

THE BIG HELP OUT

Lend a hand. Make a change.

SAVE THE DATE
FRIDAY 7TH –
SUNDAY 9TH JUNE

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 2023 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.

We 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 June 9th, 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, we are 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

Combined reach of tweets with #TheBigHelpOut

7.2 Million

People took over the coronation period

35,000

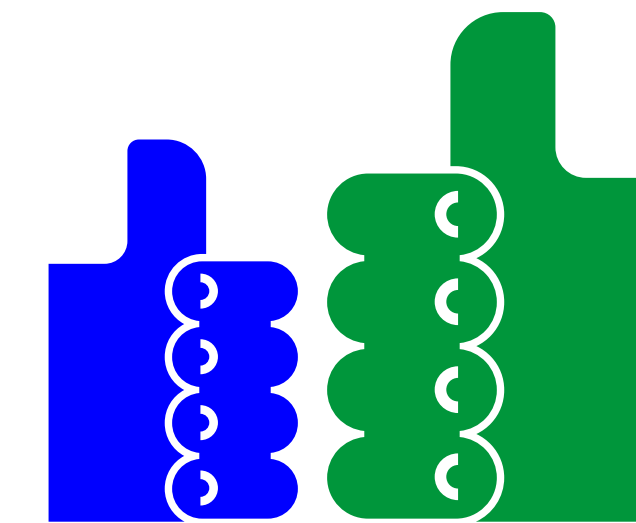
Voluntary organisations and 2,000 businesses took part in support of the campaign

70%

Said they were more likely to volunteer in the future

80%

Met someone from a different background



Save the date!



**Join our 'Save the Date' launch on November 21st 2023!
We need your help in inviting your organisations,
membership and followers to get the date in their diaries!**

We encourage you to take a look at the Save the Date resources we've prepared and sign-up to our newsletter here, so you can be ready to be part of our public launch on November 21st, and other moments in the months ahead.

Voluntary organisations are at the heart of The Big Help Out: this is a campaign built by organisations like you, for organisations like you. We're aiming to build on the success and legacy of last year's campaign to mobilise millions of people to help out in their communities, and hundreds of thousands to return to or discover volunteering.

We're inviting thousands of organisations like yours to advertise your good work and find volunteers through The Big Help Out app. Refined with feedback from last year, our official app will help people in your area - or region or even the whole of the UK for bigger organisations - find opportunities relevant to them.

And The Big Help Out isn't just for voluntary organisations. Together, we're building a movement for social change and transformation - and that means there's a role for every kind of organisation to get people helping out in our communities.

Last year's inaugural Big Help Out wouldn't have been possible without the support of a diverse coalition of organisations and interests who drove their employees, members and beneficiaries to be part of the campaign.

We're asking you to do two things as part of our launch:

- 1. SAVE THE DATE - Use the resources in this pack to tell your networks - whether that's members, beneficiaries, employees or whoever else - to Save the Date on November 21st.**
- 2. SIGN UP - Register your interest in being part of The Big Help Out 2024 by visiting this link or clicking the button below, so we can make sure you're kept up to date with everything you need to know.**

REGISTER HERE



Campaign Timeline



November 21st - Save the Date!

From this date, we are inviting organisations and members of the public alike to save the date of June 7th to 9th in their calendars. We'll be encouraging voluntary organisations to announce their involvement.

January 2024 - 'The Launch'

Our official, formal public 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' - an opportunity to commit to volunteering between 7th and 9th June, which will be available on The Big Help Out website.

Spring 2024 - 'The Roll Out'

In the months between February and June, we'll work with partners 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.

If you sign up [using the link provided](#), you'll be kept up to date throughout on how your organisation can be involved in and make the most of these moments, and we'll work with you to share examples of the good work you plan to do across our networks.

May 2024 - 'The Consolidation'

With a critical mass of interest generated through the previous months, a concerted 'final push' will seek to convert that interest into tangible commitments to volunteer.

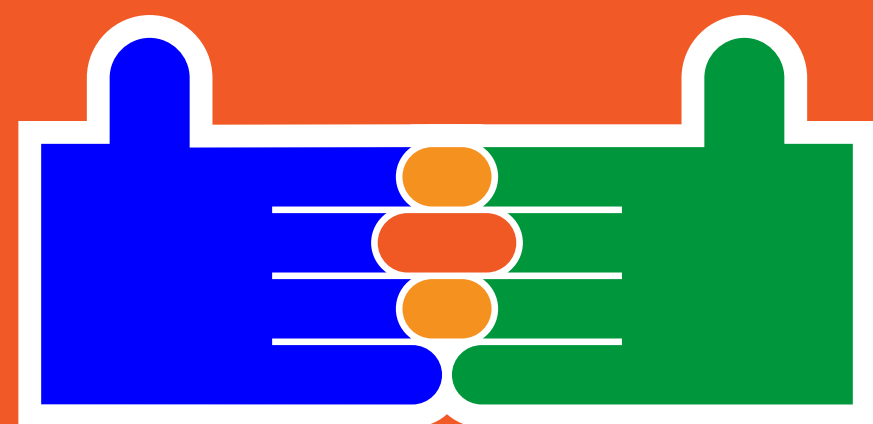
Organisations not able to participate in the June 7th to 9th core campaign will be encouraged to deliver activity in this window, to ensure they get maximum benefit from the campaign and can be part of the build up.

