

1-30
JUNE

a campaign to
celebrate
volunteers

the big
SHOUT
OUT

Big Shout Out 2024

How business can get stuck in and lend a hand

Volunteering New Zealand is calling on businesses to join us in honouring the unsung heroes of New Zealand! **Volunteers.**

Businesses large and small have a crucial part to play in making The Big Shout Out a success. From the thousands of local shops and services which form the backbone of our communities, to the biggest brands, everyone can make a difference.

If your company is passionate about connecting to your customers' communities and improving lives, The Shout Out can help you make a lasting difference.

Imagine what a difference you could make if all your customers, employees and partners joined in and lent a hand?

Official partners of The Big Shout Out

The Big Shout Out Campaign celebrates our invaluable volunteers, whose selflessness drives positive change. As a sponsor, your business not only supports this success of this campaign, it also gains visibility and goodwill. Let's amplify gratitude together. Contact us now!

Your investment can make a huge difference to this campaign.

Official partners will be featured at national events, and on our website, campaign page and promotional collateral.

We are seeking financial support from 5 official partner organisations willing to donate \$25k to the campaign.

Helping the helpers of The Big Shout Out

The Big Shout Out Campaign celebrates our invaluable volunteers, whose selflessness drives positive change. As a sponsor, your business not only supports this success of this campaign, it also gains visibility and goodwill. Let's amplify gratitude together. Contact us now!

A small investment can make a huge difference to this campaign.

Our Helping Helpers will be featured on our website and campaign page.

We are seeking financial support from organisations willing to donate \$2, \$5 or \$10k to the campaign.

Supporters of The Big Shout Out

We are calling on businesses to support events in their local communities, to organise and register their own Big Shout Out thank you and recognition activities on our Platform, and to help us spread the word among their customers, employees, partners and communities. To help us spread the word, share on your social media channels or put posters up in your windows using our useful Partner Pack.

Any organisation can sign up to be a supporter of the Big Shout Out.

We'd love you to celebrate volunteers through your channels, thank volunteers in your communities and organisations and if you can to host a thank you event or morning tea.

You can sign up to our event registration **form**.



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

