

#IVolunteerBecause campaign outline

What: Volunteers across the UK do a huge range of voluntary work, for a huge range of reasons - from compassion to community spirit, skills development to socialising. Volunteering shouldn't be intimidating or scary, so to start a nationwide conversation on volunteering motivations, we're asking volunteers why *they* volunteer! Start all social media posts with #IVolunteerBecause so we can keep track of crowdsourced opinions.

Who: #IVolunteerBecause is a campaign started by [Student Hubs](#) to increase awareness of, and participation in, volunteering, maintaining the enthusiasm created by [Student Volunteering Week](#) starting on 22nd February 2016.

We want to create a sector-wide, community-wide and nationwide campaign that shows there is an opportunity to suit everyone's skills, availability and interests.

Why: To create awareness of and celebrate the huge variety of motivations and opportunities in social action and volunteering. We're aiming to do this throughout [Student Volunteering Week](#) and beyond, so that more people get involved!

When: The campaign will launch at the start of SVW (Monday 22nd February 2016) and finish on Friday 1st April.

Why do you and your volunteers volunteer? #IVolunteerBecause...

Additional hashtags to use:

- #SVW2016 (Student Volunteering Week 2016)
- #iwill (Step Up To Serve)
- #1MillionHours (Radio 1 volunteering campaign)



Emily Fox MYP @foxymyp · Jan 25

@studenthubs #IVolunteerBecause I want to give something back to my community and gain life skills!

RETWEETS
4

LIKES
4



Brian C @btweedledee · Jan 25

@studenthubs so that back in uni days, I could invoke a flare for my hobbies eg. music & chess in those willing to engage #ivolunteerbecause

RETWEET
1

LIKE
1



Student Hubs is a registered charity in England and Wales, number 1122328.

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