# THE BIG HELP OUT Resource pack

For Voluntary sector organisations

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## About The Big Help Out

**This section reproduces some of** [**the campaign’s most frequently asked questions (FAQs)**](https://drive.google.com/drive/folders/1O7nb-4OL8ZBmx21awaKgA3G7q0ZvQmIv)**. These FAQs are updated periodically, to reflect questions from the voluntary sector and the latest campaign updates.**

### What is The Big Help Out?

The Big Help Out is a national campaign designed to:

* raise awareness of volunteering throughout the UK
* provide opportunities for people to experience volunteering
* make a difference in their communities.

Millions volunteered during the pandemic, but we’ve seen a significant decline in numbers since. The Big Help Out combines:a high-profile national media campaign (raising awareness of the power of volunteering and providing a clear call to action) with a simple, digital route for people to find great opportunities to participate that match their time, talents, interests, and availability. In 2023, over seven million people were inspired to take part.

In 2024 The Big Help Out aims to provide another UK-wide moment. Over the course of three days, we’ll be encouraging the public to volunteer for the first time, or find new ways to volunteer.

Through The Big Help Out’s public-facing digital platform, voluntary organisations can promote their volunteering opportunities. These can include one-off and micro-volunteering activities, as well as information and ‘taster’ sessions designed to introduce and encourage longer term volunteering.

This year the campaign places particular emphasis on promoting volunteering in communities with lower levels of volunteering. It will engage schools and workplaces on Friday 7 June.

### When is it happening?

The campaign launched in January and builds towards The Big Help Out weekend of 7–9 June, at the end of [Volunteers’ Week](https://volunteersweek.org/). Voluntary organisations can start using the digital platform now, uploading their events, actions and ongoing volunteering roles. The public will be able to sign up to opportunities from early April, when the platform opens to them. The public-facing media campaign will build from April, peaking across Volunteers’ Week (3–9 June) and The Big Help Out weekend Itself.

### How can voluntary organisations get involved?

Organisations wishing to participate will need to [create or reactivate an account on The Big Help Out’s digital platform](https://www.thebighelpout.org.uk/organise-an-event/), provided by Doit.Life. You can also download the Partner Pack via the same link, which gives you a full campaign overview and access to media assets and other sources of support.

### Why should volunteer-involving organisations get involved?

The Big Help Out is a great opportunity to reach a new audience of potential volunteers in a tough climate for volunteer recruitment and retention. If you already have ambitions to increase diversity amongst your volunteers or make your programme more inclusive, The Big Help Out also provides a great opportunity to tackle these objectives with the support and assets of a national campaign behind you.

### How does it create an audience? And does it work?

The national media campaign generates inspiring volunteering stories across broadcast, print and social media. Celebrities and other high-profile figures lend their involvement to boost reach even further.

Inspired by this coverage, members of the public are directed to The Big Help Out’s digital platform, available via an app and desktop browser. There, they enter their preferences and availability, and are presented with suitable events, actions or ongoing roles. The Big Help Out platform provides the opportunity to sign up for these activities there and then.

Last year The Big Help Out reached over 100 million people via social media and generated over 37,000 press articles, as well as securing a number of primetime television features. 1 in 3 Brits heard about The Big Help Out and 70% of the seven million individuals that took part said they were more likely to volunteer again in the future.

In addition, 80% of those signing up told us they had no prior relationship with the charity or group offering the opportunity they selected, 40% of them had done no other volunteering in the past year, and a third said they went back to volunteer again with the same organisation after their initial activity.

### Do groups have to run events on The Big Help Out weekend itself?

Not necessarily. ‘Events’ are in-person or online gatherings offering the public opportunity to turn up, take part and help out with something. Many voluntary organisations think of these as ‘volunteer taster sessions’ or gentle opportunities to learn more about their organisation or cause. Any ‘event’ is an opportunity for you to reach a new audience, to introduce them to your work and how they can support you.

Many voluntary organisations last year found The Big Help Out a great way to recruit to one-off ‘micro-volunteering’ activities. These included joining in national surveys, such as CPRE The Countryside Charity’s ‘Hedgelife Help Out’, and remote volunteering people can do from their home. You can list these as ‘actions’ on the Big Help Out platform.

