



5 DECEMBER

International
Volunteer Day

volunteeringnz.org.nz/0800 VOL CNTR

Using the media to promote volunteering

The media is an important way of helping people to understand the benefits that volunteering offers. It can create enthusiasm for the wide range of volunteering opportunities and encourage more people to take part.

People's perceptions can sometimes put them off volunteering. They may feel that they don't have time. They may associate volunteering with a different age group or section of the community to their own. Or they may simply not be aware of the very wide range of opportunities that exist.

You can use the media to help inform people's views about volunteering by:

- highlighting news stories which show the wide range of activities that take place – you could focus on an unusual new activity which people wouldn't normally associate with your organisation
- showing how all sorts of people of all ages and all backgrounds take part, perhaps an older person doing an activity normally associated with younger people or vice versa
- using case studies that illustrate the different ways that people benefit – such as an unemployed person who has used their volunteering experience to get a job in their chosen field.

This will help your organisation involve more people – but it will also help to ensure that people have a broader view of volunteering in general.

One way of doing this is to try to weave some key messages about the benefits of volunteering into your communication with the media. You can do this by thinking about what you say in press releases or in the illustrations you choose.

Key messages could include:

- Everybody has something to contribute.
- Everybody gets something out of the volunteering experience.
- Volunteering can be enjoyable and interesting.
- Volunteering is about giving time and getting involved.

Source: <http://www.mediaguide.org.uk/webpages/mediaguide/index.php>