

A campaign to  
celebrate volunteers

**1–30 June**

[volunteeringnz.org.nz](http://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.

In 2024, The Big Shout Out will return to recognise and thank ALL 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 2024, 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



1,743

Uses of #NVW2023 and #thebigshoutout

5000

Resource/ graphics downloads

45 Media stories

3 Key interviews by our CE with MediaWorks, RNZ The Panel, TVNZ Breakfast

## Events:

2 significant volunteer appreciation events hosted by the Minister for the Community and Voluntary Sector, and the Governor General

34 Events held by Volunteering New Zealand and regional volunteer centres

## Radio:

460,000 Total audience of The Big Shout Out campaign during national volunteer week in Auckland, Wellington, Christchurch across two stations

74%

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


2520

Volunteer Thank You cards distributed

2429

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

# Campaign Timeline

- ▶ **1 May – join the launch**  
Add Your Voice – to the Big Shout Out  
Start planning your event(s)
- ▶ **May 2024 – event planning**  
Register your volunteer celebration events  
Prepare volunteer stories
- ▶ **June 2024 – The Big Shout Out**   
Celebrate volunteers from different sectors
  - 4 June** – Environment (NB Arbour Day 5 June)
  - 10 June** – Social
  - 17 June** – Emergency
  - 24 June** – Health



# 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](http://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](mailto: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.



# Press and media



Throughout the campaign, the Big Shout Out team will be coordinating media opportunities to celebrate and recognise volunteering in June and to highlight the good work of our participating organisations.

We will be working with partners to build a series of national and regional events, including a series of shout-outs to specific to key volunteering sectors (see Campaign Timeline page).

Though we can never guarantee an opportunity to be featured in the press – it is ultimately up to editors and producers to decide what makes the cut – we are always keen to explore other possible media opportunities to support the campaign.

If you believe that you have the makings of a good media event/ opportunity that could be used to promote the Big Shout Out, or could contribute to a sector-specific moment (for example by providing a celebrity ambassador or exciting filming opportunity), please contact us.

We also strongly encourage local community groups to work with the press in their area to highlight the Big Shout Out. In the social media section of this pack, we will also be uploading resources including an example press release, and tips on how to build a local media opportunity.

## [VIPs give a big shout out to volunteers](#)





## 2023 national events

### Big Shout Out community event

A Big Shout Out event for community volunteers was held at Manukau, Auckland on 19 June. It was co-hosted by Hon Priyanca Radhakrishnan, the Minister for Community and Voluntary Sector and Volunteering New Zealand.

Volunteers and their whānau were invited to a celebration, particularly those that helped during the Auckland flood events and aftermath.

Often events are for just the volunteers, but volunteering by individuals is often at the cost of precious family time. This is why we made the celebration for the whole family. We aimed for a relaxed family feel to the event and so the organising team decided on kai, music and family fun. Five food trucks, a face-painter and balloon artists, and a donut wall helped create this atmosphere.

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## 2023 national events



### Volunteer appreciation event

A second volunteer appreciation event was hosted by the Governor-General Dame Cindy Kiro on 23 June at Government House, Auckland.

In the lead-up to this event Volunteering New Zealand collated volunteer stories, and the Governor General and the Minister selected their two favourites each. Those four selected volunteers were invited to the event, and their stories were displayed.

“Congratulations on an amazing event at Government House on Friday. It was a pleasure to meet yourself and the Rt Hon Dame Cindy Kiro and the Hon Minister for the Community and Voluntary Sector Priyanca Radhakrishnan. This was an event to be proud of, congratulations.”

– Kelly Tangaroa, Department of Corrections.





## 2023 regional events

### Volunteer Centre events

In 2023 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 34 volunteer appreciation events were held.





# 2023 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 2023



## Key supporters 2024

Will you add **your name** here?



The Big Shout Out 2024 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 4706006

# Thank you!

[www.volunteeringnz.org.nz](http://www.volunteeringnz.org.nz)



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