



www.thebighelpout.org.uk

Partner Communications Toolkit



Introduction

Thank you for supporting The Big Help Out. For the Big Help Out 2023, I was proud to back a campaign that saw us bring the country together for the UK's biggest ever day of volunteering. An amazing 7.2 million people were mobilised to help out in their communities. Just incredible.

We're now gearing up for The Big Help Out 2024, which is happening from Friday 7th June to Sunday 9th June - coinciding with Volunteers' Week. And it's set to be even better.

We'd love you to be involved every step of the way, mobilising your networks and spreading the word, and thinking about how you can make the most of this June to recruit new volunteers and motivate your current team. In this pack, you'll find everything you need to get ready and start planning. It's about all of us doing a little to make one big difference.

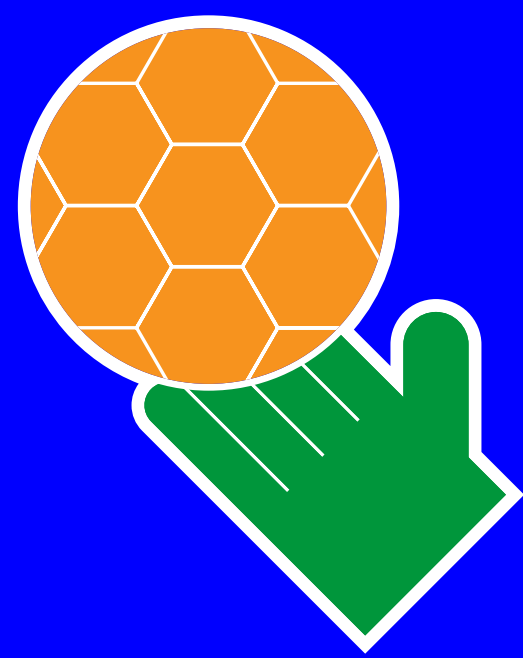
Together, we're inspiring the volunteers of today and tomorrow to lend a hand, make a change in our communities, and perhaps forge new friendships and connections along the way.

Volunteering drives kindness and generosity, which is needed now more than ever. I look forward to being part of The Big Help Out 2024 with you!

Bear Grylls OBE



About The Big Help Out



During the pandemic, we saw millions of people volunteer to support each other through the biggest national crisis since the Second World War. This cemented volunteering as a core driver of connection.

However, in the years since the worst phase of the pandemic drew to a close, the country has seen a significant decline in volunteer numbers.

/Together partners saw the opportunity to invite people to step forward in their communities to give their time, not money, to important causes.

We came together on May 8th 2023 as part of His Majesty the King and Queen's Coronation for the largest mobilisation of volunteers since the 2012 Olympic Games, and one of the largest since the war.

The first Big Help Out - which we are delighted to say won the Charity Times Collaboration of the Year Award for 2023 - was a large-scale campaign that brought together the UK's most influential volunteering organisations, and hundreds of grassroots community groups, to encourage people to try something new. **7.2million** people participated.

In 2024, The Big Help Out will return and align with Volunteers' Week from Friday 7th to Sunday 9th June, and we will begin the work of transforming this campaign from a one-off day of mass action for the Coronation into a key part of every voluntary organisation's annual calendar.

For the second year of The Big Help Out, the /together Coalition is focused on:

SCALE, empowering millions to volunteer and building a legacy from 2023.