If you do wish to run an event, it makes sense to do this in Volunteers’ Week or on The Big Help Out weekend itself. This is when the media campaign peaks, giving you the best possible chance of securing a good audience. Further guidance on ‘actions’ and ‘ongoing volunteer roles’ is available in the [‘Using the digital platform’ section of this resource pack](#_Using_the_digital).

### How does the campaign relate to Volunteers’ Week?

This year The Big Help Out falls at the end of Volunteers’ Week. This allows you to build a bridge between any celebration and recognition activities you’re already planning for Volunteers’ Week and your wider recruitment ambitions (which The Big Help Out supports).

For example, you might choose to host a taster event on The Big Help Out weekend, or simply advertise a number of your ongoing volunteering opportunities on the platform. You could then include links to these as a ‘call to action’ within your Volunteers’ Week promotional activities.

Using national campaign media and tags will help amplify your communications, driving new audiences inspired by your volunteer stories to ‘have a go’ themselves and sign up there and then. They may even choose to take part in one of your events that very weekend.

The opportunity to participate in The Big Help Out could also be a great way to reactivate volunteers who have dropped out of active involvement. And the link with Volunteers’ Week offers you a better use of your time and resources (assuming you were planning activity around Volunteers’ Week anyway) as well as added value (through the boost that each campaign can provide for the other).

### I’m responsible for volunteering in my organisation. How can I engage my organisation in The Big Help Out?

You can:

* download [our slide deck](https://www.ncvo.org.uk/get-involved/volunteering/for-volunteer-involving-organisations/#the-big-help-out) to help you brief your organisation on the campaign
* [watch and share videos explaining how to use and make the most of the digital platform](https://www.youtube.com/playlist?list=PLr1h22g_ZoT7nkrJCdwSbyQPM4YNVRE7E).

And if you’d like a more general way to prompt a deeper conversation about the value of volunteering within your own organisation, check out the [Vision for Volunteering’s new toolkit](https://www.visionforvolunteering.org.uk/toolkit).

## Focusing on under-represented communities

**This section draws on national volunteering data from central government’s annual** [**Community Life Survey**](https://www.gov.uk/government/collections/community-life-survey--2)**, as well as NCVO’s own series of research pieces on the volunteer experience,** [**Time Well Spent**](https://www.ncvo.org.uk/news-and-insights/news-index/key-findings-from-time-well-spent-2023/?gad_source=1&gclid=CjwKCAjwte-vBhBFEiwAQSv_xTAe9vfVzLcRv5H-s8vxwuc-ZJUQbNC6FESYdn3wbd0PSHY-kQ08JhoC31EQAvD_BwE)**.**

For its second year, The Big Help Out is focusing on three key areas.

1. **Scale:** empowering millions to volunteer and building a legacy from 2023.
2. **Sustainability:** empowering and enabling organisations to convert one-off volunteering into sustained engagement.
3. **Targeting:** reaching under-represented and diverse communities.

This section focuses on the third of these aspirations. It considers which communities are under-represented in volunteering, and how we can make volunteering more inclusive.

### What does the data tell us?

National data presents a mixed picture on the under and over-representation of different demographics in UK volunteering. But the most consistent data appears to correlate with economic outcomes: rates of volunteering are lower in areas of higher deprivation.

Volunteer-involving organisations wishing to reach under-represented communities (but without a specific target group) could therefore focus their recruitment efforts on areas of deprivation or communities with lower socio-economic backgrounds.

This may mean:

* **prioritising outreach** – as such communities are less likely to have access to volunteering infrastructure and therefore may not hear about opportunities
* **designing opportunities with flexibility**,particularly around the expected time commitment
* **ensuring volunteers are not out-of-pocket** – offering and paying expenses, and proactively reassuring volunteers about this.

If you already know which communities you need to reach, this paper provides insights on:

* the types of volunteering most likely to appeal to them (based on observable trends from the Community Life Survey)
* how best to engage volunteers from the [global majority](https://www.ncvo.org.uk/news-and-insights/news-index/why-language-matters-in-building-belonging/#what-do-we-mean-by-the-term-global-majority) (all those identifying as non-White British, based on NCVO’s Time Well Spent research).

