

Engaging Corporate Volunteers National Volunteer Week - April 24 to 30, 2022

Volunteer Week is a perfect opportunity to acknowledge corporate volunteerism and give a public shoutout to the companies that support you. And they'll be grateful you did!

Here are some resources and ideas that may help:

- Check out the downloadables and resources available in Volunteer Canada's [NVW22 Campaign Kit](#) – it includes social media graphics, printable thank you cards and sample messaging.
- If you're looking for tokens of recognition for volunteers see [Volunteer Canada's online shop](#)
- **Wild Apricot** has a great volunteer [appreciation guide](#) that offers recognition tips for small nonprofits and membership organizations.
- Fun recognition ideas that can be adapted for corporate volunteers are listed in this [blog by SignupGenius](#).
- The Balance Small Business offers these [Easy and Quick Ways to Thank Donors and Volunteers](#), and has [social media tips](#) too!

Ideas for your corporate partners who volunteer:

- Provide a thank you e-card that can be distributed internally to your sponsor's employees.
- Write an article or testimonial for your sponsor to include in their internal newsletter.
- Say thanks to your board - now is an ideal opportunity to send a personal thank you to each board member - bonus for handwritten from your CEO.
- Offer to present an award to a corporate employee who's gone the extra mile for your organization. Develop a certificate that you can present with the company's president to acknowledge their support.
- Do some "Throwback Thursday" or "Flashback Friday" posts on social media during Volunteer Week with photos of corporate volunteer groups at your organization.
- Send each of your partners a little Canva graphic that they could use on social media that says "Thank You".
- For companies that may not provide employee volunteering, send personal thank you emails to your point of contact for their ongoing support. Even though it may be their "job" to work with charitable partners, acknowledging the above and beyond time and passion they likely invest in their support of your organization will be appreciated.
- Host an early morning coffee drop-in to say thank you. It doesn't have to be overly programmed, just a few words from a beneficiary and your ED, and perhaps a little token of appreciation.

Some fun ideas we've seen that might provide some inspiration:

- [Offering some info sessions or webinars](#) for volunteers as a thank you
- [Spotlighting volunteers](#) on your website and on any outdoor properties you may have!
- Great shout out to [volunteers across the country](#) from a national organization
- More Twitter Thank You examples from [Food Banks Canada](#), [Junior Achievement](#) and [YMCA Canada](#)
- Acknowledging volunteers on your website - [NPowerCanada](#)
- Amplify messages your corporate partners may post about NVW2022 as Food Banks Canada did with [this post](#) by Egg Farmers of Canada and Food Banks of Waterloo Region did for [CSols](#)

Join with us in celebrating the important role volunteers play - and specifically in our case employee volunteers. It will strengthen your partnerships with those companies and make a whole bunch of people feel good - and that's great!