

Advocacy through Storytelling

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COMMUNITY CHANGEMAKERS



Tūao Aotearoa

Volunteering New Zealand

Who
are
we?



Ngā Mātāpono Community-led Development Principles

1. Grow from shared local visions
2. Build from strengths
3. Work with diverse people and sectors
4. Grow collaborative local leadership
5. Learn by doing



Te Whakawhanake ā-Hapori

Weaving our connections and contributions



Tūao Aotearoa

Volunteering New Zealand

Tūao manaaki whanaungatanga e manawaroa ai.

Volunteering of care, of nurturing growth and enduring relationships.

Empowering volunteers to enrich Aotearoa.

WHAKAMANA

Recognise the value of
volunteering in all its forms



HĀPAI

Advocate for inclusive,
diverse, and impactful
volunteering



ARATAKI

Lead volunteering in
Aotearoa New Zealand



Action time! About you!



- Share at your table types of advocacy you are doing in your community or within your organisations.

Our Advocacy



- **Stories offer power**
- **Simplicity offers understanding**
- **Practice offers evidence**
- **Insights offer change**
- **Relationships Rule**
- **Collaboration is king**



Inspiring How



- **Stories**
- **Resources**
- **Reports**
 - Shaping the Future
 - Make the Move
 - Powering up Communities
- **Think pieces**
- **Powerdigm**



What we do! And how we do it

- **Campaigns – National Volunteer Week, The Big Shout Out, Micro Volunteer Day**
- **Tools and resources to support volunteer managers, hui, workshops, conferences, best practice guidelines.**
- **Research – State of Volunteering in New Zealand**

We are connecting to our audiences via websites, socials, EDM and our membership offering

Our impact narrative

Our vision is for volunteering to be valued as a vital part of society.

We know almost all community organisations rely on volunteers and volunteering strengthens communities.

So we build the capacity of organisations to better manage volunteers and promote volunteering in all its forms. Which leads to a better experience for volunteers and stronger organisations and communities.

And results in volunteers enriching Aotearoa and a society that values volunteers.



The Tūao Aotearoa Volunteering New Zealand Board at Orakei Marae, March 2023

A campaign to
celebrate volunteers

1 – 30 June

volunteeringnz.org.nz



**the big
SHOUT
OUT**

Last year's impact

by the numbers



1,743

Uses of #NVW2023 and #thebigshoutout

5000

Resource/ graphics downloads

45 Media stories

3 Key interviews by our CE with MediaWorks, RNZ The Panel, TVNZ Breakfast

Events:

2

significant volunteer appreciation events hosted by the Minister for the Community and Voluntary Sector, and the Governor General

34

Events held by Volunteering New Zealand and regional volunteer centres

Radio:

460,000

Total audience of The Big Shout Out campaign during national volunteer week in Auckland, Wellington, Christchurch across two stations

74%

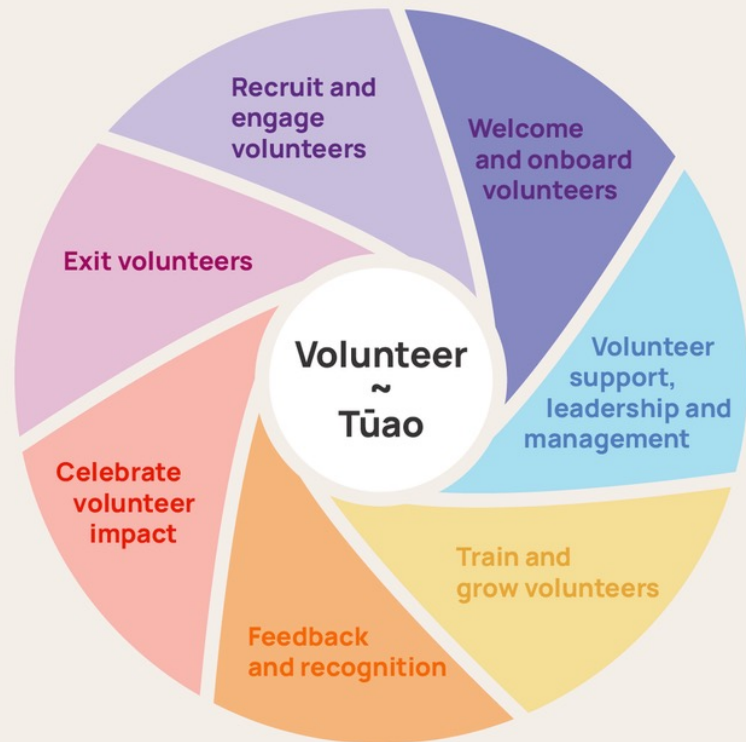
of respondents to our survey rated the campaigns **4 or 5 out of 5**