### Evidence analysis: Who volunteers?

#### Who is under-represented?

National data offers several angles through which to examine this question. The Community Life Survey reveals us up to 10 years of trends across formal, informal, regular (at least once a month) and irregular (at least once a year) volunteering. Each of these can be filtered across a range of demographics, including:

* gender
* age
* ethnicity
* disability and limiting conditions
* economic status
* geographic region
* urban/rural split
* area-based level of deprivation.

Such extensive data offers a broad range of insights, and it can sometimes be difficult to marry these with our on-the-ground perceptions of who volunteers. For example, formal volunteering within volunteer-involving organisations may simply be more visible than informal volunteering, which is more spontaneous and organic.

##### Example: Gender

Below we see two very different forms of volunteering presented side by side:

* formal and regular (organised, at least once a month)
* informal and irregular (organic, at least once a year).

This is not to compare different types of different of volunteering, but to illustrate the gender gaps within each type.

Formal/regular volunteering is shown by the bottom lines. Observe how closely they track each other over time. In regular and formal volunteering, neither gender appears under or over-represented, compared to the other.

*Source: DCMS Community Life Survey*

However, if we look at the top lines, we see women are consistently more likely to volunteer than men. In this instance, we might say that men are under-represented when it comes to more occasional and informal modes of volunteering.

##### Example: Disability and limiting conditions

Let’s take another example. Below we see rates of volunteering comparing those with disabilities or limiting conditions and those without.

The lower lines show formal volunteering. The upper lines show informal volunteering. All lines show regular volunteering (volunteering at least once a month).

As for gender above, notice how the lower lines track each other closely over time. In formal and regular modes of volunteering, those with disabilities or limiting conditions are generally as likely to volunteer as those without – they don’t appear to be ‘under-represented’.

*Source: DCMS Community Life Survey*

If this feels surprising, the upper lines (regular, informal volunteering) reveal another dimension. Here, those with disabilities and limiting conditions are clearly and consistently more likely to volunteer than those without. For regular/informal volunteering, we might conclude that those with disabilities or limiting conditions are over-represented.

The Community Life Survey data reveals many interesting trends, some of which might challenge our perceptions about volunteering in the UK.

#### Which communities are most clearly under-represented?

If demographics sometimes present contrasting or incomplete pictures, others are clearer, offering us stronger starting points for considering under-representation. Economic inequality is one such lens.

Below we see rates of formal, regular volunteering measured by area, using the incidences of multiple deprivation as a filter. This presents a clear and consistent trend, also reflected in irregular/formal volunteering. From this we see that volunteering rates are higher in more affluent areas – people are more likely to volunteer (with groups and organisations) in less deprived areas.

This ‘social capital’ approach to understanding representation in volunteering mirrors wider trends in the distribution of UK charities[[1]](#footnote-2) and where mutual aid groups were most often established during covid-19[[2]](#footnote-3). Volunteering, charities and associated community infrastructure – the means through which people often volunteer – appear to track affluence, revealing a correlation between economic capital and social capital.

*Source: DCMS Community Life Survey*

Latest Time Well Spent analysis on volunteering and deprivation highlights the financial barriers that can stop potential volunteers from getting involved. Almost one in five (19%) non-volunteers from the most deprived areas reported being worried about ending up out of pocket (e.g. transport costs to go to volunteer) as a barrier to volunteering. This was higher than those from the least deprived areas (12%).

This revelation will fail to surprise many. We know economic factors intersect with lots of others. A recent IPPR report[[3]](#footnote-4) using ONS data, found that ‘people living in England’s most deprived local authorities were almost 1.5 times more likely to report economic inactivity – meaning they were not working, studying or job seeking – and twice as likely to be in poor health.’

The latest Time Well Spent research also highlights intersectional factors. It showed people from the most deprived areas were more likely to:

* be from the global majority
* have a disability
* be limited a lot by that disability
* be aged under 34.

