

TOOLKIT

INTERNATIONAL VOLUNTEER DAY 2019

VOLUNTEER
FOR AN INCLUSIVE FUTURE

UN
VOLUNTEERS
Jordan

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IVD TOOLKIT

The International Volunteer Day (IVD) Toolkit is a practical guide on how to plan your IVD 2019 celebrations along the lines of this year's campaign theme:

“VOLUNTEER FOR AN INCLUSIVE FUTURE”.

This Toolkit contains guidelines for online and offline activities together with hints on how to make your activities truly inclusive. Together, in implementing the IVD 2019 campaign we hope to promote an Inclusive future by volunteering. Thank you for your participation!

“The diverse and dynamic role of volunteerism in promoting the Sustainable Development Goals merits strong support from Governments and other stakeholders. On this International Day, I thank volunteers for their efforts to leave no one behind.”

*António Guterres, UN Secretary-General,
IVD 2018*



WHAT IS INTERNATIONAL VOLUNTEER DAY?

CELEBRATION

IVD is a day of celebration for volunteers to be acknowledged for their action and their value and to promote their work among their communities, the United Nations agencies, government authorities, non-governmental organizations (NGOs) and the private sector.

GENERAL ASSEMBLY

The General Assembly mandated in 1985 that 5 December be celebrated as International Volunteer Day to heighten awareness of the important contribution of volunteer service, thereby stimulating more people in all walks of life to volunteer, both at home and

International Volunteer day is mandated by the UN General Assembly and is held each year on 5 December. It is viewed as a unique chance for volunteers and organizations to celebrate their efforts, to share their values, and to promote their service.

Apart from mobilizing thousands of volunteers every year, the United Nations Volunteers (UNV) program contributes to peace and development by advocating for the recognition of volunteers and working with partners to integrate volunteerism into development programming. UNV is the coordinator of IVD, but IVD is for every volunteer worldwide.

INCLUSION AND VOLUNTEERING

Inclusion is recognizing our Universal “oneness” and interdependence. It is also celebrating the richness and value of diversity in our societies. Achieving the transformational promise of the Sustainable Development Goals (SDGs) depends on ensuring the empowerment, inclusion and equality of all people.

- 01 | Volunteerism strengthens solidarity and inclusiveness in communities around the world
- 02 | Volunteerism is universal and, when accessible to everyone, regardless of their background or social status, can become a powerful equalizer.
- 03 | Volunteerism provides the opportunity for all people to participate and play fuller roles in their communities.
- 04 | Volunteerism nurtures solidarity and cohesion in societies through underlying values of cooperation and reciprocity.
- 05 | SDG 10 is about combatting inequality in order to give people equal opportunity economically and socially for a better future for themselves and their communities.

HOW TO CELEBRATE INTERNATIONAL VOLUNTEER DAY 2019



SOCIAL MEDIA CAMPAIGN

Celebration of International Volunteer Day is a global event that takes place on social media and on the ground. Here you can find some suggestions for activities promoting inclusion and equality online - but whatever you do, make sure it fits this year's topic of inclusion.

Don't forget to tag **#IVD2019** and **#Volunteer4inclusion** in all your posts.

VOLUNTEER VOICES

Based on this year's theme "inclusion" we need to hear different experiences and stories to feel a binding connection between all volunteers worldwide. Did you ever consider making a podcast or interviewing a volunteer that has changed your community?

[FIND MORE ON PAGE 12!](#)

THE EQUALIZER

This year's main social media challenge that promotes equality through volunteers is the EQUALIZER. Don't forget to tag **#IVD2019** and **#volunteer4inclusion** when posting the picture on your social media.

[FIND MORE ABOUT THIS ACTIVITY ON PAGE ELEVEN.](#)

All social media related materials, including IVD 2019 logos, are gathered in the [Trello board](#).



ON-THE-GROUND IVD ACTIVITIES

If you are going to organize a celebration of International Volunteer Day, the format of the event is up to you, but make sure you adapt to what would be most interesting, accessible and appropriate for your participants. This year we are celebrating and highlighting inclusion and volunteering, create an event that will highlight marginalized groups would nicely follow that narrative. Remember, that this day is a celebration of people who dedicate their time helping societies creating a better world for all of us.



MOVIE SCREENING

Movie screening with discussion following the film is a great way to initially attract the crowd and furthermore, with interesting and powerful panel create a dynamic dialogue about equality and inclusiveness.



CONFERENCE AND PANEL DISCUSSIONS

Panel discussions and conferences are a popular way to raise awareness and start a healthy conversation, but make sure to be inclusive when it comes to panel members and audience.

WALKING THE TALK

TIPS FOR INCLUSIVE IVD EVENTS AND ACTIVITIES

Inclusion means welcoming everyone in ways that respect and celebrate diversity, creates a pathway for more powerful dialogue among equals and ensures that differences don't become barriers to full engagement and participation. To create truly inclusive social media and on-the-ground events, here are some things you need to consider.