2520

Volunteer **Thank You cards** distributed

2429

Volunteers thanked, fed and celebrated at an event during the month



Best Practice Guidelines Te Anga Whaitake

A new tool to support volunteer engagement

www.volunteeringnz.org.nz

Practice area 1

Recruit and engage volunteers



Practice area 2

Welcome and onboard volunteers



Practice area 3

Volunteer support, leadership and management



Practice area 4

Train and grow volunteers



Practice area 5

Feedback and recognition



Practice area 6

Celebrate volunteer impact



State of Volunteering in Aotearoa New Zealand

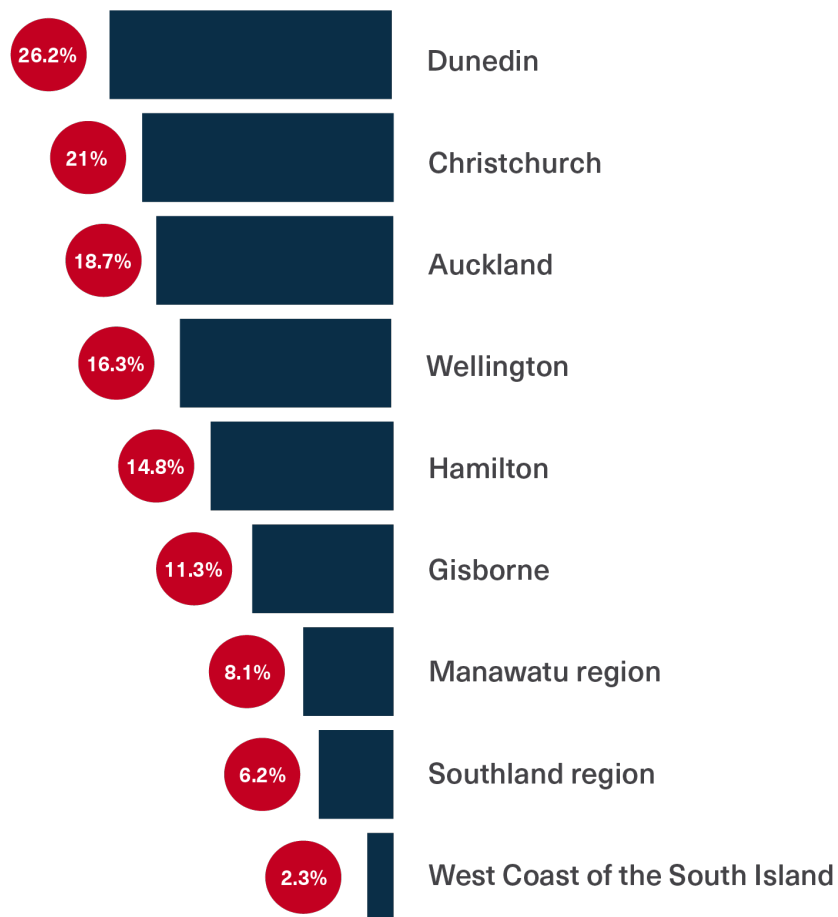
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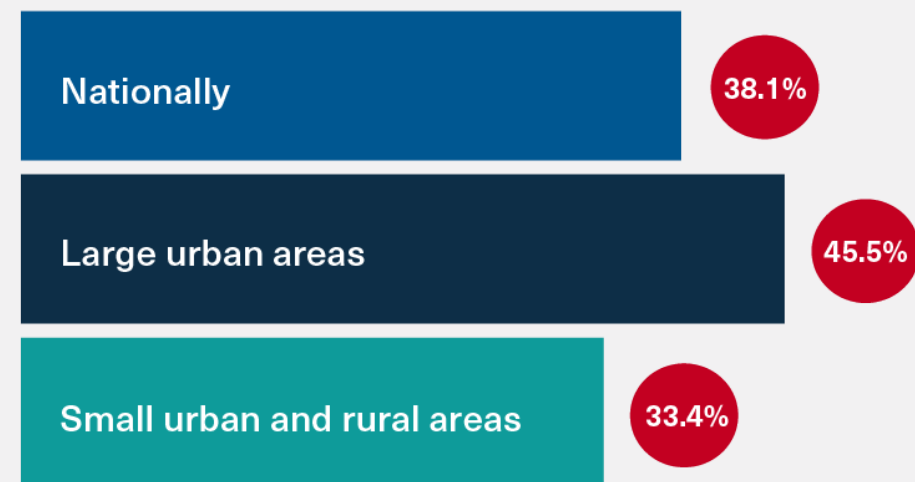


