volunteering, to appreciate the work the volunteers have done so far, to inspire new generations of volunteers and to present to the public the importance of volunteering. A database with contact information of potential volunteers was created;

You cannot promote volunteering without engaging volunteers in your organisation. The CCI engages at least 3 volunteers on a daily basis and has a database of more than 50 other volunteers ready to be engaged if needed.