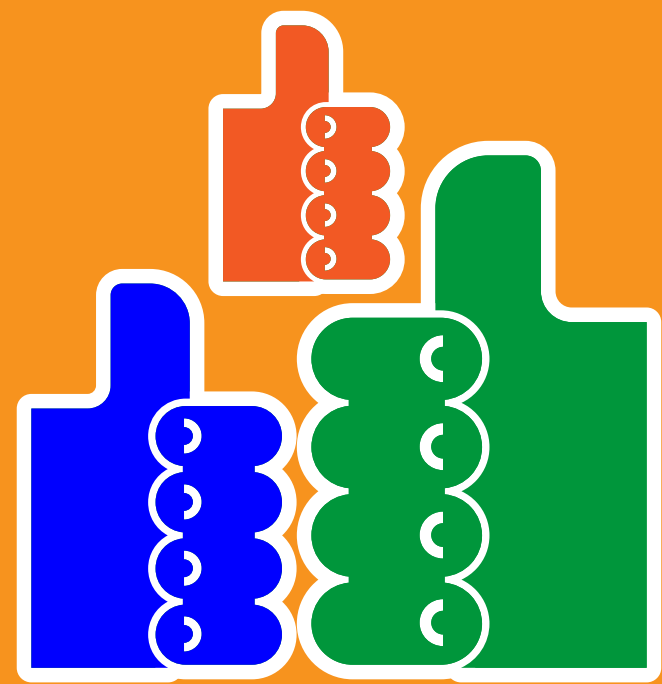
SUSTAINABILITY, empowering and enabling organisations to convert one-off volunteering into sustained engagement.

TARGETING, reaching under-represented and diverse communities who need extra help to volunteer.

We warmly welcome you to be part of another national moment to transform our country, unite our communities and make the UK a better place to live with The Big Help Out 2024.



Last year's impact



30%

1 in 3 Brits had heard about the BHO 2023

37,388

Press articles with 97% positive/neutral rating

103 Million

Tweets with #TheBigHelpOut had a combined reach of 103million

7.2 Million

People took part

35,000

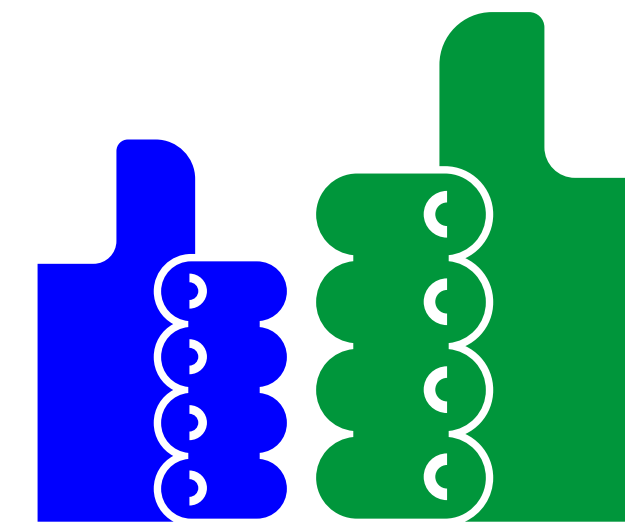
Voluntary organisations and 2,000 businesses took part in support of the campaign

70%

Said they were more likely to volunteer in the future

80%

Met someone from a different background



Campaign Timeline



January 30th - Join the launch!

Our official, formal campaign launch will come at the tail end of January. From this moment, the app will be open to start registering ways to volunteer across the UK.

We'll also be inviting members of the public and non-voluntary partners to take 'The Big Help Out Pledge' from January - an opportunity to commit to volunteering between 7th and 9th June, which will be available on The Big Help Out website. For comms teams: Save time in your diaries for January 30th and join our launch!

Spring 2024 - Recruit volunteers!

In the months between February and June, we'll work with organisations from across the campaign to build media moments and sector-specific launches to drive public interest in the campaign, and support you in recruiting volunteers.

In April 2024, The Big Help Out app will be live for members of the public to start signing up for specific volunteering opportunities. For comms teams: Save time in your diary in beginning of April to invite your members and the public to sign up to your volunteering opportunities.

We'll also be launching an exciting AR filter for the campaign from April, details of which will be revealed closer to the time.

May 2024 - 'The Consolidation'

With a critical mass of interest generated through our campaign in the previous months, a second major media moment and a concerted 'final push' will generate a national conversation about The Big Help Out, and convert interest and pledges into tangible commitments to volunteer in specific ways.

