



Here's How Your Organization can Benefit from the 40th Anniversary of Volunteer Caregiving!

Starting in July, NVCN will be introducing a six-phase strategic plan that will take us all through the end of 2024. Our plan is rooted in social media and no to low-cost to implement. Let's aim:

- **To raise awareness of Volunteer Caregiving as a national movement**
- **To reach new Volunteer Caregiving Organizations**
- **To educate on Best Practices in Volunteer Caregiving**
- **To recruit volunteers and donors in supporting your local mission**

Task Force 40 has created a website with Tools & Tactics you can start to use now.

Phase One: Local "40 for 40" sponsorship package for you to use NOW, this summer! The funds you raise are yours to use locally.

Phase Two: NVCN will recruit University students as volunteers to support your social media outreach both locally and nationally.

Phase Three: Join us for a Giving Tuesday Campaign (materials available in September) *to raise funds for your local organization*

Phase Four: 40 for 40 Volunteer Recruitment Campaign (materials available in December) with "evergreen" branded social media (*materials available starting in November*) to help us all put Volunteer Caregiving on the map! Our goal is to double or even triple the number of volunteers serving your local volunteer caregiving organization

Phase Five: Plan to join us for our National Celebration in Michigan (fall 2024)

Phase Six: Join us for a Giving Tuesday Campaign to wrap up the 40th year and raise continued support for your local organization