Of these factors, this research highlighted the role of health in particular. For those in the most deprived areas, disability and caring acted as a greater barrier to potential volunteers and retention of current volunteers. Non volunteers in the most deprived areas were also more likely than those in the least deprived areas to report commitments to looking after someone and illness or disability as a barrier to volunteering. Meanwhile, those who had researched volunteering but not proceeded to volunteer were more likely to report this was because the opportunity did not accommodate their health needs. Among volunteers, those in the most deprived areas were more likely to say they would not continue because of health conditions.

By seeking to tackle the barriers to volunteering associated with economic deprivation, we can also support efforts to reduce barriers for people from a range of demographics.

### How else can we approach this question?

National data is a good starting point, but may lack nuance or fail to mirror the levels of diversity witnessed within our own programmes. What else can we use to take a more considered approach?

Paying closer attention to the volunteer experience may help. NCVO’s Time Well Spent series is a national survey on the volunteer experience, with a significant sample size. Its latest iteration: [Time Well Spent 2023: Volunteering among the global majority](https://www.ncvo.org.uk/news-and-insights/news-index/time-well-spent-2023-volunteering-among-the-global-majority/) includes a deep dive into the experiences of [‘global majority’](https://www.ncvo.org.uk/news-and-insights/news-index/why-language-matters-in-building-belonging/#what-do-we-mean-by-the-term-global-majority) volunteers[[4]](#footnote-5). It provides valuable context on volunteering for all ethnic groups except white British and other white minority groups.

This research is the first of its kind. It found that even though satisfaction among all volunteers has fallen in recent years, compared to volunteers overall, volunteers from the global majority feel:

* even less satisfied
* more excluded
* less likely to continue.

However, on a more positive note, the research also shows there is plenty of interest amongst people from the global majority in volunteering.

### Insights to help you create more inclusive volunteering experiences

The insights below may help you plan how you communicate with prospective and existing volunteers from the majority. All insights are taken from [Time Well Spent 2023: Volunteering among the global majority](https://www.ncvo.org.uk/news-and-insights/news-index/time-well-spent-2023-volunteering-among-the-global-majority/), unless otherwise indicated.

Time Well Spent analysis reveals that, compared with volunteers overall, volunteers from the global majority are more likely to:

* feel excluded (12% vs 6%), most notably amongst volunteers with disabilities (21%)
* be younger
* be more religious
* live in urban areas
* be motivated by cause, career-related reasons or religious beliefs
* volunteer for a religious cause
* volunteer in the public and private sector
* have a different concept of volunteering, due to cultural or religious backgrounds.

They are less likely to:

* feel satisfied overall (86% vs 92%), in particular very satisfied (36% vs 50%)
* feel a sense of belonging to their organisation (77% vs 84%)
* continue their volunteering in the next 12 months (69% vs 77%)
* be involved in leadership roles in volunteering.

#### Perceptions of volunteering experiences

* Global majority volunteers may have higher expectations of the ease and speed of entry and induction processes than volunteers overall.
* They are more likely to say recognition is important, but are less likely to say they feel recognised compared to volunteers overall.
* While cultural factors are valued highly, they are less likely to agree there is a culture of respect and trust in their organisation.
* They are much more likely to report that volunteering is becoming too much like paid work and that unreasonable expectations are placed on them, compared to volunteers overall.
* One in five have skills and experiences they would like to use more, with black volunteers and those aged 35‒54 more likely to agree with this statement.

#### Factors informing and influencing global majority volunteer satisfaction

* Age and disability influence volunteer satisfaction more for volunteers from the global majority, but factors relating to experience are what influence satisfaction most.
* A positive volunteering culture of respect, trust and appreciation is key to global majority volunteer satisfaction.
* Having a wide range of backgrounds is more important for global majority volunteer satisfaction compared to volunteers overall.
* Tensions, conflicts and feeling that the organisation is ‘not going anywhere’, are stronger negative factors for global majority volunteers.

#### Factors informing and influencing global majority volunteer retention

* Just over two-thirds say they are likely to continue volunteering in the next 12 months.
* A sense of duty/obligation ranks more highly for the global majority as a reason to continue.
* Global majority volunteers who are younger, disabled or volunteer in the public sector are less likely to continue.