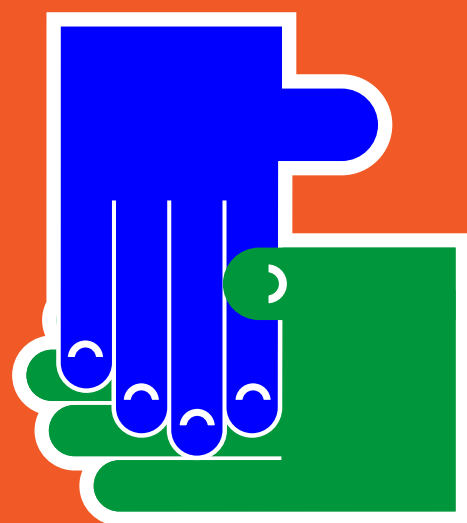
Organisations not able to participate in the June 7th to 9th core campaign will be encouraged to deliver activity in this window, to ensure they get maximum benefit from the campaign and can be part of the build up.

June 7th to 9th - The Big Help Out

Millions of people will be mobilised across the country for a weekend of social transformation and connection through the power of volunteering, across every sector and in every community of the UK.



Join the Launch on 30th January!



Comms Plan for Organisations:

On January 30th:

1. Share you'll be taking part in the Big Help Out
 - a. Post on Socials
 - b. Share regularly in your email newsletter
2. Start registering your volunteering opportunities on the Big Help Out Platform
3. Invite your members and the public to Pledge!

The Pledge (Public Invitation)

For the Big Help Out 2024, we're introducing a new aspect of the campaign designed to make it easier for the public to engage in the early days of the campaign and for our partners to hit the ground running with volunteer recruitment when the app goes live in April 2024.

Between January and March, we're asking members of the public - as well as a selection of celebrity ambassadors and prominent public figures - to take the 'Big Help Out Pledge'.

The Pledge is a commitment to volunteer for a worthy cause between June 7th and June 9th. Members of the public will be able to take the Pledge by providing us with their contact details on the official website.

We'll keep everyone who takes the Pledge up to date with the latest on the campaign and when the app goes live in April, urge them to make good on their commitment by finding an opportunity to sign-up for.

We're asking all of our partners to post about the pledge on social media on 30th January 2024 as part of our launch, linking to thebighelpout.org.uk, encouraging members of the public to take part. You can use the suggested graphics and copy on the next page, or adapt it as you see fit.



Social Media

Suggested copy:

We're joining [#TheBigHelpOut](#) from 7-9th June 2024! 🧡

Volunteers are superheroes. So this year, we're inviting you to make a difference within communities. Sign the pledge & get notified about volunteering opportunities for June on thebighelpout.org.uk

📱 App launching soon!

Or:

We're joining the biggest mass volunteering event - [#TheBigHelpOut](#), 7-9th June! 🧡

Pledge a day or an hour to create a positive impact in communities and a cause of your choice. 🦸

