

## Virtual Event Toolkit

### Benefits of a virtual volunteer event

Adoption of virtual experiences have increased out of sheer necessity in the era of COVID/pandemics --so having some virtual options are great. In addition, on-site volunteerism might not be possible due to location of the office, time constraints or the type of nonprofit clients you wish to serve. Certain types of volunteer activities and projects lend themselves more easily to virtual experiences than others.

### Virtual Volunteer Opportunities

Certain types of volunteer activities and projects lend themselves more easily to virtual experiences than others. Lots of ideas [here](#)

- Database and website development
- Strategic plans,
- Data entry/research projects
- Tutoring/mentoring
- Marketing and communication design (e.g., website, publications)
- Social media management
- Editing or writing proposals, press releases, newsletter articles, video scripts, web pages, etc.
- Curriculum development

### Virtual Pre-Event Considerations -

- Not all parties will be able to participate in a virtual event be aware/sensitive of disabilities, schedules or other impediments.
- What will motivate your audience and keep them engaged?
- Many virtual volunteer activities are individual or small team friendly
- Would you want a project that can accommodate everyone at the same time or could employees work as they have time?
- Not all nonprofit organizations are set up to manage virtual volunteers.
- Appoint a lead volunteer who will manage other employees' involvement
- Reach out to an organization that interests your employees and ask them what remote projects they could use volunteers for
- Is there a written project description, including timeline, scope, expectations?
- How many employees are needed?
- Is there a project point of contact at the organization + info?

### Pre-event Checklist

- Recruit your volunteers with an email and/or other social media
- Be specific with day, time (if specific) task or project description, link to organization
- Be clear as to the participation expectation
- Provide an opportunity for learning about the issue supported. This can be done by providing links to articles about the issue, having the nonprofit professional deliver an education session, or providing a one sheeter of "did you know" facts about the issue to volunteers. Volunteers are more engaged when they have contextual information about a project and how it supports the mission
- Communicate regularly with volunteers with status updates and accomplishments

### Educational Component

- Ask the organization if they can leverage a member of their community for an educational discussion around the issue being addressed thru the volunteerism.
- Provide a few ways for volunteers to continue engage on the issue locally, have information about the organization's next volunteer event, or how to become a regular volunteer.

### Post-event

- Send a thank you to the nonprofit
- Send a thank you to the employees linking to a project evaluation. Sample evaluations [here](#).

- Be sure to have at least one open ended question to capture valuable feedback.
- Reflect on your project and make notes on how it went, what improvements could be made, whether supplies were adequate etc.
- Write up a quick blurb and share it with the Foundation @ [foundation@gannett.com](mailto:foundation@gannett.com) using "volunteer project summary" as the subject.
- [\*\*Gannett Foundation: Site's Google Form for Volunteer Projects\*\*](#)

**Resources:** [https://www.galaxydigital.com/blog/virtual\\_volunteer-recruitment/](https://www.galaxydigital.com/blog/virtual_volunteer-recruitment/)  
<https://www.retailmenot.com/blog/virtual-volunteer-opportunities.html>  
[Volunteer Survey for the Gannett Foundation](#)