

**AIM 4**  
WE WILL CONNECT  
PEOPLE AND  
ORGANISATIONS

Voluntary organisations have improved relationships with the media.

Voluntary organisations have greater access to support (from NCVO and others).

Increased sharing of learning, good practice, skills and assets within the voluntary sector and across sectors.

More and better relationships between voluntary organisations in the UK and internationally.

More and better relationships between voluntary organisations and organisations in other sectors.

**OUTPUTS**

NCVO membership	A Day in the Life
Constructive Voices	Events
	Step on Board

**AIM 1** WE WILL CHAMPION VOLUNTEERING AND THE VOLUNTARY SECTOR

**OUTPUTS**

Almanac research programme	How Charities Work
Lobbying and influencing	Charity Governance Code
Media work	

People in the voluntary sector are better able to communicate the value of voluntary organisations and volunteering.

More helpful and accurate media coverage of the voluntary sector and volunteering.

Decision makers (funders, regulators and policy makers) better understand the needs, role, environment and potential of the voluntary sector and volunteering.

The public has a better understanding of the role and potential of the voluntary sector and volunteering.

The voluntary sector is more transparent and accountable.

Public policy is supportive of the voluntary sector and volunteering.

More proportionate and appropriate regulation of the voluntary sector and volunteering.

The public has greater trust and confidence in the voluntary sector and volunteering.

An operating environment where voluntary organisations and volunteering can thrive.

**AIM 2** WE WILL STRENGTHEN VOLUNTARY ORGANISATIONS

**OUTPUTS**

Knowhow Nonprofit	Charity Governance Code
PQASSO	Funding Central
NCVO Training	NCVO Trusted Suppliers
Publications	Policy updates
The Road Ahead	

Voluntary organisations are more motivated to adopt good practice.

Voluntary organisations better understand the environment they are working in.

Voluntary organisations have increased knowledge, skills and confidence in:

- funding and finance (inc. bidding for contracts)
- governance
- volunteer recruitment and management
- good practice in mentoring & befriending
- impact practice
- campaigning and influencing
- staff and organisational management
- consortia development.

Voluntary organisations are more able to apply for funding and investment opportunities.

Voluntary organisations better adapt to challenges and act on opportunities.

Voluntary organisations are better led and governed.

Voluntary organisations are better managed.

Voluntary organisations have a stronger voice for their cause.

Voluntary organisations are more sustainably resourced.

Voluntary organisations are better able to deliver their work (eg their services or campaigns).

Stronger voluntary organisations.

**AIM 3** WE WILL GROW AND ENHANCE VOLUNTEERING WHEREVER IT TAKES PLACE

**OUTPUTS**

Investing in Volunteers	National Volunteering Forum
Volunteers' Week	Trustee Bank

More people (public, voluntary organisations and policymakers) recognise how volunteering benefits people and society.

Volunteer management has a higher profile and status.

Greater investment in volunteering by organisations and policy makers.

Voluntary organisations offer high-quality, well-managed volunteering opportunities.

A greater range of people engage positively in social action through volunteering.

A better volunteering experience for volunteers and organisations.

More and better volunteering.

**VOLUNTARY ORGANISATIONS AND VOLUNTEERS MAKE A BIGGER DIFFERENCE**