



Volunteering to raise awareness

Below is a 13 week template to guide you through a voluntary service section aimed at **raising awareness around a particular issue** e.g. youth homelessness, single-use plastics, or mental health.

Be creative, have fun, and – if you wish – work with others to scale up your ideas and complete your Voluntary Service as a team!

Week	Suggested activity
1	Find out about your chosen project To make the most of your Voluntary Service Section, start by doing your research. What is the background of the issue you have identified? Identify a suitable Assessor (e.g. someone whose work is connected to the issue, a family friend or your Award Leader) and contact them to ask for an initial meeting (online, over the phone or in person).
2	Meet your Assessor When you first meet your Assessor, talk to them about your goal for this section. What do you want to achieve? Share your project ideas with your Assessor and decide on how the end product will look e.g. an online campaign, pamphlet, etc.
3	Start working on your project Use your time to find out more about your issue. Speak to others linked to the issue you have identified to find out their needs and experiences. Do outside research as well.
4	Select your target audience Who do you want to influence or persuade with this project? What is the message you want to send to them? What will be the best way to communicate with your target audience, or to engage them in conversations?
5	Start sharing your project more widely Create publicity materials (images, information, videos – anything to share on social media!) and start to share your project with friends and family.

6	Continue your project work Now that the word is out about your project, spread the message more widely! Could you contact your local newspaper or radio station?
7	Check in with those you are collaborating with Arrange a catch up with anyone supporting the project or with expertise in the issue. Do they have any feedback?
8	Review your progress with your Assessor Make sure you catch up with your Assessor to show them what you have done so far – do they have any suggestions or improvements, or do you need to request any support?
9	Utilize social media Advertise your project on social media. Can you put an update on local websites ? Tell your family and friends about your project and keep spreading the word!
10	Be proactive Write to your local city council member highlighting the importance of the issue you have identified, and outlining the work you have done so far as part of this project.
11	Respond to any correspondence/queries Make sure you leave time to respond to any emails, letters or comments on social media – it's important to engage with everyone that you have reached out to so far during this project.
12	Celebrate! Share your successes with those you have been collaborating with – find out if there is anything that you can do to continue to raise awareness after the end of your Voluntary Service section.
13	Evaluate your project Make a note of your key successes and any challenges you faced during this project. Talk to your Assessor about your achievements during your time volunteering. Consider scaling up your project for the next level of the Award!

Note: sessions can be combined or adjusted, as long as the total time period (between session 1 and session 13) covers a minimum of three months.

Suggestions for evidence:

- Activity log
- Diary entries
- Photographs/short videos
- Screenshots from social media
- Copies of any resources you create