

# Power of Good RVA

April 11-24, 2021

## Power of Good RVA: A Celebration of Volunteers

Every day, volunteers are helping to amplify the good in nonprofits, schools and neighborhoods throughout our community. Volunteers are also an important resource when we must respond to challenges – especially in difficult times. Recognizing these special people during National Volunteer Month is a great way to highlight the positive difference volunteers make while also showing them how much their efforts are appreciated.

What better way to celebrate the people who “power good” than to make a big deal of them? Join us for this year’s **Power of Good RVA** campaign from April 11-24.

## Goals for the Campaign

Let’s come together in celebration of the unsung heroes who share their time and efforts to make our community a better place. This is primarily a social media campaign in which your participation can further amplify the individual and collective contributions of our region’s valued volunteers.

### **April 11-17 – Highlight the importance of volunteerism**

Use data points, quotes, or short stories to showcase the ways volunteers add capacity to your organization and create positive impact in the community.

### **April 18-24 – Recognize individual volunteers**

Celebrate the people who are an extension of your organization. Name them, picture them, commend them. Let them be an inspiration to others who may wish to get involved.

**Questions?** Please don’t hesitate to contact us at [volunteer@cfrichmond.org](mailto:volunteer@cfrichmond.org).



# Power of Good RVA

## Toolkit

### HASHTAG & GRAPHICS

The hashtag associated with this campaign is #PowerOfGoodRVA. When you include the hashtag in your posts, they will become part of a much larger campaign to recognize the incredible contributions of volunteers. You can search for the hashtag to see all posts from organizations participating locally. You may also use the following graphics to accompany your Power of Good posts, either at the bottom of volunteer photos or as a campaign logo on text graphics. Download at: <https://www.handsonrva.org/powerofgood-resources>

#PowerofGoodRVA

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### SAMPLE SOCIAL MEDIA POSTS *(Facebook/Instagram/Twitter)*

Take this opportunity to call out how volunteers either support your mission generally, or perhaps how they lent their support in the past year for COVID-related efforts.

#### **“Importance of volunteerism” posts during the first week (April 11-17):**

April is National Volunteer Month! Our volunteers make our mission possible by helping us [short list of various volunteer tasks]. From all of us at [organization], thank you volunteers! #PowerOfGoodRVA

Ever wonder how our organization’s volunteers make a difference? In 2020, we engaged [number] volunteers for [number] hours, and because of them we were able to [accomplishments that volunteers make possible]. Thank you, volunteers! #PowerOfGoodRVA

In the last month alone, our volunteers have spent over [number] hours [doing this critical volunteer task]. Our community is stronger because of you. Thank you, volunteers! #PowerOfGoodRVA

During National Volunteer Month, we celebrate the incredible volunteers who use their time, talent, voice and resources to meet the critical needs of our communities. Thank you, volunteers! #PowerOfGoodRVA

\*Consider sharing a quote from your volunteer manager about how much of a difference your volunteers make for your organization.

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### **“Individual volunteer recognition” posts for the second week (April 18-24):**

Long-time volunteer [volunteer name] is a member of our board and regularly volunteers their skills for [task they perform]. [Volunteer name] is a powerhouse of doing good! Thank you [volunteer name]! #PowerOfGoodRVA

[Volunteer name] regularly volunteers [his/her/their] time with us to [task]. [His/Her/Their] efforts make our organization stronger. Thank you, [volunteer name]! #PowerOfGoodRVA

For National Volunteer Week, we'd like to thank [volunteer name] for stepping up to [task]. Thank you, [volunteer name]! #PowerOfGoodRVA

As we respond to the critical needs of our community, [volunteer name] always brings a positive attitude and a smile as [how this person or group helps]. Thank you, [volunteer name]! #PowerOfGoodRVA

## **SUBMIT AN HONOREE FOR POWER OF GOOD**

### **What is a Power of Good Honoree?**

HandsOn Greater Richmond, a service of the Community Foundation, uses the **Power of Good** page on its website to display volunteers from across the region who are powering good in their communities, with a short description of how their service makes a difference.

### **How do I participate?**

Once you identify the volunteer(s) you wish to recognize, you may enter them on the Power of Good webpage. All we ask is that you provide their name, 40 words or less about how they are making a difference locally, and a picture if you have one. **See samples on the next page!**

To view the Power of Good page or to submit a volunteer to be recognized, visit:

<https://www.handsonrva.org/powerofgood>

Of course, celebrate your Power of Good honorees on your own social media as well, using the hashtag #PowerOfGoodRVA. The Community Foundation will be featuring various honorees on social media throughout the month of April.

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### SAMPLE RECOGNITION

#### Collective Corazon



Nominated by: Stephen Batsche  
The Collective Corazon is a community service group at VCU. Members served meals at Circles RVA weekly this school year. They were extremely positive, energetic and selfless. These students were essential to Circles RVA's volunteer Hospitality Team.

#### Dawn McNamara



Nominated by: Kristin Blalock  
Dawn is passionate about Circles RVA's mission of building community to end poverty. Every Tuesday night she sets up our meetings, prepares food, serves meals and takes everything back down. Her reliability is the cornerstone of our Hospitality Team!

#### Doreen Gonzalez



Nominated by: Diana Villarreal  
Doreen is an amazing volunteer who shares her time running the Happy Wheels cart, where she hands out items to families in pediatric units at Bon Secours St. Mary's Hospital. Doreen also makes meals for families staying at the Ronald McDonald House!

### BLOG IDEAS

You may also expand on your social media posts in blog format on your website. Write about a volunteer or several volunteers whose efforts have made a difference with your organization. Share information about the role that these volunteers have and explain how those efforts help further your organization's mission. Be sure to thank them for their efforts as well!