



Partner Communications Toolkit



Introduction

I know a good idea when I see it.

Which is why I, alongside thousands of businesses, from sole traders to multinationals, got involved in The Big Help Out last year. And why it is my pleasure to invite you to get involved this year.

The benefits of volunteering are clear.

Connecting your company to a cause builds purpose and brings values to life. It inspires employees, boosts [productivity](#), and helps retain talent. It develops skills (from confidence to communication) and is the only wellbeing initiative that truly works, says the [University of Oxford](#).

Many of you already know this and have a corporate volunteering programme, so use The Big Help Out as a way to boost take-up.

Evidence has shown customers, colleagues, investors, and prospective employees notice company involvement with good causes and that it improves trust in your brand. Of course, others benefit too: the communities in which you operate, where you and many of your staff live; charities, who do such good and support so many across society.

Yet there is one final beneficiary. Yourself. Try it. You will love it.

So declare yourself 'in' and be one of the thousands of companies taking part this year.

Deborah Meaden

The Big Help Out



The Big Help Out (BHO) is a nationwide campaign that each year helps millions of people volunteer via a website and app populated by tens of thousands of charities.

Most activity takes place on or around **Friday 7th to Sunday 9th June** but the BHO platform remains open until **August 31st**.

It is a response to decline in traditional volunteering since the pandemic and was launched as part of The Coronation. The results were extraordinary. Watch [this short video](#) to see for yourself.

Some 35 000 charities supported 2000 businesses and 7.2 million people to volunteer. The Big Help Out continues to have His Majesty The King's support.



"... I am delighted to support the return of The Big Help Out in 2024... This year, The Big Help Out is particularly keen to invite schools and businesses to be a part of this special moment. Young people's energy and enthusiasm can be enormously valuable, and business is a vital part of the fabric of both our local communities and of our wider society."

His Majesty The King, on the launch of The Big Help Out, 31st January, 2024.

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

Top 10 reasons you should get involved...



- 1 The Big Help Out is **free**.
- 2 Get useful data on how many people volunteer, who with, and for how long.
- 3 Connecting to a cause through volunteering inspires employees, **boosts productivity**, and retains talent.
- 4 Develop and share skills (from leadership to communication).
- 5 Improve staff wellbeing. It is the only wellbeing initiative that works ([University of Oxford](#)).
- 6 Make a meaningful difference in the communities in which you operate.
- 7 Impress customers, colleagues, investors, and attract talent, as all notice connections to good causes.
- 8 Improve trust in your company's brand.
- 9 Have your activity showcased to thousands of other business.
- 10 Have fun. You will love it.



Pic: Cosy Foundation

What if you have an existing platform or corporate volunteering programme?

Use this national moment can reinvigorate existing corporate volunteering programmes, and boost take up of volunteering days you may offer.

The Big Help Out platform has been built by a company called Do IT.

But other corporate platforms like Neighbourly and OnHand have agree to be part of The Big Help Out.

You can also use our branding on an existing activity - just tell us about it, and how many people got involved.

How to get involved...



1

When?

Decide on a date or dates for staff to volunteer. There is emphasis on the **7th to 9th June**, but the platform is free to use until **August 31st**.

2

Who with?

Do you want staff to select an opportunity that matches their individual preference; that connects to your company's objectives; or is linked to existing charitable partners? If the latter, make sure they are registered on The Big Help Out.

3

Register on the platform.

Identify a lead admin (this might be yourself) and join as a organisation, using this link:

<https://bighelpout.app/business>

4

Reach out to staff.

The admin will create a link to invite staff to participate. You can use the Big Help Out branding to help with internal communications.

5

Tell us (and everyone else) about it.

Use our social media content to shout about your involvement.

Tell organisers about it too via **business@together.org.uk** so it can be showcased with thousands of other businesses and the media.

Still have questions?

A full FAQ is available [here](#). And you can also email Kevin at: business@together.org.uk

A comprehensive guide on using the business platform is also available [here](#).

Other ways you can help out...



Other ways you can help - The 4 Ps

In addition to **participating** you can also **promote**, **provide in-kind**, and **partner** with The Big Help Out.

PROMOTE. If you have a communications or marketing team (or even if you are that team) and are keen to show your support for The Big Help Out, promote it to your customers there is a series of brand assets in the appendices. You can also download them using the links below:

Download Brand Kit & Social Media Assets



PROVIDE in kind support. If you have creative ideas as to how you can provide in-kind support to The Big Help Out, let us know. These could be products we could brand, advertising space we could take advantage of, incentives we could give to volunteers (ie. 5% off a cup of coffee or burger).

For example, Ocean Outdoor provided free use of their sites across the UK.



PARTNER: If you want to be front and centre of a campaign making a real difference in communities across the UK, please reach out to:

Kevin at business@together.org.uk

Some inspiration...



Case studies

Throughout the campaign, The Big Help Out team will share stories about how companies are getting involved. Here's how some got involved last year, but remember to tell us your plans for this year.

Cosy Direct closed the entire firm with their 100 staff doing up 10 school playgrounds. **BT** had a summer of volunteering activity for their employees.

Staff at **The Queens Arms** (Manchester) volunteered to organise a coffee morning with a neighbouring care home.

Asda gave hourly-paid staff a paid day off to volunteer and hosted a nationwide Great Community Clean Up.

PwC ran masterclasses with social enterprises and worked with school students from social mobility backgrounds.

John Lewis and Waitrose had a summer of volunteering working with partners including Action for Children, HomeStart and The Trussell Trust.

Deloitte staff held an 'Urban Beach Clean' to prevent plastic reaching the sea, recorded audiobooks for ill children, and delivered workshops in schools.

AXA UK ran an internal pledge campaign to capture pledges to volunteer.

H.R Higgins, a tea and coffee merchant, worked with local school children to organise 'The Big Tea Dance' to bring people together across the community.

The butchery **Donald Russell**, held a litter pick, clearing and reseeding a grassed area that surrounds a historic cairn in Kintore.

Microsoft held an all staff event and encouraged participation.

Nextdoor, provided almost £100K of free advertising across their platform.

Ocean Outdoor provided hundreds of thousands of pounds of free outdoor advertising.

M&C Saatchi created the visual identity and TBHO brand at no cost;

The **BT Tower** told everyone they were 'Helping Out'.

McVities offered free biscuits to participating Scout troops.

British Airways, encouraged staff to volunteer as part of a summer of activity.

KPMG built confidence and numeracy skills in hundreds of primary and secondary schools.

Burberry invited all of their staff to get involved.

Morrisons promoted involvement through their community champions.

Natwest promoted involvement across their organisation.

Any
questions...



Email: business@together.org.uk

Official partners



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BT Group

Supported by



The Prince's
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Business Network

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Delivery partners



Shaping the Future with Volunteering is a coalition of thirty of the largest and best known volunteering charities.



The National Council for Voluntary Organisations (NCVO) is the largest membership community for charities, voluntary organisations and community groups in England.



/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.

Leading charitable partners

