

#WhyDoI?

Volunteer recruitment campaign

Stakeholder toolkit.

Supported by

JOHN LEWIS
PARTNERSHIP

Home-Start Cymru has developed the 'Why Do I ?' campaign to highlight the importance of volunteering for Home-Start Cymru and the benefits of becoming a volunteer.

The campaign will run throughout Wales across outdoor, digital and social media. And with the help of our volunteers, partners and funders we can inform the public of the volunteering opportunities with Home-Start Cymru and highlight the important work we do to support families across Wales.

This pack contains everything you need to know about Home-Start Cymru and our Why Do I? campaign.

Our partnership with you is key to delivering messages across the whole of Wales, and we thank you for your support.

About us

Home-Start Cymru is a national charity that provides local support to families across 18 local authorities.

Whilst visiting families at home is the traditional Home-Start approach, due to COVID-19, our trained volunteers can either offer remote support for approx. 1 hour a week, through weekly telephone/video calls, or meet families face to face outside, to offer emotional support and have a chat.

We do hope, COVID restrictions allowing, our volunteers can in the near future, once again visit families in their own homes for between two and three hours a week to offer an extra pair of hands or a listening ear to provide parents with practical, emotional and financial support, helping them to build a better future for their families.

Why do people volunteer?

There are many good reasons why people give their time freely: to give something back, to learn new skills, to have fun. Every volunteer will have a personal, possibly emotional, reason for wishing to volunteer.

Volunteering aids personal development, helping to raise aspirations and promote personal resilience. It also enables people to feel part of their community, more included and with a stake in wider society.

Our campaign will celebrate the different reasons why they help families in Wales and capture stories from our volunteers.

About our campaign

Our families need our support now more than ever but in order for us to be there for families, we need more volunteers.

The campaign celebrates the different reasons why people volunteer with the hope to inspire the next generation of Home-Start Cymru volunteers.

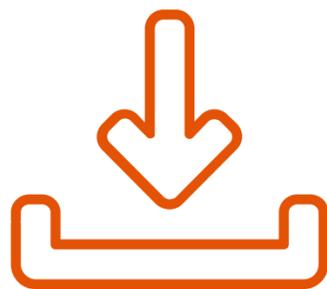
Together, we can inspire people throughout Wales to give some of their time to help families in need.



Key Messages

Whether you are writing about the campaign on your website or on social media, here are some key messages that will be useful to include:

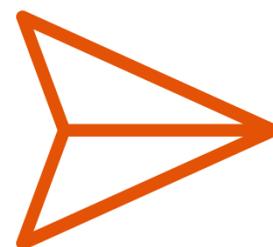
- Home-Start Cymru are there for families when they need us most.
- Mae Cymru Home-Start yno ar gyfer teuluoedd pan maen nhw ein hangen ni fwyaf.
- To help give children the best possible start in life, Home-Start supports parents as they grow in confidence, strengthen their relationship with their children and widen their links with the local community.
- Er mwyn helpu i roi'r dechrau gorau posibl mewn bywyd i blant, mae Home-Start yn cefnogi rhieni wrth iddynt fagu hyder, cryfhau eu perthynas â'u plant ac ehangu eu cysylltiadau â'r gymuned leol.
- Home-Start Cymru needs your support – By volunteering with Home-Start Cymru, online or in person, you could make a difference to the families in your community.
- Mae angen eich cefnogaeth ar Home-Start - Trwy wirfoddoli gyda Home-Start Cymru, ar-lein neu'n bersonol, fe allech chi wneud gwahaniaeth i'r teuluoedd yn eich cymuned.
- By volunteering with Home-Start Cymru, you will meet new people, gain skills and help families discover their full potential. Discover the benefits of volunteering with Home-Start Cymru.
- Trwy wirfoddoli gyda Home-Start Cymru, byddwch yn cwrdd â phobl newydd, yn ennill sgiliau ac yn helpu teuluoedd i ddarganfod eu potensial llawn. Darganfyddwch fanteision gwirfoddoli gyda Home-Start Cymru.



Download a poster to put up in your community

We have created posters to help you share our messages in the local community. You can download them, print them and put them up in your organisation, business or community.

If you would like to share our poster in your local community you can download it [here](#).



Share our video

We have created a video about our volunteering opportunities.