#### Barriers and enablers for global majority non-volunteers

* The main barriers for global majority non-volunteers are related to time and commitment.
* Concerns about skills, worries they won't fit in, and not being aware of opportunities are ranked higher by global majority non-volunteers. Disabled non-volunteers among the global majority are much more likely to see not fitting in as a barrier.
* Asian non-volunteers are more likely than other ethnic groups to be put off by other previous negative experiences.
* Global majority non-volunteers are more likely to have considered volunteering in the last 12 months compared to non-volunteers overall.
* Flexibility is the strongest enabler for global majority non volunteers as with non-volunteers overall. But they are more likely to be encouraged by career or job prospects than non-volunteers overall. They also value a quick and easy entry process.

#### Where can I get more information?

These insights can help you create more inclusive volunteering experiences. For further insights and recommendations, read the full report: [Time Well Spent 2023: Volunteering among the global majority](https://www.ncvo.org.uk/news-and-insights/news-index/time-well-spent-2023-volunteering-among-the-global-majority/).

[The Big Help Out Slide Deck](https://www.ncvo.org.uk/get-involved/volunteering/for-volunteer-involving-organisations/#the-big-help-out) also summarises key messages relevant to all stages of the volunteer journey.

## Using the digital platform

**This section reproduces some of** [**the campaign’s most frequently asked questions (FAQs)**](https://drive.google.com/drive/folders/1O7nb-4OL8ZBmx21awaKgA3G7q0ZvQmIv)**. These FAQs are updated periodically, to reflect questions from the voluntary sector and the latest campaign updates.**

### What is the digital platform?

The Big Help Out’s digital platform is an online marketplace designed to match people with suitable volunteering opportunities. It aims to reduce or eliminate many of the barriers prospective volunteers often cite, including:

* being unaware of what’s on offer
* needing to search in multiple places
* having to jump through a number of administrative hoops before being able to identify something that appeals to them.

The platform also contains a simple CRM (customer relationship management) system. This allows organisations to manage their sign up and early communication with the public in one place, for the convenience of the volunteer. This may be particularly useful if your organisation doesn’t have its own CRM. If you do, there are a range of ways you can integrate the user journey with your own platforms (covered below).

### Is The Big Help Out platform the same as the app?

The Big Help Out platform is an advertising, recruitment and management tool that you can use to upload volunteering opportunities and find new volunteers throughout the campaign. The platform is available via the web on desktops/laptops, by selecting ‘Big Help Out Platform’ on [The Big Help Out website](https://www.thebighelpout.org.uk/organise-an-event/). Once we launch The Big Help Out Platform to the public in April, it will be available in two versions:

* the web version for desktop/laptop computers
* the downloadable app version for smartphones.

### What can we promote on the platform?

There are three kinds of activities you can promote and advertise.

* **Events:** Physical gatherings taking place at specific times and locations, designed as volunteering taster sessions or other community engagement formats.
* **Actions:** Small actions that people can undertake in their own time, including online, that make a difference to your cause. These might include small tasks, campaign activities like petitions or even elements of citizen science.
* **Ongoing opportunities:** Your new or existing volunteering opportunities, for those looking to explore a longer-term commitment right now.

This year you can upload an opportunity across the nations, or by region(s), without having to input a postcode, for the opportunity to appear in everyone’s search results. You can choose not to include a specific location, for example to signpost to your own system if you continue using that.

### How do I add my volunteering roles (ongoing opportunities)?

[Create or reactivate your account](https://www.thebighelpout.org.uk/organise-an-event/) as described above and once logged in, click ‘+ new activity’ in the top right-hand corner of your dashboard. Further guidance is available:

* via this [short, instructional video](https://www.youtube.com/watch?v=JfwlqXvGzZQ&list=PLr1h22g_ZoT7nkrJCdwSbyQPM4YNVRE7E&index=1).
* via these [Doit.life platform guides](https://intercom.help/doitlife/en/collections/3869795-for-voluntary-organisations).

