2017 International Volunteer Day Toolkit

The Combined Federal Campaign (CFC) is celebrating International Volunteer Day on Dec. 5.

Volunteerism is a new feature of the Combined Federal Campaign that has the power to increase employee involvement and strengthen the donor’s connection to the cause they care about. Employees who volunteer are more likely to make financial contributions to charities and become active CFC advocates. By encouraging volunteerism on International Volunteer Day, you’re helping to strengthen CFC participation.

To learn more about this promotional day, visit the International Volunteer Day page on our website and download our promotional flyer.

Engagement Ideas
Share information via internal communication channels about International Volunteer Day and volunteerism through the CFC. Encourage your co-workers to pledge volunteer hours, share their volunteer experiences, and take part in special activities planned for your department or agency.

The following ideas can help increase engagement and encourage volunteerism within your campaign. Many people are eager to share their experiences and appreciate the opportunity to discuss volunteering. Harness that energy and direct those looking to get involved to make a pledge to one of the many worthy CFC charities accepting pledges of volunteer hours.

Make a Commitment to Volunteer
Take a few minutes to plan your volunteer efforts for 2018. Sit down with your family or friends and discuss what types of charities you would like to support, and what talents you have to offer, and how many hours per week or month you would be willing to volunteer.

Find CFC charities that align with your interests by visiting the Charity Search page. Use keywords to narrow down your search, and click the “Volunteer Opportunities Available” box in the bottom left. Research a few charities that sound interesting and find out what their
volunteering options are. Make a pledge through the CFC and opt to share your name with the charities so that they can contact you about volunteer opportunities.

Once you’ve made your pledge to volunteer, get your co-workers involved. If they already volunteer with a CFC charity, ask them to pledge through the CFC so that your department or agency gets credit. They can even pledge volunteer hours without making a financial contribution.

**Facebook Profile Photos**
Let your friends and family know that you are a proud volunteer! Update your Facebook profile photo with the CFC Volunteer Day frame. Get your co-workers involved so Facebook newsfeeds are filled with volunteers *Showing Some Love!* The frame features the CFC logo, #VolunteerCFC hashtag, and orange *Show Some Love Circle.*

![Facebook Profile Photos](image)

The frame will be available beginning Monday, Dec. 4 until the end of the campaign, Jan. 12, 2018. To get started adding your profile picture frame, visit the CFCNCA Facebook page and look for a post like the one below. Click the “try it” button and follow the steps to update your profile picture with the frame.
The Extra Mile Challenge
On International Volunteer Day, the CFC is launching the Extra Mile Challenge. During this challenge, we want you to show your support for the CFC by either walking one mile for a cause or performing an act of service. Complete the challenge, share the video on Facebook, and challenge three other people to participate. It’s that simple!

Steps to Complete the Extra Mile Challenge:
1. **Be challenged** by someone else or take the initiative and challenge yourself!
2. **Complete one of two options:**
   a. Go the distance of one mile by running, walking, or using another form of physical movement. Dedicate your mile to a cause that you care about.
   b. Perform an act of service. It can be volunteering for a charity, spending 20 minutes picking up litter, or going out of your way to make someone’s day a little brighter. The choice is yours. What does going the extra mile in service mean to you?
3. **Make a video** after you completed your chosen task. Include these four elements in your video:
   a. State your name and that you’re participating in the CFC Extra Mile Challenge.
   b. Explain your cause and how you chose to go the extra mile.
   c. Challenge three other people to walk a mile or perform an act of service within one week.
   d. Give your biggest Show Some Love cheer!
4. **Post your video** to Facebook with #ExtraMileCFC and tag the three people that you challenge.
On Dec. 5, share the CFCNCA’s post about the Extra Mile Challenge on your department’s or agency’s social media accounts.

For more information, visit the Extra Mile Challenge on our website.

**Volunteer Snapshots**

Give co-workers the opportunity to share snapshots of their volunteerism through the options listed below. Pictures can include a Federal employee volunteering or feature a volunteer project that they worked on.

- **Volunteerism Collage**
  Ask co-workers to bring in their photos to create a volunteerism collage. Display the collage in a common area of the office. If space allows, ask participants to write a brief description about the photo and their volunteer efforts. *Tip: Be sure to ask for photos several days in advance to give people time to locate a good one.*

- **Volun-tell Your Story on Social Media**
  Encourage co-workers to engage in International Volunteer Day via social media. Ask them to post a volunteerism photo on their social media platforms, and share why volunteering is important to them. *Remember to tag us at @CFCNCA and use #ShowSomeLoveCFC!*

**Dressed to Serve**

Ask your department or agency to bend the dress code for International Volunteer Day and encourage employees to wear an article of clothing or bring a prop that represents a cause they support through volunteerism.

Wear a coach’s jersey or a painting smock, a tool belt or a Ms. Frizzle dress. If you prefer a prop, display it on your desk and encourage others to find a volunteer opportunity that puts their skills and talents to use helping those in need.

**Show Appreciation**

- **Write a note** to a charity working to support your favorite cause.
- **Give five stars** on Facebook to the charities you support.
Social Media

Hashtags
Tag your International Volunteer Day posts with the following hashtags to help reach more people and spread the word:

- **#ShowSomeLoveCFC**: Official hashtag of the 2017 CFC Campaign
- **#IVD2017**: International Volunteer Day
- **#VolunteerCFC**: Volunteers who support the CFC
- **#ExtraMileCFC**: the CFC Extra Mile Challenge

Sample Posts

✔ **FACEBOOK**: Today is #InternationalVolunteerDay and we are celebrating the impact our time can have for those in need, especially when we work together. #DidYouKnow that this year Federal employees can pledge volunteer hours through the @CFCNCA? Join the volunteer movement and expand your impact by volunteering for charities that represent your cause. Share photos of your volunteer activities using #ShowSomeLoveCFC. #IVD2017 #VolunteerCFC

✔ **TWITTER**: Expand your impact & pledge #volunteer time thru the @CFCNCA. #ShowSomeLoveCFC & join the volunteer movement today. #InternationalVolunteerDay #IVD2017 #VolunteerCFC

✔ **INSTAGRAM**: Today is #InternationalVolunteerDay and we are celebrating the impact our time can have for those in need, especially when we work together. #DidYouKnow that this year Federal employees can pledge volunteer hours through @theCFCNCA? Join the volunteer movement and expand your impact by volunteering for charities that represent your cause. Share photos of your volunteer activities using #ShowSomeLoveCFC. #IVD2017 #VolunteerCFC

✔ **LINKEDIN**: Today is International Volunteer Day and we are celebrating the impact our time can have for those in need, especially when we work together. Did you know that this year Federal employees can pledge volunteer hours through the CFC? Join the volunteer movement and expand your impact by volunteering for charities that represent your cause.