Sign up to be the first to know opportunities in June thebighelpout.org.uk

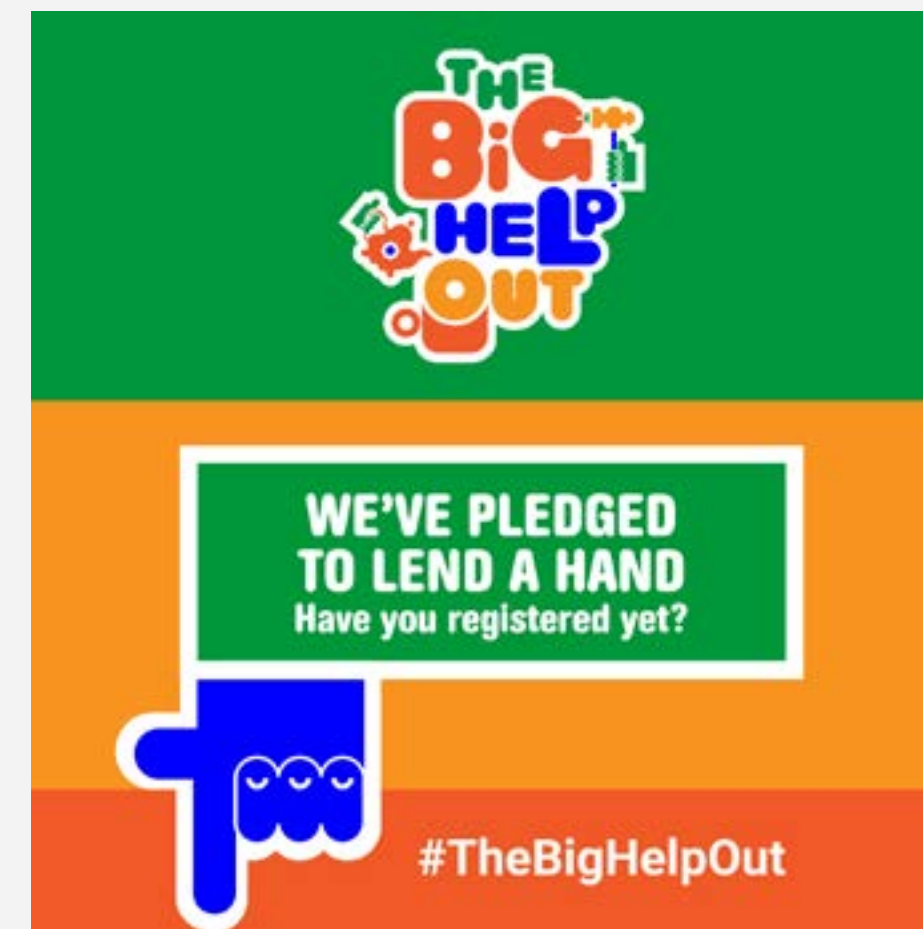
📱 App coming soon

TAG & FOLLOW US: [Twitter](#), [Facebook](#), [Instagram](#)

INSERT: Graphic or Pledge Video (see next page)



Option 1 Rectangle



Option 2 Square



Option 3 Square

DOWNLOAD BRAND KIT & SOCIAL MEDIA ASSETS HERE



Newsletter

Newsletter copy:

We’re taking part in The Big Help Out – the UK’s biggest ever mass volunteering movement from Friday 7th - Sunday 9th June 2024

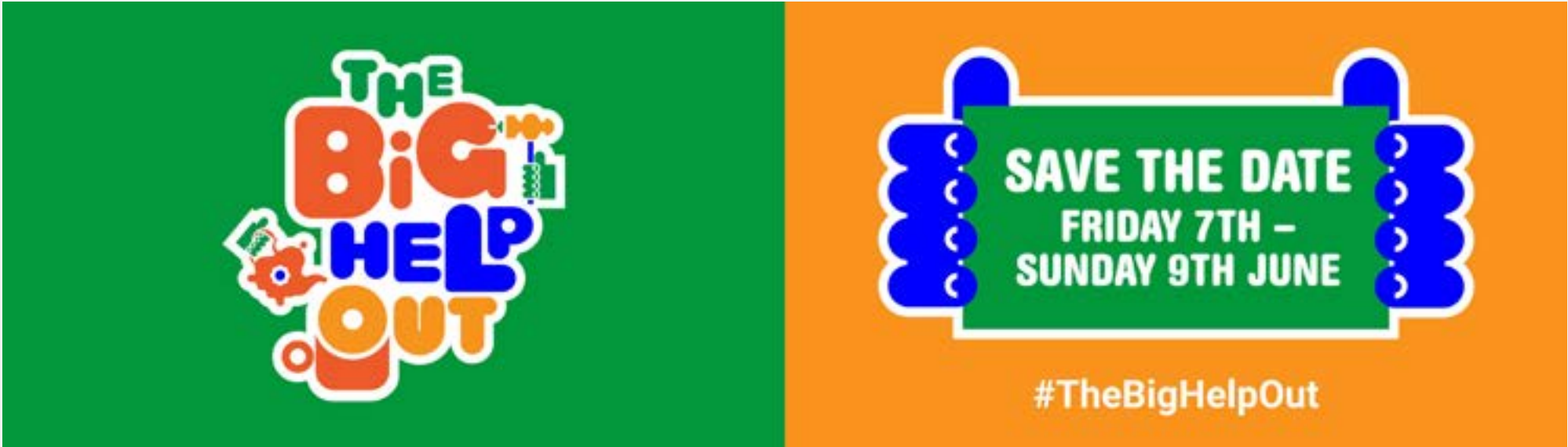
In 2023, 7.2 million people took part in the Big Help Out during the King’s Coronation weekend – lending a hand and making a difference in their local communities.

