



Ten Ways to Celebrate International Volunteer Day

- 1.** Host a volunteer appreciation event (e.g. morning/afternoon tea, luncheon, etc) and present volunteers with a certificate of appreciation. IVD is the perfect time to present awards to your extraordinary and/or longstanding volunteers.
- 2.** Acknowledge volunteers on your organization's website by listing their names (if possible, add photos), specifically noting their contributions and the impact they make to your organization and community. Talk about the results of their contributions and detail how these contributions make a real difference.
- 3.** Contact your local paper and ask them to feature your volunteers as a local story or encourage local radio/TV stations to interview volunteers on IVD. Don't forget to give the media at least two weeks notice.
- 4.** Hold an open house and use it to highlight the contribution your volunteers and invite all staff, board members, clients and friends of the organization along with other interested members of the public. IVD can be a great recruiting opportunity to encourage new volunteers.
- 5.** Send out Thank You cards or notices via regular mail or perhaps post a Thank You on your website or any of the social media sites your organization subscribes to. If possible, arrange for your organization's CEO or most senior person to write/send a personal note of thanks to volunteers for an extra special acknowledgement on IVD.
- 6.** Use IVD as a platform to release your organizations most recent volunteer statistics to highlight the value of volunteers to your organization. If possible, include information on how many volunteers you have, the total number of volunteer hours contributed or the roles that volunteers take on within your organization. The [Canadian Study of Giving, Volunteering and Philanthropy](#) is a good source of interesting facts about volunteering.
- 7.** On IVD, acknowledge any milestones achieved by your individual volunteers these may include years of service, hours contributed or funds raised etc. How many volunteer hours has each of them contributed? How did they each make a difference? Now would be a great time to let them know.
- 8.** Make IVD a launch date for a fundraising campaign, this might be another opportunity to gain support from the local media.
- 9.** Don't be afraid to get creative and be original. Choose your own theme for IVD. For example, link IVD and the contributions of volunteers to issues facing your local community, like homelessness, children's education, adult literacy, environmental protection, and so forth. Remember that the more people and organizations that can relate to the topic, the better your chances of garnering interest.
- 10.** IVD is the perfect time to give people the 'big picture' about volunteerism, promote specific volunteering initiatives and/or launch new ones. Spark peoples' interest in volunteering by giving them a glimpse of what volunteering is about in your organization and the tremendous impact a volunteer can make.