



COMMUNICATIONS GUIDE FOR COMMUNITY PARTNERS



Communications Guide for Community Partners

Hands On and United Way of Greater Nashville will be hard at work promoting year-end volunteer activities during Nashville Volunteer Week!

Below are messages and materials to help you and your organization maximize engagement by inspiring supporters, board members, and volunteers and during Nashville Volunteer Week.

For the most up-to-date information, please visit

hon.org/NashvilleVolunteerWeek.



Nashville Volunteer Week Key Messages

Include any or all of this information in your upcoming newsletters, volunteer communications, blog posts, or website!

- October 25-31 is Nashville Volunteer Week! We're excited to join Hands On powered by United Way of Greater Nashville to encourage our neighbors to show Nashville some love by volunteering for a cause they care about.
- At ORGANIZATION, volunteers are so important to achieving our mission. Show Nashville some love! Sign up for one of our volunteer shifts on the Hands On website.
[Include your organization's volunteer opportunities. See page 2 for step-by-step instructions for creating your custom link!]
- Sign up to volunteer with [YOUR ORGANIZATION] during Nashville Volunteer Week, and you will automatically be entered to win fun prizes.
- Want to learn more about volunteering with [YOUR ORGANIZATION]? Come see us at the Nashville Volunteer Week kickoff event at Centennial Park on October 25 from 10 am – noon. Meet our team and nearly 50 other local organizations, learn about ways to get involved, and enjoy food vendors and music.
- For more information, [visit hon.org/nashvillevolunteerweek](http://hon.org/nashvillevolunteerweek).

Social Media Posts

Here are a few ready-to-share social media posts to make it easy for you to promote Nashville Volunteer Week!

1. We're excited to be part of Nashville Volunteer Week! Sign up this week for one of our volunteer shifts and join hundreds of Hands On volunteers showing Nashville some love! Learn more at hon.org/nashvillevolunteerweek.
2. It's Nashville Volunteer Week! Find ways to volunteer with us through @honashville. Turn your love for our mission into impact during #nashvillevolunteerweek.
3. This week, show Nashville some love and check out all the ways you can volunteer. #nashvillevolunteerweek
[Include your organization's volunteer opportunities. See page 2 for step-by-step instructions for creating your custom link!]
4. Celebrate Nashville Volunteer Week by signing up for one of [YOUR ORGANIZATION]'s volunteer activities and you could win prizes from @honashville, @uwnashville and their partners! hon.org/nashvillevolunteerweek.

Nashville Volunteer Week Graphics

Enhance the look of your newsletters and posts with these inspiring photos. Or use the NVW logo and a photo of your own volunteers to make a custom graphic for your communications.

[Nashville Volunteer Week Logo](#)

[1200 x 1200 \(Square\) Volunteer Images](#)

[1600 x 900 \(Landscape\) Volunteer Images](#)



Sharing Your Organization's Volunteer Opportunities using the Hands On Website

Step 1: Locate your volunteer search page:

1. Visit hon.org, navigate to the "Nonprofit Partners" dropdown, and then click "[Browse Community Partners](#)."
2. Select your organization from the alphabetical list to view your agency's profile.
3. You will see a prompt under your logo on the right-hand side of the page labeled "See all volunteer opportunities with this partner organization." Click that link to generate a search page with all your organization's active opportunities.

Step 2: Create a shareable hyperlink:

1. On the left-hand gray toolbar, click the "+" beside "My Searches".
2. Click the blue button that reads, "Get Shareable Link!"
3. Copy your custom URL that is displayed in the box. Check the link in a new window.
4. Share it in newsletters, social media posts, or post it on your website!

FAQs

What is Nashville Volunteer Week?

From October 25-31, Hands On powered by United Way of Greater Nashville is inviting every Nashvillian to sign up to volunteer! Check out Hands On's [volunteer calendar](#) to see hundreds of opportunities with more than 180 nonprofits, schools, and civic organizations. Everyone who signs up to volunteer will automatically be entered to win prizes.

Why is Nashville Volunteer Week happening?

Middle Tennessee relies on volunteers. From caring for our unhoused community to serving in our schools to helping with nonprofit administrative tasks, volunteers power our community. Nashville Volunteer Week inspires our community to show Nashville some love by serving with a cause they care about.

How do volunteers sign up?

Hands On makes it easy to find a volunteer project that fits your schedule and your passions. Visit the [online calendar](#), find the shift and time that works for you, and click "Sign up!" You can also [search for volunteer opportunities](#) that fit your interests. You can filter by impact area, location, age-appropriate opportunities, group volunteer projects and more!

How can I meet potential volunteers in person during Nashville Volunteer Week?

From 10 a.m. to noon on Saturday, October 25, come out to the Parthenon promenade at Centennial Park for the Nashville Volunteer Week Launch Party! Join other local nonprofits, enjoy food vendors, and music. Bring your colleagues, family, and friends and find ways to connect with prospective volunteers!

Do volunteers have to sign up for a project that occurs during the week of October 25-31?

The goal is for volunteers to sign up during Nashville Volunteer Week, but the volunteer activity can be any time in 2025. Post all your projects through the year's end, so volunteers have plenty of opportunities to sign up!

2024 Highlights: 70 nonprofits filled 645 volunteer slots!