We’re joining hundreds of the UK’s most trusted organisations and invite you to:

- 1. Save the Date: send a Google calendar link; or use our ICS file download [\[link\]](#)
- 2. Pledge to Volunteer! [\[link\]](#) Be it a day or an hour, pledge to make a difference at thebighelpout.org.uk. Be the first to know about our volunteering opportunities in June.
- 3. Spread the word on Socials!

“I’m joining [#TheBigHelpOut](#) from 7-9th June 2024! 🧡 Get involved too at thebighelpout.org.uk”

Know others that would benefit from getting involved in The Big Help Out?
Share it with them! Let’s make 7-9th June the biggest volunteering weekend ever!



Emailer Header



Social Media

DOWNLOAD BRAND KIT & SOCIAL MEDIA ASSETS HERE

Though we'll be focusing on the Pledge messaging until April, our Save the Date assets are still available to use.



Twitter Header



Email Header



Option 1 Rectangle



Option 2 Square

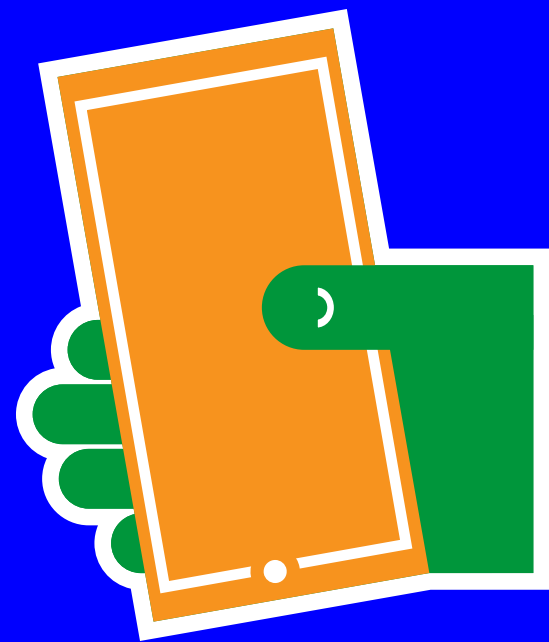


Option 3 Square



Post Option Two

The Big Help Out App



At the heart of the Big Help Out is our official Big Help Out volunteering platform. Accessible by web or smart phone, the platform is how voluntary organisations can share their opportunities with people across the UK.

We are delighted to be partnered again with DoIT, who are building a new and improved version of the platform based on feedback from stakeholders who took part in May 2023.

The platform will be opening for organisations to create their accounts and begin uploading volunteering opportunities from **January 2024**.

Members of the public will be able to use the platform to find opportunities from **April 2024**.

For that reason, we recommend that you make use of the time between now and the beginning of April to think about the volunteering opportunities you want to advertise, how you want to advertise them and in what way.

