

### Give & Gain Day 2010: Overview

Give & Gain Day is the UK's only national day of employee volunteering. Organised by Business in the Community the day marks an annual movement of businesses that empower their employees to take action and tackle key social issues in the community during work time.

We are now exploring partnering with international partners to turn it into the 2011 Year of the Volunteer Action Day.

### Some background and successes to date:

- On 9 July 2010, 6,803 employee volunteers from over 220 companies in towns and cities across the UK participated in Give & Gain Day.
- Give & Gain Day 2010 helped over 50,000 people in deprived communities.
- As a result of national and regional proactive public relations, Give & Gain Day received widespread media coverage in regions of activity and ensured our message reached more than 9 million people.
- In 2011, Give & Gain Day will take place on 24 June and we are aiming to engage 10,000 employees on one day.

### Aims for 2011

- We are aware that many of BITC's member companies have operations in other countries outside the UK and therefore we propose that we use Give & Gain Day as a brand to encourage all BITC member companies<sup>1</sup> to volunteer on one day, immaterial of location.
- Give & Gain Day has proven a successful mechanic to engage new employees and new companies to try volunteering for the first time, and running to scale offers the employee volunteering campaign the opportunity to create noise and excitement around employee volunteering.
- Give & Gain Day's (UK) 2008-2010 sponsor, Eversheds LLP have successfully used Give & Gain Day to not only engage staff in their offices in the UK but also overseas.

### What we are asking?

We are asking international partners to:

Brand:

- Run their current action days for example your 'Engage' action day, under the 'Give & Gain' brand, or for those who already have an established brand to acknowledge this as 'affiliated to Give & Gain Day'
- Have Give & Gain Day on 24<sup>th</sup> June 2011<sup>2</sup>

Communications:

- Formally launch the day in January 2011

---

<sup>1</sup> Please note this is not exclusive to BITC member companies, and welcome support from all employers

<sup>2</sup> Please do let us know if you would like to take part but can not hold your date on 24<sup>th</sup> June

## Proposal for Give & Gain Day 2011 – International Partners

- Communications – have a link to [www.giveandgainday.org.uk](http://www.giveandgainday.org.uk) showcasing the international partnership, with the Give & Gain logo and information about BITC.
- Provide a case study after the day of one project which can be shown on the BITC website.
- Report back to us on a monthly basis on the number of companies and employees recruited and the number of beneficiaries helped.

### Measurement and Impact:

- Link some 'flagship activity' to the Employability agenda where it is relevant to your area. We feel employability is a broad term and could include helping young children improve their basic literacy and numeracy skills; giving older children work ready skills and helping adults with barriers to work become more work ready.
- Measurement – we would look to capture the amount of beneficiaries that have been helped due to activity on Give & Gain Day to help demonstrate the social impact of the day.
- Business case – capture the number of employees volunteering and the number of companies taking part.
- In addition we would ask all partners to survey the employees to understand the business impacts of the day. Whilst each survey would be unique to the organising partner we would look to capture up to five points internationally which would be consistent. Our proposal is that this focuses around the following and templates will be provided for your use:<sup>3</sup>
  - Number of employees new to volunteering; new to volunteering in work time
  - Perception of the employer for enabling this
  - Skills developed through volunteering
  - Awareness of the social issues
  - Awareness of taking part in an international day of action

### What can we offer?

#### Project support:

- An initial webinar to answer questions in September 2010, with a follow up webinar for those partners who are supporting Give & Gain Day in early 2011
- A timeline for activity working towards Give & Gain Day

#### Resources including:

- Guidance pack on how to run successful days of action, including suggested activities
- The template communications pack including key messaging and example press releases
- Give & Gain Day logo, plus brand guidelines
- Sponsorship Guidance - Whilst we are not proposing to seek international sponsorship, we would be happy to share our 2010 report demonstrating the return on investment for this year's sponsor, plus a template sponsorship proposal. This means international partners can seek their own sponsorship to cover costs of the running of the day, or other type of financial arrangements to cover these costs (e.g. price per team or per employee if brokerage is offer).

### Communications

---

<sup>3</sup> Please note these will form part of a consultation for agreement with participating partners

## Proposal for Give & Gain Day 2011 – International Partners

- We will create a dedicated page on [www.giveandgainday.org.uk](http://www.giveandgainday.org.uk) to showcase the international partners who are affiliated with the day, with links through to your websites
- We will also include a call to action' as part of the EU awards at BITC's international convention in March 2011 and seek opportunities to profile the June 2011 day
- We are working with Gyro SHR, a UK PR agency, to understand how we can utilise social media such as facebook and twitter to increase the employee demand for the day

### Feedback:

- All feedback will be collated and disseminated to all partners to demonstrate and showcase our common achievements.

### Next Steps

Please confirm the following should you wish to support/be affiliated to Give & Gain Day 2011:

- Date of activity
- Targeted number of volunteers and companies
- Key contact details

A full memorandum of understanding will be shared in September to participating partners.