

Pledge.
Share.
Do.



Volunteer Impact Week

Celebrating the University of Auckland community in action

16–22 JUNE 2019

THE UNIVERSITY OF AUCKLAND CAMPAIGN
FOR ALL OUR FUTURES



Planning Guide

Thanks for joining Volunteer Impact Week on our mission to change the world. You're one of the 190,000 members of the University of Auckland community being asked to pledge to volunteer for an hour. This planning guide contains all the information you need to succeed in Volunteer Impact Week, so read ahead and enjoy the week!

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Action Plan

“The smallest act of kindness is worth more than the grandest intention.” – Oscar Wilde

We're delighted you've decided to participate in Volunteer Impact Week! We want you to take part in a way that works for you. We've divided up the roles so you can choose which one suits:

- Solo Volunteer
- Site Coordinator
- General Volunteer



Solo Volunteer

We know that some volunteer opportunities may only be suitable for one person. In this case, you are only responsible for organising and coordinating your own activities.

Site Coordinator

The job of the Site Coordinator is to source and organise a volunteer activity for yourself and general volunteers to participate in. The core responsibilities of the Site Coordinator are to:

- Investigate and select the volunteer activity
- Register your site
- If you are working with a charity, it is the site coordinator's responsibility to liaise with the charity or activity staff involved to find out crucial details such as:
 - Age restrictions on the activity
 - Length of time need to complete the activity
 - Number of volunteers needed
 - Find other alumni and/or student volunteers to participate in the activity
 - Promote your activity
 - Organise volunteers prior to and on the day
 - Answer volunteer questions about your chosen activity
 - (Optional) Organise a celebration or social gathering for your volunteers after the activity
 - Share the stories from your site



General Volunteer

The role of a General Volunteer is to participate in the Site Coordinator's activity and support the Site Coordinator if necessary.

8 Steps to Get Started

1. **Pledge** to give an hour between February 1 and June 30, and fulfil your pledge during Volunteer Impact Week between June 16 – 22.
2. **Contact** your local [Volunteer Alumni Coordinator](#) (if one exists) Check to see if there are any VIW activities being planned in your area/ let them know of your interest.
3. **Pick a project** – something you care about in your community Volunteering activities do not need to be directly linked to a charity. You could organise projects like a neighbourhood clean-up which take very little time but can bring a whole community together. See the activity ideas section of this guide or view registered volunteering opportunities on our website, alumni.auckland.ac.nz/volunteering.
4. **Pick a charity** and establish a point of contact (if applicable).
5. **Register** your volunteer site Please fill in the [project site registration form](#) before **15 May 2019**. For specific questions related to your project, email alumnivolunteer@auckland.ac.nz.
6. **Invite** other alumni in your area to join in (if applicable) Personalised word of mouth is key! Visit www.linkedin.com/school/the-university-of-auckland/people/ and search by “Where they live” to find local alumni and let them know what you’re planning. Also consider using the Facebook/social media group for your city, if one exists.
7. **Complete** your VIW activity! Don’t forget to take photos and make use of [the promotional materials](#) – maybe even get creative and shoot some video footage of you/your group in action!
8. **Share** your VIW experience [Let us know how it went](#) by **30 June 2019** and show the world the impact the University of Auckland community can have, together. We also want to thank all those that were involved and recognise their contributions in our virtual VIW Heroes photo galleries. Who knows? Your project might be featured in our **e-newsletter (@auckland)** or our alumni magazine (**Ingenio**)! See the social media guide for more info.