Diversify your planning group! Best people to provide guidance on obstacles to **INCLUSION ARE PEOPLE WHO HAVE EXPERIENCED EXCLUSION**. Engage with people from different backgrounds and various marginalized groups in your planning team from the start and ensure they have support to participate fully in the planning process.

USING INCLUSIVE LANGUAGE AND SUPPORTING MATERIALS must be on top of your list when creating the content - offer participants the opportunity to identify their (gender neutral) pronouns, try to avoid non-inclusive terms, offer closed captioning and large fonts and incorporate sign language.



The biggest factor in someone feeling included is that **EVERYONE SHOULD FEEL REPRESENTED** - for example, invite diverse groups of people to your panel and diversify social media cards online. Ensuring panels, lineups and programmes represent a diverse range of backgrounds, identities and opinions is a crucial element of inclusive campaigns!



If you are creating an event it should be **ACCESSIBLE TO EVERYONE**. When choosing an event venue, ask yourself questions such as: Are there any ramps outside, and elevators inside? Are the bathrooms accessible? Will attendee(s) with reduced mobility be able to go from one area to another easily?

One of the best ways to make diversity a priority in your events is to **DEDICATE A SESSION ON INCLUSIVNESS**. Asking why inclusivness and voluntereing are important is just the start! Think of ways of how you can extend the dialoge outside of your activitie and try making room for additional conversation in vibrant online and offline event communities.



HAVE AN EVENT CODE OF CONDUCT - It's important to inform participants how to create an environment free of harassment, discrimination and hostile conduct. Have a point of contact for people to report harassment and procedures in place for those that violate the terms.

ANNEX 1

THE EQUALIZER

This year's IVD's main social media challenge that promotes equality through volunteerism is the EQUALIZER. **What is the equalizer?** It is a social media campaign promoting equality through volunteerism that includes a diversity challenge. **How can you do it?** As seen from the pictures below, the goal of the challenge is to make everyone the same height (making them in a visual perspective equal) with additional support (pedestal).

Gather your friends and colleagues, few boxes and show us your diverse photo or video by posting them on social media by adding **#volunteer4inclusion!** In your caption or text tell us a bit about what inclusion and volunteerism means to your group.



STEP 1



STEP 2



STEP 3



STEP 4



NOW WE ARE ALL EQUAL!

ANNEX 2

HOW TO MAKE A PODCAST

Audio is one of the most personal types of media available and one of the most innovative ways we use to connect with our audience anytime, anywhere! Based on this year's topic of "Inclusion", we need to hear different experiences and stories to feel a binding connection between all volunteers worldwide. Here are some of the suggestions you should consider when making an audio recording. Then add the hashtags #Volunteer4Inclusion and #IVD2019 and add to your preferred social media channel!

01 | DEVICE

Use a high-quality microphone/Recorder/ Phone.

02 | LOCATION

Minimize background noise and try to eliminate background talking or music, which is a frequent source of poor-quality audio. Avoid recording in rooms that have a discernible 'echo' and always listening to a recording sample before creating your podcast.

03 | BE AUDIBLE, BRIEF AND INTERACTIVE

If you are interviewing someone, make sure she/he is speaking clearly, the recording device is close, and an interactive liveliness is portrayed.

04 | SEND US THE ORIGINAL FILES WITH YOUR PHOTO using transfer service to preserve the quality of the podcasts

QUESTIONS EXAMPLES

- 1/ Can you please introduce yourself and tell us what is your volunteering assignment, where is your assignment taking place and where are you from?
- 2/ Why did you want to become a volunteer? What motivated you?
- 3/ What does inclusiveness mean to you and why is it so important to be inclusive? How would you describe it in one word?
- 4/ International Volunteer Day IVD theme is about 'inclusion', how relevant is inclusiveness and SDG 10 to your work?
- 5/ Describe how you impact your community in relation to SDG10?

ANNEX 3

GUIDELINES FOR CREATING VIDEO CONTENT

Increasingly, video is being used to illustrate the impact of projects on the ground. Video is an important segment of social media content and is seen as an opportunity to reach growing new audiences.

When you are creating the content, make sure to [INCORPORATE THIS YEAR'S THEME OF IVD 2019 'VOLUNTEER FOR AN INCLUSIVE FUTURE'](#). The footage can show the inspirational effect volunteerism has on the project or the volunteers themselves. Try to capture what inspires volunteers and shows the added value that volunteers provides to the project!

[BE INCLUSIVE!](#) To make sure you are really following this year's IVDs topic, your video should be very diverse! First and foremost, we need to look at people from diverse groups as ordinary people, volunteers and beneficiaries. The imagery you use should reflect the normal treatment you would give any other person/volunteer. At the same time, be mindful and make sure that you portray diverse groups of people from different marginalized groups. Also, to [AVOID DISCRIMINATIVE LANGUAGE](#), be inclusive and use gender neutral expressions and be sensitive when creating a caption.