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.



Tips for Voluntary organisations



Make sure you're signed up

You'll get the most out of the campaign if we have your details to keep you up to date with the latest developments. Make sure you've filled in the [interest form](#), and encourage your teams to sign-up for the [/together newsletter](#).

Use the app - even if you have one!

You may already have your own volunteering platform that you're keen to use - if so, that's great! You'll be able to use the Big Help Out app to drive traffic.

Share this pack with your teams and members

This pack can be shared across your networks into local branches, with individual organisers and with staff or volunteers who make your volunteering offer possible.

Hook in your ambassadors, advocates and case studies

In the New Year, we'll be sharing more information about how to get involved in our media plans, and how you can work effectively with local and regional media as well to promote the Big Help Out. Start thinking now about who you have in your networks to speak on behalf of your organisation, what story you want to tell as part of the campaign and how you can mobilise them.

Plan and map out your ways to volunteer now

You'll get the most out of the Big Help Out if you have a clear idea what opportunities you want to present the most, and think carefully about how to advertise them. If you're using our app it's especially important to think about having a good, eye-catching summary of the opportunity and your organisation.

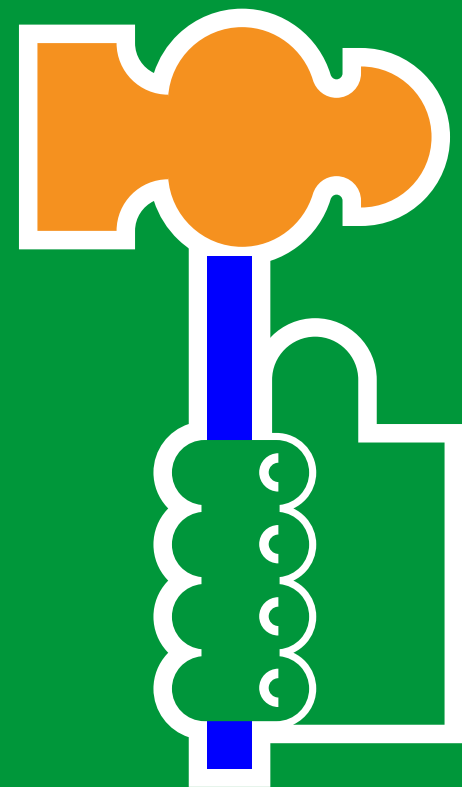
Collect stories from existing volunteers and last year's successes

Don't just tell people why they should be part of changing their community through your organisation - show them! Gather case studies, quotes and imagery you can use as part of the campaign, in both your advertisements and comms, that show the inspiring stories of your real volunteers. For The Big Help Out it's especially good to have case studies of people who aren't your "typical" volunteer, or who never thought they could give the time.

Plan activity for Volunteers' Week

Although it's good to have ongoing opportunities and one-off roles to hand, The Big Help Out and Volunteers' Week are also a chance to showcase what you do to both prospective volunteers and prospective beneficiaries. Start thinking now about activities you can organise in communities between or close to June 7th to 9th that let people discover your organisation and get a small taste of volunteering with you or accessing your services - and make sure you tell us about them in the New Year so we can share the news of your exciting work!

Messaging Lines



Sample Lines

Save the Date! Join us for the biggest volunteering event of 2024 - #TheBigHelpOut!

Last year, over 7million people were part of the UK's biggest volunteering moment.

Now a three day event, mark your calendar for 7th-9th June 2024, during @VolunteersWeek.

Let's join together to create the UK's biggest ever volunteering event, to help kick us off we're asking you to save the date and pass it on!

Sample Newsletter Content

The Big Help Out – the UK's biggest ever day of mass volunteering – is making a return from Friday 7th - Sunday 9th June 2024.

An incredible 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 to invite you to take the first step in supporting the Big Help Out. It couldn't be easier – you've just got to save the date! [add your own link to add directly to calendar here; use our [generic Google calendar link](#); or [use our ICS file download link](#)]

So dig out your calendar – whether it's on your phone or on your fridge – and make a note to save Friday 7th - Sunday 9th June 2024.