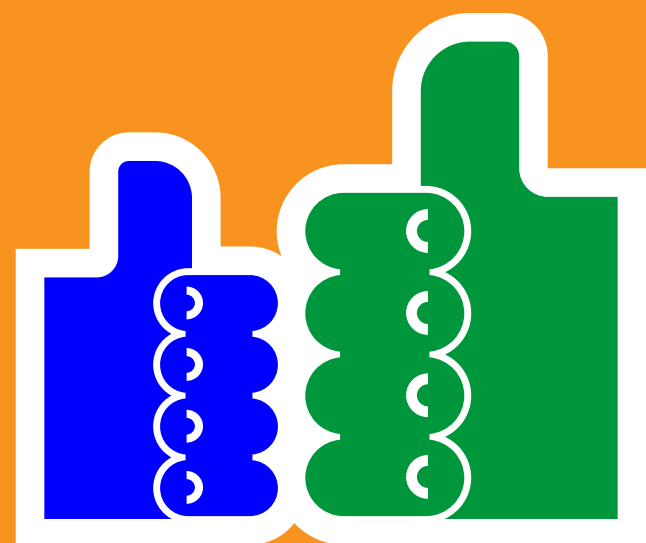
You can bulk upload opportunities to the platform - so if you run a network of volunteering locations or have opportunities at sites across the UK, you can coordinate these centrally to support your local groups to make the most of the platform.

What if we already have a platform of our own?

Don't worry - this year, we're working to make sure it's easy and simple to connect opportunities from the Big Help Out app to your own volunteering platform. You don't have to use the platform's volunteer management feature if you don't want to. Instead, you can use it as an advertisement and monitoring tool to drive traffic to your own platform. We still strongly recommend advertising on the platform so your opportunities can be found by anyone looking to be part of the Big Help Out.



Offering Volunteering Opportunities



The Big Help Out mobilised 7.2million people to give their time last year to hundreds of causes with thousands of partners - and we hope to support many more organisations to do the same this year.

There are different ways that you can use the Big Help Out to recruit volunteers, for example:

- Advertising fixed roles for one or two people, like Finance Controller or Team Coach
- Recruiting for general volunteering opportunities where you need many people to do one thing
- Sourcing new members for local community groups who engage in a particular type of voluntary work
- Promoting 'micro-volunteering' and 'taster day' opportunities - small, easy-to-do activities anyone get can involved with
- Finding volunteers to support a particular event or activity happening once, or in a set time period
- Hosting 'taster days' or recruitment fares where prospective participants can 'sample' volunteering

There is no right or wrong opportunity for the Big Help Out. Whatever your way to volunteer looks like, the Big Help Out is here to help you find the right people to make it happen.

However, to get the most out of the campaign, we would encourage you to think about the following things when planning how to advertise your opportunities:

- How would you summarise the opportunity on one or two sentences, to explain it to somebody who has never volunteered with your organisation before?
- What skills, benefits or personal growth could a volunteer expect from the opportunity?
- How do you support your new volunteers to make them feel confident and capable?
- If not an ongoing opportunity, how can volunteering with your organisation lead to other ways to give time in the future?

Wherever possible, we would encourage you to advertise opportunities that can be taken up during the June 7th to 9th period.

This is not a requirement - but last year, around 80% of our volunteers were mobilised on the actual date of the Big Help Out, and we expect many visitors to the app and website will be looking to do the same this year. This will also give you a great opportunity to use social media to highlight your good work and ways to volunteer.



Mobilising Volunteers



You don't have to be a voluntary organisation to be part of the Big Help Out. In fact, what makes the Big Help Out so special is the opportunity for every sector and every industry to be part of the biggest multi-year mobilisation of volunteers since the Second World War.

Whether you're a major national business thinking about your social responsibility work for 2024 or a local activist group wanting to connect to a worthwhile cause in your area, the Big Help Out welcomes partners who want to encourage the people in their networks - employees, partners, beneficiaries, co-workers, friends, families - to lend a helping hand.

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

Partner with an organisation to drive volunteers

Find an organisation taking part in the Big Help Out who aligns with your values and what your organisation cares about, and reach out to them about building a local or national partnership, where they host volunteering opportunities and you drive your networks to sign-up and take part.

Encourage your networks to download the app

Whether it's your workforce, your beneficiary list or just your own friends and family, direct people to find an opportunity on the Big Help Out platform and join you in committing to helping out between June 7th and 9th.

Share the news about the Big Help 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 Help Out - ideally timed around key moments in the Timeline, especially the April platform launch - to encourage people to lend their time this summer.