Please share it on your social channels to help others understand the services we offer.

You can download the video [here](#).



Support us on social media

We are calling on all partners and organisations to get involved by sharing the campaign on your own social channels with the hashtag #WhyDoI?

To make it as easy as possible for you to get involved, we have a range of resources for you to use.

Click [here](#) to download the images and/or video to use across your social media channels.

Example social media posts

Facebook

@HomeStartCymru are on a mission to help every family give children the best start in life. But they can't do it without your help. You can make a big difference by becoming a Home-Start Cymru volunteer.

Find out more here: <https://bit.ly/HSCymru> #WhyDoI

We're supporting @HomeStartCymru who support and empower families to enable their children to thrive. Their volunteers provide practical, emotional and financial support, helping parents to build a better future for their families.

Could you be there for a family in your community?

Find out more here: <https://bit.ly/HSCymru>

#WhyDoI

Twitter

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<https://bit.ly/HSCymru> #WhyDoI

By volunteering with @HomeStartCymru, you could make a big difference to families across Wales. Register and support a family in your community. Find out more here: <https://bit.ly/HSCymru> #WhyDoI

Example social media posts



WCVA | CGGC

@WCVACymru

@HomeStartCymru are on a mission to help every family give children the best start in life. But they can't do it without your help.

You can make a big difference by becoming a Home-Start Cymru volunteer. #WhyDol



Cardiff Council

@cardiffcouncil

By volunteering with @HomeStartCymru, you could make a big difference to families across Wales.

Register and support a family in your community. #WhyDol



Please note these are mock-ups

Example social media posts (Welsh)

Facebook

- Mae @HomeStartCymru ar genhadaeth i helpu pob teulu i roi'r dechrau gorau mewn bywyd i blant. Ond ni allant wneud hynny heb eich help chi. Gallwch chi wneud gwahaniaeth mawr trwy ddod yn Wirfoddolwr Home-Start Cymru. Darganfyddwch fwy yn <https://bit.ly/CymHSC> #PamYdwi
- Rydyn ni'n cefnogi @HomeStartCymru sy'n cefnogi ac yn grymuso teuluoedd i alluogi eu plant i ffynnu. Mae eu gwirfoddolwyr yn darparu cefnogaeth ymarferol, emosiynol ac ariannol, gan helpu rhieni i adeiladu dyfodol gwell i'w teuluoedd. A allech chi fod yno i deulu yn eich cymuned? Darganfyddwch fwy yn <https://bit.ly/CymHSC> #PamYdwi

Twitter

- Mae @HomeStartCymru ar genhadaeth i helpu pob teulu i roi'r dechrau gorau mewn bywyd i blant. Ond ni allant wneud hynny heb eich help chi. Gallwch chi wneud gwahaniaeth mawr trwy ddod yn Wirfoddolwr Home-Start Cymru. Darganfyddwch fwy yn <https://bit.ly/CymHSC> #PamYdwi
- Gallwch chi wneud gwahaniaeth mawr trwy ddod yn Wirfoddolwr @HomeStartCymru. Darganfyddwch fwy yn <https://bit.ly/CymHSC> #PamYdwi
- Rydyn ni'n cefnogi @HomeStartCymru sy'n cefnogi ac yn grymuso teuluoedd i alluogi eu plant i ffynnu. Mae eu gwirfoddolwyr yn darparu cefnogaeth ymarferol, emosiynol ac ariannol, gan helpu rhieni i adeiladu dyfodol gwell i'w teuluoedd. Darganfyddwch fwy yn <https://bit.ly/CymHSC> #PamYdwi
- Trwy wirfoddoli gyda Home-Start Cymru, fe allech chi wneud gwahaniaeth mawr i deuluoedd ledled Cymru. Cofrestrwch a chefnogwch deulu yn eich cymuned. Darganfyddwch fwy yn <https://bit.ly/CymHSC> #PamYdwi

Thank you.

Where you can find us

Facebook: @HomeStartCymru

Twitter: @HomeStartCymru

Use the hashtag: #WhyDoI?

Website:

<https://homestartcymru.org.uk/volunteertoday>

Contact us

If you want to get involved or have any questions, suggestions, or comments, please contact the team at

volunteer@homestartcymru.org.uk