Social Media

From November 21st we want to start spreading the word so everyone knows to save the date!

Please post on all your channels, and make sure your organisation, partners, networks, family and friends all do the same!

Let's get #TheBigHelpOut 2024 into everyone's diary!

All social media assets can be downloaded here:

Suggested post:

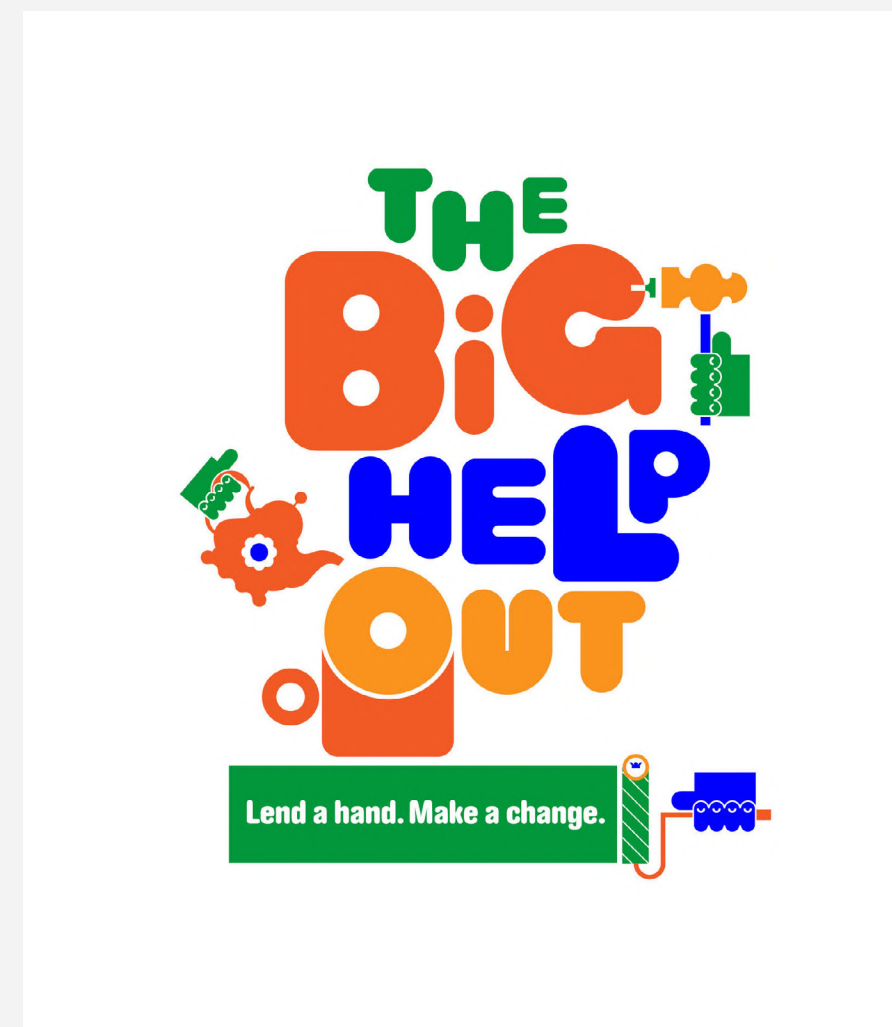
Save the date! #TheBigHelpOut is back. On Friday 7th – Sunday 9th June 2024. Let's help as many people as possible to lend a hand in their communities. Spread the word and start planning how you'll make a difference. Visit thebighelpout.org.uk for latest info.

Please use our handles:

Twitter/ X @Thebighelpout24

Instagram/ Facebook @thebighelpout

Join our facebook group: @thebighelpout



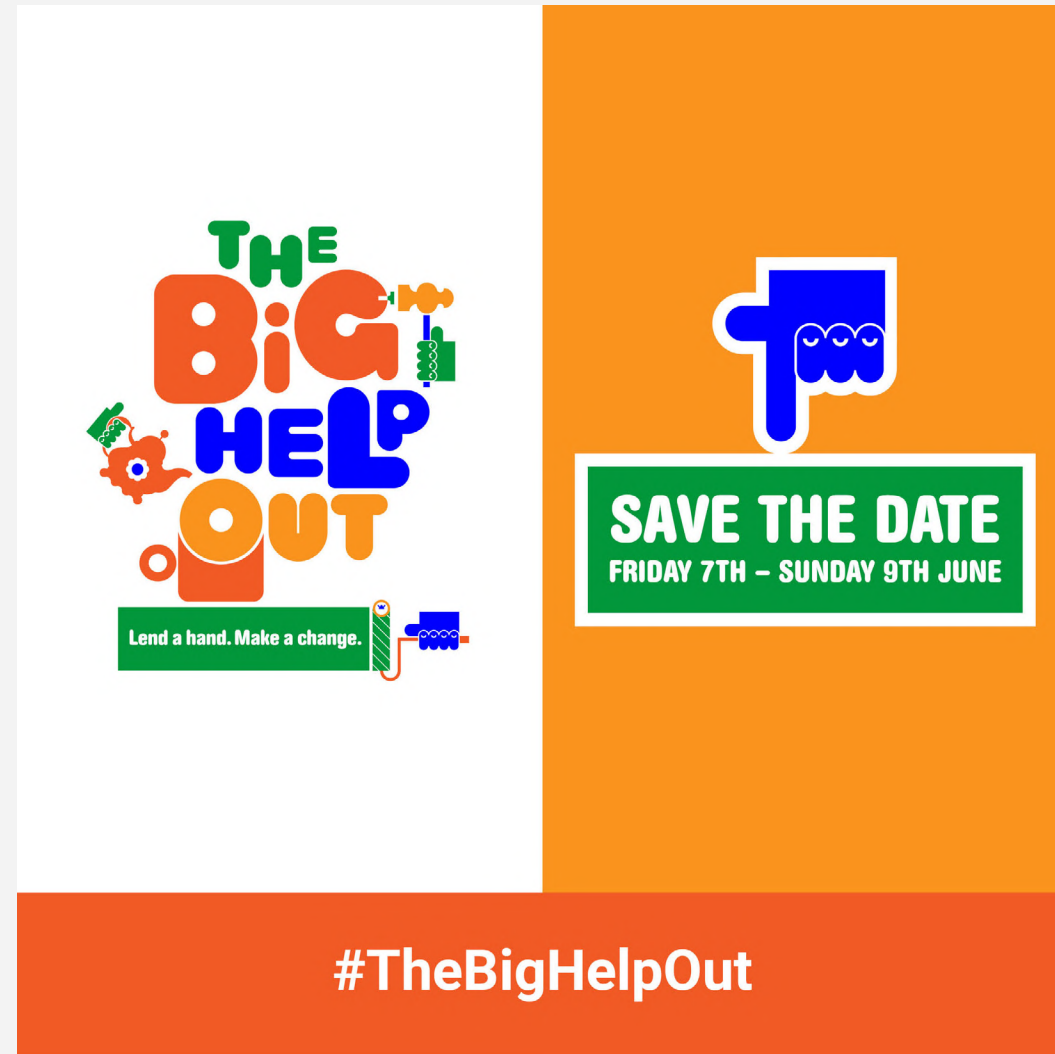
Option 1 Rectangle



Option 2 Square

Social Media

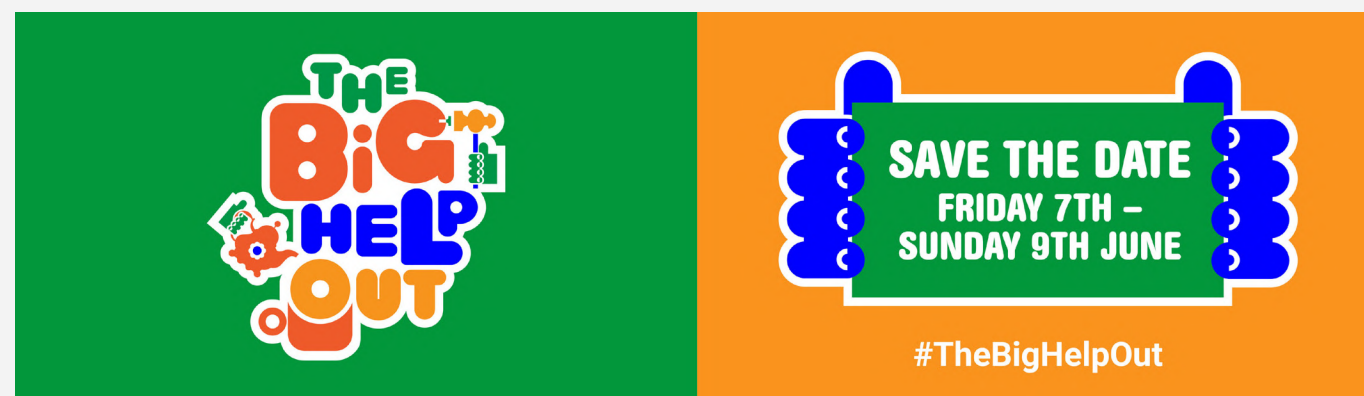
All social media assets can be downloaded here:



Option 3 Square



Option 4 Square



Email Header



Twitter Header



Email Signature



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