Promote the campaign on social media

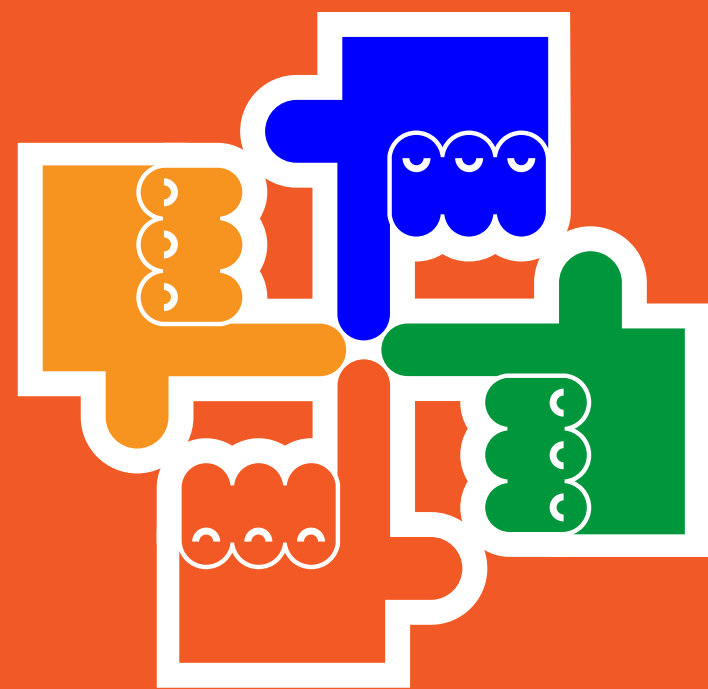
This partner pack links to a wealth of resources you can use to promote the Big Help Out on social media or your own website. Download some graphics, adapt some copy and push out word about the Big Help Out across your channels.

Share content from voluntary partners

You can also use your platforms to promote volunteering opportunities or Big Help Out content published by voluntary organisations taking part, directing your audience towards specific opportunities or organisations.



Organise an event



For both voluntary organisations and partners looking to mobilise would-be volunteers, a great way to support the Big Help Out is to organise a volunteering taster event between June 7th and 9th.

Last year many of our voluntary partners opted to use the date of The Big Help Out to organise events that highlighted the range of opportunities they had on offer, or to showcase their volunteers in action making a difference for local communities.

Events are a particularly powerful way for organisations that don't have a specific opportunity during June 7th to 9th, or who have hundreds of ways to volunteer across the UK, to highlight the work that they and their volunteers are doing.

You can also host an event in the run-up to the Big Help Out to promote the opportunities that you will have on offer.

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 Help Out collate photos and footage from events across the UK to share in round-up and legacy-building content.

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 - driving more volunteers to help out with your organisation.

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

Let us know about your event!

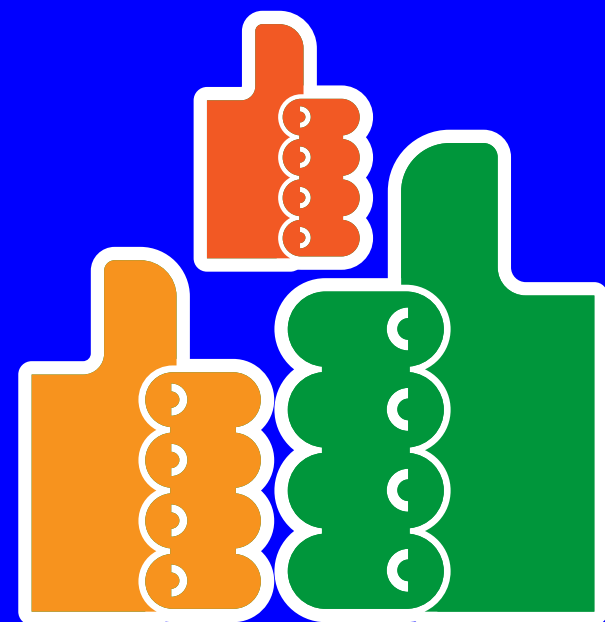
Whatever you do, if you decide to organise an event, make sure that you use [this form](#) to tell us about it - that way The Big Help Out team can get in touch with you to learn more if we think there is a good opportunity to use your event as part of the wider media campaign.

