



## Marketing & Communications for IiV Partners and Associates

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## 1. Overview

This toolkit is for local iV delivery partners to support local communications and marketing in order to maximise registrations and future engagement opportunities. Please also refer to your 'iV Advisor role' and the SLA for further details on the role expectations.

**Investing in Volunteers (iV)** is the UK quality standard for all organisations which involve volunteers in their work.

The **iV Standard** is based on three areas of volunteer management:

- planning for volunteer involvement;
- recruiting and matching volunteers;
- supporting and retaining volunteers.

These three areas have been divided into 9 Indicators and 46 practices, which have been devised by extensive consultation and pilot work with volunteer-involving organisations.

The standard was launched UK wide in October 2004 and has already made a huge impact with **over 800 Organisations in the UK who have [achieved the standard](#)**.

A full list of iV achiever organisations can be found on the [website](#).

## 2. Why should organisations consider iV?

iV provides organisations with the opportunity to benchmark their volunteering practices, policies and procedures against a rigorous and nationally recognised quality standard.

Furthermore, it allows them to demonstrate, and when necessary improve, the quality of their volunteer management programme. Additional benefits include:

- Enabling them to publicly demonstrate their commitment to volunteering and effective volunteer management;
- Increasing volunteers' motivation and enhancing their experience;
- Encouraging more people to volunteer with the organisation;
- Enhancing an organisation's reputation in the local community and with funders;
- Minimising any potential risks arising from the involvement of volunteers.

A full list of benefits can be found on the [website](#).



### 3. What's involved?

Accreditation can be achieved in 6 easy steps. The process normally takes up to 12 months, and includes both self-assessment and external assessment to evaluate how volunteer management is perceived and experienced within the organisation.

**Step 1:** Introductory Workshop (Key staff, management, and volunteers should attend)

**Step 2:** Self-assessment

**Step 3:** Development plan

**Step 4:** Final assessment visit

**Step 5:** Written report and Quality Assurance process

**Step 6:** Achievement of Award

Accreditation lasts for three years, during which time the organisation gets to display the iV Quality Standard Kitemark.

### 4. Support and advice for organisations

A dedicated and specially qualified consultant will be assigned to help guide the organisation through the process, providing critical feedback along the way.

A number of Volunteer Centres (full list [here](#)) around the country have also been specially trained and certified to deliver the **iV Advisor role**.

Advisors are there to support organisations through the iV process up to the point of assessment. They can also provide additional advice and guidance on good practice development and signpost to other relevant resources if needed.



## **5. What will it cost – and what's included?**

The cost of assessment depends on the size and complexity of the organisation's volunteering programme. A tailored quote will be sent to an organisation within 3 days of them registering their interest on the [website](#).

Organisations can expect to pay a minimum of £2100 + VAT. The all-inclusive fee includes the following:

- An **Introductory workshop** as well as feedback from a dedicated Advisor/Assessor on your **Self-Assessment** and **Development Plan**;
- **Final assessment visit** and a copy of your **full written report**;
- Full access to all **on-line resources** and **Best Practice Library** on the password protected pages of the website;
- Free **subscription** to the Investing in Volunteers **e-newsletter**;
- **Personalised certificates, a plaque** and permission to **use the liV logo** on stationery and branding.

For more information organisations can contact Kathryn Edwards on 020 7520 3166 or email [iiv@ncvo.org.uk](mailto:iiv@ncvo.org.uk)

## **6. The Investing in Volunteers (liV) website**

The liV website ([www.investinginvolunteers.org.uk](http://www.investinginvolunteers.org.uk)) is often the first point of call for those organisations that wish to learn more about the standard and process involved.

It is also where organisations can [register their interest](#) in order to receive a no-obligation assessment quote, which is tailored to the size and complexity of their volunteering programme.

It is recommended that liV partners and associates provide a link to the liV website from their organisation's website, and Advisors may wish to add the liV Advisor logo where appropriate.

**Other areas of interest on the website include:**

**Latest news and information** relating to recent achievers and other matters relating to the standard can be found on the website at <http://iiv.investinginvolunteers.org.uk/news>



Any liV or relevant volunteering **events** are posted on the website at <http://iiv.investinginvolunteers.org.uk/news/iiv-events> Please let us know of any events that you have planned so that we can include these.

The **multimedia page** features videos of liV achievers as well as presentations from various campaigns <http://iiv.investinginvolunteers.org.uk/news/multimedia>

The **liV blog** features articles from both head office staff, liV associates and other guest bloggers. We would encourage anyone interested in posting a blog to send their ideas to [iiv@ncvo.org.uk](mailto:iiv@ncvo.org.uk).

The blog page can be found at <http://iiv.investinginvolunteers.org.uk/news/blog>

## 7. Social media

Social media has increasingly become an invaluable channel for communicating with current achievers and stakeholders, but also for raising awareness and the profile of the standard across the sector.

### Twitter

Please make use of **#iivuk** hash-tag when tweeting about any liV related news, or anything else that could link to through to the standard and it's good practice framework. These tweets will be pulled through to the liV Twitter feed on the homepage of the website.

#### Suggested tweets:

- Interested in benchmarking the quality of your [#volunteer](#) management and involvement? Take a look at **#iivUK**
- liV achiever [insert org name] is looking for volunteers. View opportunities at [insert website] [#iivuk](#)
- New #iivUK blog post on [insert blog title/topic] at [http://iiv.investinginvolunteers.org.uk/news/blog#content ...](http://iiv.investinginvolunteers.org.uk/news/blog#content...)
- Well done to (insert org name) for their recent #liV achievement and demonstrating their commitment to volunteers!
- Congrats to all those organisations that achieved Investing in Volunteers last week! Full list at <http://iiv.investinginvolunteers.org.uk/news> [#iivuk](#)



### LinkedIn and Facebook

Suggested posts (either on your profile, page, or in any relevant groups you're a member of):

- Join us for a session on managing and involving volunteers taking place on dd/mm/yyyy, at which we'll be looking at how to get the most from your volunteering programme and how a quality framework such as Investing in Volunteers (IiV) can help you achieve this.
- Did you know that VC [insert name] is a qualified Investing in Volunteers (IiV) Advisor? If you are looking for advice or guidance around developing and improving your volunteer management programme please get in touch with us at [insert contact details].

## 8. Events and workshops

NCVO staff make an effort to exhibit and present at relevant volunteering events and conferences around the country in an effort to raise awareness of the standard. The team will provide updates of this through the Advisor Google-group.

We encourage VC Advisors to host their own events or workshops for local organisations that could highlight good practice development and feature the IiV standard as a framework for developing volunteer management programmes.

A template **IiV presentation** is attached as a separate file to this pack.

A member of the central IiV team would be more than happy to come along and give a presentation or play a role in facilitating the event.

A number of VC Advisors have already hosted IiV sessions, so if you're thinking of running one you may wish to seek advice through the Google group.



## **9. Promotional items**

We have various promo items to assist with the marketing of liV, including branded pens, notebooks and posters.

If you have any opportunities to disseminate these to relevant clients please send a request through to the liV team at [iiv@ncvo.org.uk](mailto:iiv@ncvo.org.uk)

## **10. Additional marketing resources**

The Chartered Institute of Marketing have produced an introduction to marketing called *Marketing and the 7 Ps: A brief summary of marketing and how it works.*

A PDF version is available to download at <http://www.cim.co.uk/files/7ps.pdf>

## **11. Any questions?**

Please contact the liV team at any time:

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