### Does the integration process also work for volunteering infrastructure organisations?

Yes – Volunteer Centres and similar brokerage platforms can follow the same guidance on integration. [View this video](https://www.youtube.com/watch?v=JfwlqXvGzZQ&list=PLr1h22g_ZoT7nkrJCdwSbyQPM4YNVRE7E&index=1) for an overview of the different options available, from [bulk upload processes](https://intercom.help/doitlife/en/articles/7024209-bulk-uploading-opportunities) through to site integrations. Doit can provide more information on these options. Contact hello@doit.life in the first instance.

When managing volunteering opportunities online on behalf of others, please be aware that your own data permissions (what you may share on behalf of the organisations advertising their opportunities with you) may be an additional factor to navigate.

### How long is the platform open for?

The Big Help Out platform will be live until the end of August 2024. You will be able to upload activities until then, and at that point there will be options to transfer your opportunities into the year-round Doit.life platform should you wish.

## Using the media campaign

**This section reproduces some of** [**the campaign’s most frequently asked questions (FAQs)**](https://drive.google.com/drive/folders/1O7nb-4OL8ZBmx21awaKgA3G7q0ZvQmIv)**. These FAQs are updated periodically, to reflect questions from the voluntary sector and the latest campaign updates.**

### How will the media campaign work?

[The /together Coalition](https://together.org.uk/) 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. This year, the BBC is a key strategic partner and we’re continually developing programme content ideas with them. We are also working closely with ITV, The Mirror and The Sun.

To maximise the number of people volunteering over The Big Help Out weekend, we’ll be working with partners to build national and regional media moments across the UK. These will include broadcast and print media moments highlighting the range of volunteering opportunities available through The Big Help Out, and a series of moments specific to key volunteering sectors. These include education, sport, faith, food and health and wellbeing sectors, as well as launches across Northern Ireland, Scotland and Wales.

We’ll also be promoting volunteering in schools and workplaces will be providing time off for volunteering. For more information, follow The Big Help Out on [Facebook](https://www.facebook.com/groups/578169140921238), [Instagram](https://www.instagram.com/thebighelpout/) and [X](https://twitter.com/TheBigHelpOut24), or contact thebighelpout@together.org.uk.

### How can we piggyback off media activity to boost our own profile and advertise our activities?

#### National media

We’re looking for stories and activities to send to press outlets or invite them to cover. If you think you have the makings of a good media moment that we can use to promote The Big Help Out, or could contribute to a sector-specific moment, please contact the /together team at thebighelpout@together.org.uk or [use this form to tell us about your event](https://docs.google.com/forms/d/e/1FAIpQLScZr5gwIPtIvXX6LlYfJGFBYoZwX6ak49t0LIfMYxSxR47U4g/viewform).

We want to have a bank of material to offer to the media. Please remember to include contact details (including out-of-hours), as media requests sometimes come in at very short notice.

Though we can never guarantee an opportunity to be featured in the press, we’re always keen to explore other possible opportunities for building a media moment to support the campaign.

#### Conduct your own media outreach

We also strongly encourage local community groups to work with the press in their area to highlight The Big Help Out. In the social media section of [The Big Help Out Partner Pack](https://drive.google.com/drive/folders/1LxW4cGlRgB0DT9xA1wtrFSwAGEud8KqL) we’ll also be uploading resources, including an example press release, and tips on how to build a local media moment.

#### Social media

You can find guidance on using social media to piggyback or amplify your own communications activity in [The Big Help Out Partner Pack](https://drive.google.com/drive/folders/1LxW4cGlRgB0DT9xA1wtrFSwAGEud8KqL), including a number of social media assets and newsletter templates.

### How can volunteer-involving organisations get involved?

#### Promote our AR filter

From April, we’ll be asking people who are signing up to a volunteering opportunity to use an AR filter on social media to flag their involvement and the charity they’ll be volunteering for. This is a great opportunity for your ambassadors to help promote the campaign and your organisation.

#### Share your case studies

Case studies about volunteering from participating charities will fuel our media campaign. These personal stories bring the whole campaign alive and are great publicity for the charities involved. Well-known people who are volunteers are great to include and greatly boost coverage when they’re willing to be interviewed.