And if your event has a voluntary component to it - for example if it's a taster day of volunteering opportunities - you can upload it to the Big Help Out platform, too, just like any other opportunity!



The Big Help Out

Across All Ages with
Intergenerational England



Is your organisation capable of hosting or creating a volunteering opportunity that fosters connections across all ages? If so, consider making your Big Help Out opportunity #AllAges friendly and join us in bridging divides between different generations.

Why All Ages Opportunities Matter:

We know that in the UK, over half of the people have reported experiencing feelings of loneliness, 1 in 3 people experience age discrimination and prejudice.

By creating and maintaining all ages opportunities, organisations unlock a treasure trove of collective knowledge, skills, and passion. It's not just about doing good; it's about doing good together, fostering understanding, empathy, and lasting connections whilst supporting local communities and those who live in them.

What Does an All Ages Opportunity Look Like?

Imagine volunteering at your local foodbank or care home, where people of all ages join forces to make a difference, to develop new ways of working and understanding and enhance the volunteering landscape.

Think of a community garden where older folks share their gardening skills and life lessons with younger volunteers, and

vice versa, creating a space for learning and connection. In these local opportunities, everyone's contribution, regardless of age, blends together like pieces of a puzzle, making the volunteer experience richer and more meaningful.

Let's make The Big Help Out truly intergenerational!

Create opportunities that bridge generational gaps, uniting the strengths of different age brackets for a more robust, interconnected community.

You can start this year by simply adding a #AllAges to your volunteering opportunity on The Big Help Out app.

To find out more about how to make your opportunities more Intergenerationally friendly, please download the toolkit [HERE](#)
Act now to redefine volunteering—where age knows no boundaries, and collective impact knows no limits.

Let The Big Help Out be the catalyst for an intergenerational volunteering revolution!

<https://www.intergenerationallengland.org/>



Press and media



Throughout the campaign, the Big Help Out team will be coordinating media opportunities to promote volunteering between June 7th and 9th and to highlight the good work of our participating organisations.

We will be working with partners to build a series of national and regional moments across the UK that highlight the range of volunteering opportunities available through the Big Help Out, including a series of moments specific to key volunteering sectors.

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 opportunities for building a media moment to support the campaign.

The /Together Coalition, the organising force behind the Big Help Out, nonetheless has robust media connections and strategic media partnerships that mean we deliver dozens of broadcast media moments and place stories in hundreds of publications every year.

If you believe that you have the makings of a good media moment that could be used to promote the Big Help Out, or could contribute to a sector-specific moment (for example by providing a celebrity ambassador or exciting filming opportunity), please contact the /Together team at info@together.org.uk.

We also strongly encourage local community groups to work with the press in their area to highlight the Big Help Out. In the Asset section of this pack, you can find a link to resources including an example press release, and tips on how to build a local media moment.





Shaping the Future with Volunteering is a coalition of thirty of the largest and best known volunteering charities. Following the COVID pandemic it came together to seek to develop the way in which charities recruit and support volunteers to better enable people nationwide to contribute to the wellbeing of their communities and environment.



The National Council for Voluntary Organisations (NCVO) is the largest membership community for charities, voluntary organisations and community groups in England. With over 17,000 members, NCVO helps organisations of all sizes by offering practical support and advice as well as training and evidence-based learning. By harnessing our collective voices NCVO helps advocate for the best possible environment for our sector to thrive.



/together is one of the biggest and most diverse coalitions ever assembled in the UK, dedicated to bridging divides in our country, and building communities that are kinder, closer, and more connected.

The Big Help Out Team

The Big Help Out 2024 is coordinated by a team at the /together Initiative, working in partnership with experts, consultants and partners to make the campaign a success. You can get in touch with the team working on the Big Help Out by emailing info@together.org.uk

Thank You

www.thebighelpout.org.uk