State of Volunteering: Regional Report

Turnover rates for volunteers



Comparison of rates of full/partial reimbursement of volunteering expenses



Tūao Māori

Māori are amongst the highest likely to volunteer yet their contributions are under-represented in volunteering research. This gap has been filled by work stemming from focus group and surveys of volunteers as part of the State of Volunteering research 2021–22.

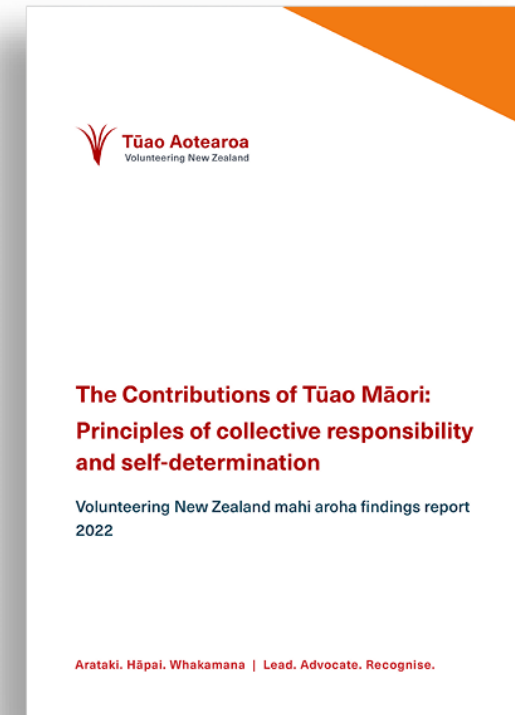
Our researcher added literature/ historical analysis to provide a comprehensive report, *The Contributions of Tūao Māori*.

Grouped around five themes, the report has recommendations for organisations engaging with Māori, and commitments for Volunteering New Zealand to advocate for support for Tūao Māori.

“This is outstanding work and [the researcher] should feel really proud. She has navigated important, yet often politicised subject matter with such thoughtfulness, respect and nuance. [Her] dedication to the kaupapa, to caring for the taonga that participants have entrusted in VNZ comes through so strongly. It was a pleasure to read and made me feel so much aroha for our people and proud to be Māori. Ka mau te wehi e hoa!”

– JORDAN GREEN

Peer reviewer of report



Collaborative Advocacy



- What we have in common
- What exists
- Joining up
- Saves times
- Fun working together





Questions?



Action time! About you!



- **Advocating in communities**

- What is it that you do?
- Why do you do it?
- Who do you do it for?
- How do you know it is working

- **Scope up a basic plan**

- Need
- Collaborators
- Tactics
- Data and evidence
- Outline the plan



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