

**The Big Shout Out**

**- Communications Pack**

**June 2023**

* Copy and messages
* Social media graphics and templates
* Media campaigns
* Contact information.

INTRODUCTION

* The Big Shout-out is a new social media campaign for June, including National Volunteer Week (18-24 June), encouraging people to give a shout-out to volunteers.
* We invite everyone to recognise and thank volunteers - give them a shout-out on social media or shout them morning tea!

To help you join in The Big Shout Out, Volunteering New Zealand has created a communications pack with everything you need.

COPY and MESSAGES

The Big Shout-out is a new campaign for June, encouraging people to give a shout-out to volunteers.

New Zealand is a nation of volunteers - more than 50 percent of kiwis volunteer, giving time and energy to make a difference in our communities. Our vision is for volunteering to be valued and celebrated as a vital part of society.

It's time to recognise these unsung heroes and show your thanks. There are many ways to recognise volunteers, including:

* volunteer spotlights - encourage volunteers to share their stories/ photos
* set up a virtual gratitude wall and encourage your staff to thank volunteers
* social media challenge - prompt volunteers to share photos/ videos relating to their volunteering, and others to thank volunteers they know
* shout volunteers a morning tea!

SOCIAL MEDIA GRAPHICS

Download these ready-to-share graphics and share via social media and web.



>> [Download here](https://nationalvolunteerweek.nz/resources/#tab-1684974331915-7-9)

**The Big SHOUT OUT logo**



>> [Download here](https://nationalvolunteerweek.nz/resources/#tab-1684974331915-7-9)

MEDIA CAMPAIGNS

## Radio

Listen out for Big Shout-Out advertising on The Breeze and Magic Radio, during 18-24 June, in Auckland, Wellington and Christchurch. A social media post will be run alongside this schedule to celebrate volunteers and invite people to tag a volunteer (prize as an incentive). There will be interviews with the Breakfast hosts on The Breeze, in Wellington and Christchurch.

## Social Media

#thebigshoutout is the hashtag for the campaign, and we encourage everyone to post photos to thank volunteers.

You can print a hearts or [star image](https://nationalvolunteerweek.nz/resources/#tab-other), and take a photo holding the images – makes a great social media photo!

## Share your stories

We’d love to hear your volunteer stories and photos. Please [use this form](https://docs.google.com/forms/d/e/1FAIpQLSfazvPut5F-EZwU7R8HY8oLRCQIoKUNAqruToU1PvBhHu3kbA/viewform) to tell us about you and your story.

* Facebook: @volunteeringNZ facebook.com/VolunteeringNZ
* Instagram: @volunteeringnzinstagram.com/volunteeringnz
* LinkedIn: @volunteering New Zealandlinkedin.com/company/volunteering-new-zealand

CONTACT

For all communication enquiries please contact:

Margaret McLachlan

Communications Manager

Volunteering New Zealand

P 027 2478047

[margaret@volunteeringnz.org.nz](mailto:margaret@volunteeringnz.org.nz)