[CAPTURE VOLUNTEERS IN ACTION!](#) Video should look real, not staged and people should appear positively engaged. Best footage feature volunteers in 'live' situations, as real situations and actions have more personality and demonstrate authenticity. If you are [INTERVIEWING](#) someone or the setting is static, try to [INCORPORATE IVD 2019](#) logo that is printed out in preferred language! You can find and download logos on our Trello board.

HERE ARE SOME FILMING TIPS YOU SHOULD CONSIDER WHEN PRODUCING A VIDEO

LOCATION - Find a place with good lighting. Somewhere outside, a room with lots of windows and lights. Avoid dark rooms or rooms with a single light source.

CAMERA - try to use the best camera possible.

TRIPOD - Stability and focus are crucial elements in video making. A blurry video or one that goes out of focus constantly will look amateur and your video quality will degrade because of shakiness.

FOCUS - Try to constantly have your subject in focus!

LANDSCAPE MODE - Make sure to film horizontally and not vertically

GRID - Adding a grid lets you use your background as a point of reference to ensure that your recording is always straight and to ensure and make sure you position your subject a few feet away from the action so that you can capture everything without having to move your camera.

LIGHTING - Lighting plays a bigger role in videography than photography because it's easy to edit, brighten, or apply a filter and get away with dark photo, but doing the same to a video can destroy its quality. As a general rule of thumb, make sure that your subject is illuminated by a bright source of light that's ideally behind you. Use your smartphone's flashlight only as an absolute last resort.

SPEAK CLEARLY - If you are interviewing someone, make sure she/he is speaking clearly and that the microphone is close enough for us to hear them.



IMPORTANT! YOU MUST HAVE PERMISSION TO VIDEO OR PHOTOGRAPH ANY INDIVIDUAL. PLEASE AVOID IMAGES WITH CHILDREN.

WHAT KIND OF QUESTIONS SHOULD YOU ASK A PERSON YOU ARE CONDUCTING AN INTERVIEW?

1. Can you please introduce yourself?
2. What is your volunteering assignment, where is the assignment taking place and where are you from?
3. Can you tell us what is your assignment about?
4. Why did you want to become a volunteer? What motivated you?
5. What are/were the main achievements of your assignment?
6. What have you gained/learnt from volunteering? What personal/professional growth do you expect to gain from this assignment?
7. What does inclusiveness mean to you and why is it so important to be inclusive? How would you describe it with one word?
8. The International Volunteer Day (IVD) theme for 2019 is about 'inclusion', how relevant is 'inclusiveness' and 'SDG 10' to your service?
9. Describe how you impact your community in relation to Sustainable Development Goal 10.
10. Diversity is an important asset; briefly describe how you are going to show case this in a multi-cultural workplace.

ANNEX 4

GUIDELINES FOR CREATING PHOTO CONTENT

A single image can be worth a thousand words. There is real value in using the right images - they help to educate and inspire people, grab attention and quickly illustrate complex concepts and situations. Our imagery should reflect the central role of volunteers and their contribution to inclusive future. In order to do so, please find below [TECHNICAL CHECKLIST](#):

1) **LOCATION** - Find a place with good lighting. Somewhere outside, a room with lots of windows, or a room with good lights. Avoid dark rooms or rooms with a single light source.

2) **CAMERA** -use the best camera possible and take the picture in high resolution

3) **FOCUS** - Make sure the person you are photographing is in focus.

4) **LIGHT** - Lighting plays a big role in photography so make sure there is the right amount of light (not too bright or dark) when taking the photo.

Try to **SHOWCASE THIS YEAR'S THEME FOR IVD 2019 'VOLUNTEER FOR AN INCLUSIVE FUTURE'**. The images can show inspirational effect volunteerism has on the project or the volunteers themselves. Try to capture what inspires volunteers and shows the added value that volunteers provide to the project!

BE INCLUSIVE! To make sure you are really following this year's IVDs topic, your photos should be very diverse! First and foremost, we need to look at people from diverse groups as ordinary people. At the same time be mindful and make sure that you portray diverse groups of people from different marginalized groups.

Photographs should look real and people should appear positively engaged. Best pictures feature **VOLUNTEERS IN 'LIVE' SITUATIONS**, as real situations and actions have more personality and demonstrate authenticity. In pictures that are staged, try to **INCORPORATE IVD 2019 LOGO** That is printed out in preferred language! You can find and download logos on our [TRELLO BOARD](#).

To avoid discriminative language, be inclusive and use gender neutral expressions.



IMPORTANT! YOU MUST HAVE PERMISSION TO VIDEO OR PHOTOGRAPH ANY INDIVIDUAL. PLEASE AVOID IMAGES WITH CHILDREN.