



Chapter One

Creating a volunteer community: Tips and inspiration for Volunteer Coordinators

Help spread the word among your colleagues about Chapter One, have some fun and do (even more) good! We love it when our community of volunteers gets really involved in the Chapter One mission. Here are some ideas ranging from the adventurous to the everyday.

CHAT SUPPORT GROUPS

If you haven't already set one up, why not try bringing together your organisation's Chapter One volunteers on an internal group chat or on a messaging service like WhatsApp? We know from your feedback that colleagues love to share their experiences reading with a child and that they can really benefit from swapping tips and ideas. A group chat or similar is a great way to support new volunteers who might be feeling a little nervous as they begin their Chapter One volunteer journey.

If you are interested in your employees joining a wider support group for all Chapter One corporate volunteers, then please be in touch and we will be happy to explore setting one up!

BOOK CLUBS AND SWAPS

Help reinforce our message that giving back as a volunteer, reading and wellbeing are inextricably linked! Get together with like-minded colleagues and keen readers, enjoy yourselves, learn something new. Even better if you are able to raise money for Chapter One at the same time with a book club fundraiser!

As with a support group, if you are interested in your employees joining a wider book club for all Chapter One volunteers, then please be in touch and we will be happy to explore setting one up.

BOOK QUIZZES

If you have team members who love nothing more than to show off their passion for prose, grasp of grammar, or all round literary knowledge, then why not get them to host your own literary quiz?

WRITE CHAPTER ONE STORIES!

Any budding children's authors in your ranks? Ocado Group sponsored an exciting creative writing competition in support of Chapter One. In a joint initiative between the group's Investor Relations and CSR departments, funds that Ocado Group would usually have spent on printing their Annual Report and Accounts were reinvested to produce 10 digital books for children aged between 5-7 on the Chapter One programme worldwide. Employees were invited to write a story that could become part of our online curriculum and the stories were judged by an internal panel. Chapter One then engaged an editor and illustrator to bring the stories to life. With a focus on technology and sustainability, the stories centred on the world of robots and machines and how they help humans in daily life. Could your organisation do something similar?

VIRTUAL FUNDRAISING IDEAS

As a tech-focused charity, you'd expect us to come up with some virtual ideas for fundraising and community building! Don't forget that book clubs and quizzes are also perfect online activities for supporting Chapter One and developing your volunteer team spirit.

CHALLENGE EVENTS

So now we're getting adventurous. Maybe your team is keen to tackle child literacy while taking on an active challenge? How about running for us in the London Marathon, or taking part in the National Three Peaks Challenge or a charity bike ride? Keep an eye on our social media for your next chance to get involved in any upcoming fundraising events. Or, if your employees are already registered for a challenge and are interested in using it to support Chapter One, that's amazing - get in touch to let us know!

EVENTS AND WEBINARS

Our team is always on hand to help with events you're planning, or to brainstorm other collaborations. We can give you advice about how you can best use your platform to support children's literacy and help with implementation and publicity of events.

CHARITY OF THE YEAR

Choose Innovations for Chapter One as your company's Charity of the Year and bring your team together to make an impact on children's literacy. We'll create a partnership that connects to your purpose and delivers on your strategic and

community goals, builds team engagement and gives your people an incredible opportunity to make a huge difference to the children we support.

SOCIAL MEDIA AND COMMUNICATIONS

Make a splash about your employees' involvement with Chapter One on your social media and communications platforms! We have put together a [communications toolkit](#) to support and inspire you but feel free to reach out to us with other ideas. If you want to focus on awareness days or weeks e.g. Volunteers' Week (held annually at the beginning of June), then we would be delighted to chat to you about a collaboration!

GIFTS IN KIND/PRO BONO SUPPORT

As a forward thinking, agile and entrepreneurial charity we are always looking for ways to increase our reach and impact. If you think your company or employees can offer some innovative ways to help more children to read and reach their potential then please let us know. We are particularly keen to draw on partner expertise in digital marketing automation and would really value pro bono support with developing our prospect pipeline.

KEEP IN TOUCH!

[Email us](#) to discuss your community building ideas or to tell us about your fundraising plans. Also make sure you are [signed up to our monthly newsletter](#) to keep up to date with the latest Chapter One partner news as well as information about public policy developments, research and solutions to the literacy challenge.

Once you've decided on a fundraising idea, make sure you let us know then head over to [JustGiving](#) and select 'Fundraise for Us' to set up your fundraising page. We'll support you throughout, giving you tips to raise as much as you can to support children to read. Don't forget to tag us on [Twitter](#), [Facebook](#) or [LinkedIn](#) too!