

A campaign to
celebrate volunteers

1 – 30 June

volunteeringnz.org.nz



the big
**SHOUT
OUT**

About The Big Shout Out



Volunteering New Zealand launched The Big Shout-out in June 2023. It was to recognise and celebrate the many volunteers in New Zealand, particularly those who helped see us through the Covid pandemic and the 2023 North Island weather emergencies.

It returned in 2024 with more participation across social media and events thanking volunteers.

Businesses who support volunteering may boost morale, workplace culture and brand perception. In a Deloitte Volunteerism Survey, 89% of employees believe that companies who sponsor volunteer activities offer a better overall working environment than those who do not. 77% said company-sponsored volunteer activities are essential to employee wellbeing.

In 2025, we invite you to celebrate volunteers during June in The Big Shout-out campaign – give them a shout-out on social media or shout them morning tea – and help increase awareness of the vital role volunteers play in our lives and communities.



Last year's impact

by the numbers



3000

Mentions of #NVW2024 and #thebigshoutout

5000

Resource/ graphics downloads

60

Media stories

Website traffic increased by

40%

Events:

30

events held nationwide by Volunteer Centres, celebrating 3000 volunteers

18

events registered by Community organisations and councils registered, for 1300 volunteers

74%

of respondents to our survey rated the campaigns 4 or 5 out of 5

2300

Volunteer Thank You cards distributed

4300

Volunteers thanked, fed and celebrated at an event during the month

3

Big Shout Out celebration billboards in 3 regional cities

46,000

people heard the Big Shout Out ads across regional and national radio

Campaign Timeline



- ▶ **May 2025 – Event planning**
Register your volunteer celebration events
Prepare volunteer stories
- ▶ **June 2025 – The Big Shout Out**
Celebrate volunteers from different sectors
- ▶ **2 June** – King’s birthday public holiday
3 June – Conservation
5 June – Arbour day
6 June – Arts and culture
7 June – Sports
9 June – Social Services
12 June – Education
15 June – National Volunteer Week starts!
18 June – Emergency
20 June – Matariki public holiday
21 June – Community Development
24 June – Health
27 June – Animal Protection



Join the launch on 1 May



Comms Plan for Organisations

- Share you'll be taking part in The Big Shout Out – on socials, e-news
- Register events on our website
- Invite members/ volunteers to 'Add your voice'

Add your voice invite

Anyone can Add their Voice to the Big Shout Out, by adding their contact details on our website. We'll keep you up to date with campaign planning, and provide opportunities to get involved.

Social media



Social tiles



Email footer/ newsletter headers

Download the graphic assets at volunteeringnz.org.nz

Good ways to get involved



You don't have to be a voluntary organisation to be part of the Big Shout Out. In fact, what makes the Big Shout Out so special is the opportunity for every sector and every industry to take part.

Whether you're a major national business thinking about your social responsibility work for 2024 or a local activist group with passionate volunteers, the Big Shout Out welcomes partners who want to thank volunteers in their networks - employees, partners, beneficiaries, co-workers, friends, families.

Some of the ways you can support the Big Shout Out include:

Partner with an organisation to support/ recognise volunteers

Find an organisation taking part in the Big Shout Out who aligns with your values and what your organisation cares about, and reach out to them about building a local or national partnership.

Encourage your networks to download resources and celebrate on socials

Whether it's your workmates, your friends or family, encourage them to thank volunteers in whatever way they can.

Share the news about the Big Shout Out

If you're an organisation that runs a newsletter or other way of communicating with your members/ workers/beneficiaries, embed regular updates about the Big Shout Out.

Promote the campaign on social media

This partner pack links to a wealth of resources you can use to promote the Big Shout Out on social media or your own website. Download some graphics, adapt some copy and push out the word about the Big Shout Out across your channels.

Organise an event



For both voluntary organisations and partners looking to thank volunteers, a great way to support the Big Shout Out is to organise a volunteering recognition event in June.

Events are a particularly powerful way for organisations to highlight the work that they and their volunteers are doing. If you are organising an event involving volunteers doing some mahi, make sure you recognise their efforts e.g. provide kai.

Being able to share video and photography from an event is a fantastic way to get noticed on social media when the campaign is in full-swing, and the team behind the Big Shout Out collate photos and footage from events across the motu to share.

Hosting an event is also a fantastic way to get attention for your work in the press. Local groups can host an event that gets the interest of local papers, digital community platforms or community/local radio stations – potentially driving more volunteers/ supports for your organisation.

And if you are a national organisation, then The Big Shout Out campaigns team can work with you to explore whether it's possible to secure national and regional media coverage for your event.

Contact us

office@volunteeringnz.org.nz

Let us know about your event!

Whatever you do, if you decide to organise an event, make sure you tell us about it. That way The Big Shout Out team can get in touch with you to learn more if we think there is a good opportunity to use your event as part of the wider media campaign.



2024 regional events

Volunteer Centre events

In 2024 for The Big Shout Out, Volunteer Centres were allocated a small amount of money to hold events to thank volunteers. Many did this through planned awards events or arranged morning teas or other events during June. In total 30 volunteer appreciation events were held.





2024 social sharing Getting behind The Big Shout Out



Volunteer organisations around the country got behind The Big Shout Out.
They created social media posts and videos, and held events to thank volunteers.

Partners and supporters

Champions from 2024



Key supporters 2025

Will you add **your name** here?



Fletcher Living

The Big Shout Out 2025 is coordinated by Volunteering New Zealand, working in partnership with experts, consultants and partners to make the campaign a success.

Contact us

office@volunteeringnz.org.nz
P 04 470 6006

Thank you!

www.volunteeringnz.org.nz



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