Volunteer Impact Week Activity Ideas

- Community litter pick up
- If you play an instrument or are part of a band, you could consider giving a free concert at a community centre or care home
- Work in a charity shop
- Help your elderly neighbours with their gardening
- Write letters or cards for people in hospital
- Conduct a neighbourhood drive to collect used furniture/clothes for donation
- 'Eat My Lunch' style event, e.g. serving food at a homeless shelter
- Beach clean-up
- Tree planting
- Host a recycling fair or clothing exchange
- Create a habitat for wildlife
- Donating birthdays
- Fun run/bike for a worthy cause
- Pink Ribbon Breakfast-style event
- Sharing a cause/petition on social media
- Visit a nursing home and talk to the residents
- Offer your time as a free consultant to a local charity or business
- Work with a local school to organise a career afternoon
- Collect children's books for the needy
- Knit or crochet baby blankets and hats to donate to hospitals

Global Volunteering Resources

New Zealand & Australia

- alumni.auckland.ac.nz/volunteering
- <https://volunteeringauckland.org.nz/>
- <https://seekvolunteer.co.nz/>
- www.volunteeringnz.org.nz
- <https://vsa.org.nz/>
- <https://www.volunteeringaustralia.org/#/>

UK

- do-it.org
- timebank.org.uk
- www.projectscotland.co.uk
- www.ncvo.org.uk
- www.royalvoluntaryservice.org.uk
- vinspired.com

USA

- www.usa.gov/volunteer
- www.allforgood.org
- www.unitedway.org
- www.volunteer.gov

All Countries

- www.volunteermatch.org
- www.idealists.org
- volunteeralliance.org
- www.www.org.uk/
- www.onlinevolunteering.org/index.html
- <https://www.unv.org>

Logos

Using Volunteer Impact Week (VIW) logos could be a fantastic addition to your project promotion.

The following VIW logos are available for download:



[VIW vertical logo](#)



[VIW horizontal logo](#)

Social Media Tips

Using social media is very effective in capturing the energy and enthusiasm of the University of Auckland alumni in action during Volunteer Impact Week. Social media can be a powerful tool to promote your Volunteer Impact Week project. Social media allows University of Auckland alumni to collaborate in real time all around the world. You can use the Volunteer Impact Week logo and/or PowerPoint slides to create personalised and unique posts.

The Volunteer Impact Week hashtags are: **#IVolunteer** and **#VolunteerImpactWeek**

We need University of Auckland alumni around the world to help us spread the word about the Volunteer Impact Week by engaging with us on [our social media platforms](#). Please post photos, videos, and comments on:



Your Facebook page with **#IVolunteer #VolunteerImpactWeek @UoAAlumni**



Your Twitter account with **#IVolunteer #VolunteerImpactWeek @AucklandAlumni**



Your Instagram account with **#IVolunteer #VolunteerImpactWeek**



Your LinkedIn account with **#IVolunteer #VolunteerImpactWeek**

You can also:



If you've volunteered in 2018, share your stories and photos here: "[Share – Volunteer Impact Week](#)" or share your 2019 volunteering experience [here](#).

Suggested social media posts during Volunteer Impact Week:

- Thank you volunteers for your outstanding contribution to your local community **#VolunteerImpactWeek #IVolunteer**
- Volunteer Impact Week is the time to celebrate volunteers in the University of Auckland community who are making the world a better place **#VolunteerImpactWeek #IVolunteer**
- Volunteer Impact Week fosters a thriving global alumni and friends network **#VolunteerImpactWeek #IVolunteer**
- Volunteer Impact Week - join our mission to change the world **#VolunteerImpactWeek #IVolunteer**

VIW Signs

During Volunteer Impact Week, you can use the following templates to write a message on how you engage in volunteerism, and what it means to you. You can also take a photo of yourself holding the message and post it on social media with the hashtag **#VolunteerImpactWeek** and **#IVolunteer**.

The following templates can be downloaded from the Volunteer Impact Week website:



The VIW Motivation Sign



The VIW Aspiration Sign

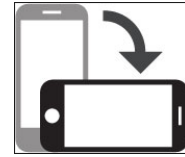
These templates come in PowerPoint format and can be found on our [recourses page](#). Simply delete “(Your message goes here)” and let your creativity thrive!