Please contact the /together team at thebighelpout@together.org.uk with your case studies or [use this form to tell us about your volunteering for your organisation](https://docs.google.com/forms/d/e/1FAIpQLScZr5gwIPtIvXX6LlYfJGFBYoZwX6ak49t0LIfMYxSxR47U4g/viewform).

### What assets are available to help our own social media activity?

Download [The Big Help Out Partner Pack](https://drive.google.com/drive/folders/1LxW4cGlRgB0DT9xA1wtrFSwAGEud8KqL) for further information. This is your go-to place for campaign information and support. It also includes a link to our brand kit and social media assets.

### How accessible and inclusive are the campaign materials?

We are working with RNIB and others to help ensure our campaign materials are as accessible as possible. DoIT aims to have an accessibility widget in place for The Big Help Out platform. The Big Help Out core campaign materials are made available in Welsh and organisations can translate assets in [The Big Help Out Partner Pack](https://drive.google.com/drive/folders/1LxW4cGlRgB0DT9xA1wtrFSwAGEud8KqL) to other languages, as needed.

### What are the key milestones we should look out for?

In April we’ll be announcing the launch of the digital platform. The dates for individual media moments will be finalised in consultation with relevant sector partners and media partners.

## Partners and contact information

### Core partners

#### Shaping the Future

[Shaping the Future](https://www.royalvoluntaryservice.org.uk/about-us/our-impact/charity-partners/shaping-the-future-with-volunteering/) is a coalition of over 30 of the largest and best-known volunteering charities in the UK. Following the pandemic, it came together to develop the ways in which charities recruit and support volunteers, to better enable people nationwide to contribute to the wellbeing of their communities and environment.

#### NCVO

[NCVO](https://www.ncvo.org.uk/#/) (National Council for Voluntary Organisations) is the largest membership communities 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

[/together](https://together.org.uk/) is one of the biggest and most diverse coalitions ever assembled in the UK, dedicated to bridging divides and building communities that are kinder, closer and more connected.

#### Other key stakeholders and supporters

* The campaign’s digital platform is supplied by [Doit.life](https://www.doit.life/).
* Key commercial partners are ASDA and dpd.
* Marketing is supported by M&C Saatchi.
* The UK Government part funds The Big Help Out with a grant from the Department of Media, Culture & Sport.
* Other funding comes from corporate partners, including ASDA and dpd.
* The Royal Household lent their support, including a message from HM the King at the launch in January.

NCVO’s sister councils across the UK also support the campaign:

* [WCVA (Wales Council for Voluntary Action)](https://wcva.cymru/)
* [SCVO (Scottish Council for Voluntary Organisations)](https://scvo.scot/)
* [Volunteer Now (Northern Ireland)](https://www.volunteernow.co.uk/).

### Further support

The Big Help Out’s Project Manager is Floor Izzard: floor@together.org.uk.

Voluntary sector liaison is led by Jez Hughes at Shaping the Future with Volunteering jez.hughes@bettercommunities.co.uk and Gethyn Williams at NCVO Gethyn.williams@ncvo.org.uk.

1. [Fewer charities in the most deprived areas of the country, says NPC report (Civil Society, 2020)](https://www.civilsociety.co.uk/news/fewer-charities-in-most-deprived-areas-of-the-country-report-npc.html) [↑](#footnote-ref-2)
2. [Social capital and the response to Covid-19 (The Bennet Institute, 2020)](https://www.bennettinstitute.cam.ac.uk/blog/social-capital-and-response-covid-19/) [↑](#footnote-ref-3)
3. <https://www.theguardian.com/society/2024/jan/18/areas-of-england-with-poorest-health-have-higher-rates-of-poverty-report-finds> [↑](#footnote-ref-4)
4. [Time Well Spent 2023: Volunteering among the global majority](https://www.ncvo.org.uk/news-and-insights/news-index/time-well-spent-2023-volunteering-among-the-global-majority/?gad_source=1&gclid=Cj0KCQiAh8OtBhCQARIsAIkWb6_rIX3AdjJoiKa-GeVYMD5ZJG9olCbqIuK6DHMKgweprlmKSvXXbIMaAtxqEALw_wcB) [↑](#footnote-ref-5)