We also have existing filled-in signs available for you to download and take photos with. These slides are combined in a single PDF document and can be found [here](#).

The following photo shows how you can utilise these signs in your photos!



Photo Tips



* Important Tip

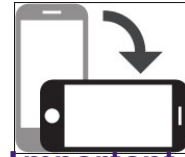
We are looking for as many dynamic photographs as possible from Volunteer Impact Week sites around the globe! These photographs will help celebrate your work and inspire others.

Taking action shots of VIW volunteers at work captures the essence of the week.

Some tips to consider:

1. ***Turn your smartphone into landscape mode.** For your amazing photos to be included in our photo gallery, it will be necessary that you take your photos in landscape mode.
2. **Preparing the shot in advance.** Select a proper location for your shot and make sure everyone you want in the photograph knows you want them in advance. Think ahead about how you will pose and frame your shot.
3. **Get in close.** Take a step or two closer to your subject. Filling the frame with your subject will make photos look dramatically better.
4. **See the light.** Beware of where the light is coming from and use it to your advantage.
5. **Use flashlight during the day.** Flashlight is not only designed to be used at night time or indoors. Using flashlight during the day can fill in shadows formed by the sun and create an even exposure.
6. **Capture action shots of volunteers.** Capture shots with both the volunteers and the work.
7. **Take multiple shots.** Consider using the continuous shooting mode of your camera, which will provide you with multiple options and ensure you can always keep the best shot of all.
8. **Keep it simple.** Do not try to pack too many elements into your photo. Just include one or two points of interest so that your audience will know what the subject is.
9. **Be a photo director.** Instruct the group on your photo-taking ideas and motivate them to smile. Do not take a long time posing everyone and be cheerful.
10. **Use a wide-angle lens.** Use a wide-angle lens if available.
11. **Use chairs or stools for level changes.** For large group photos, you might need to elevate yourself to include everyone in the shot.
12. **Use an assistant.** If you have a very large group, then an assistant could be very helpful to get the group well organised.

Video Tips



* Important Tip

Posting short videos on social media allows you to capture your volunteer activities and inspire others in an effective way.

Some tips to consider:

1. ***Turn your smartphone into landscape mode.** For your amazing videos to be included in our gallery, it will be necessary that you shoot your videos in landscape mode.
2. **Preparing the shot in advance.** Select a proper location of your shot and make sure everyone you want in the short video knows you want them in advance. Think ahead about how you will pose and frame your shot.
3. **Avoid unnecessary zoom.** Instead, get in close. Overuse of zoom can result in a blurry video. If you need to zoom in and out, take it slow and steady.
4. **Have good lighting.** Think of how you can make existing light work for your particular scene.
5. **Keep the background simple.** Try to use a simple background or improve it by removing as much clutter as you can.
6. **Avoid shaky shots.** When shooting videos, try not to move your camera/phone unless you have to. When moving your camera/phone, move it slowly and steadily.
7. **Time your shots.** Keep your shots longer than 5 seconds but not longer than 10 seconds to effectively hold your viewer's attention.

Photo Contest

We want your photos from Volunteer Impact Week! Send us your THREE best photos and we will post our favourites on our photo gallery, and potentially use them for future media contents!

Please note:

- This contest is specifically looking for action shots.
- To submit digital photos, email them to alumnivolunteer@auckland.ac.nz, with the subject line "**VIW photo contest**".
- The deadline for submission is 30 June 2019.

Please include the following information for each of your photos:

- Your name and email address;
- Where you took the photos/videos;
- The names of the people pictured (if any);
- The name of your volunteering activities;
- A short description of the photos/videos.

Digital photos:

- Use JPG format.

Your photo will have a chance to be featured in our **e-newsletter (@auckland)**, our **alumni magazine (Ingenio)**, or future VIW promotions!

Short Video Contest

To enter the Volunteer Impact Week short video contest, you will need to record a short video of yourself covering mainly the following contents:

- Your reasons to volunteer (i.e. "I volunteer because...")
- How Volunteer Impact Week has allowed you to fulfil this purpose (i.e. "Volunteer Impact Week has allowed me to...")

Please note:

- To submit your short video, email them to alumnivolunteer@auckland.ac.nz, with the subject line "**VIW video contest**";
- The deadline for submission is 30 June 2019;
- Some [video tips](#) on page 8 might be helpful.

Your videos will have a chance to be featured in our **e-newsletter (@auckland)**, our **alumni magazine (Ingenio)**, or future VIW promotions!

We look forward to seeing many gorgeous photos and video clips from Volunteer Impact Week. Enjoy the week!

VIW Prize Tiers

We will pick multiple winners for your involvement during Volunteer Impact Week!

We have the following prizes waiting for you to take home!

- Beats Studio 3 Wireless Headphones x 1
- VIW Hoodies x 3
- VIW T-shirts x 10 (colours available: purple, red, blue, and yellow)

Prize Selection:

- The Beats Studio 3 Wireless Headphones will be awarded to the best [video submission!](#)
- We will pick top three [photo submissions](#) and award each of them a VIW Hoodie!
- The winners of VIW T-shirts will come from [social media posts](#) and submission of [VIW stories!](#)

For Prize Winners:

Your videos, photos, and VIW stories will have a great chance to be featured in our **e-newsletter (@auckland)**, our **alumni magazine (Ingenio)**, or future VIW promotions. Our team will contact you if you are one of the lucky ones!

So what are you waiting for? Let's get involved with Volunteer Impact Week!



FAQ

What is the University of Auckland Volunteer Impact Week?

The University of Auckland Volunteer Impact Week (VIW) is a volunteer celebration, awareness & engagement campaign designed to build a movement of engaged alumni that contribute to issues important to Aotearoa New Zealand and the world. VIW supports the University's For All Our Futures alumni engagement challenge, "Can we increase the contribution our community makes to the world?", and builds on the collaboration with Volunteering New Zealand's National Volunteer Week. During VIW 2019, 16-22 June, members of the University community all over the world will come together for the shared purpose of giving back to fellow alumni, students, the University, and their local communities.

What if the timing of Volunteer Impact Week, 16-22 June 2019, doesn't work for me/my group?

While we encourage University community members to plan their VIW activities during the actual week, we recognise that this might not always be possible due to the particular local context/nature of the volunteer project. We hope that you/your group will plan your VIW activities as close to/leading up to the week as possible, but we have other opportunities throughout the year to get involved if your proposed activity falls after the week.

Who can participate in Volunteer Impact Week? Can members of my family or other non-alumni participate?

Of course! Volunteer Impact Week is open to the extended University of Auckland community and is a great way to bring new people together for a great cause.

How do people sign up to participate in Volunteer Impact Week?

Please fill in the [pledge form](#) to let us know what you're interested in and how you'd like to participate. Please see the brochure or other resource materials for further guidance on participation.

I live overseas/outside of Auckland but want to volunteer – what volunteering activities are eligible for participating in Volunteer Impact Week?

Check our website alumni.auckland.ac.nz/volunteering for what volunteering opportunities might be available. Feel free to organise your own individual project or put a group volunteer activity together and register it with us. Volunteering directly with the University of Auckland or other organisations are both eligible VIW activities. Just don't forget [to tell us about it](#) and get some great photos and/or videos!

I'd like to organise a group volunteer project for Volunteer Impact Week – how do I register my volunteer site?

Please fill in the [project site registration form](#) before 15 May 2019. For specific questions related to your project, email alumnivolunteer@auckland.ac.nz.

Thank You

Thank you for your participation in Volunteer Impact Week! Your contribution to your local community is well-recognised, and appreciated by society and the University of Auckland community! You will make the world a better place and help foster a thriving global alumni and friends network! Enjoy your week!

