

FG Social Media Volunteer Refresher Pack



April 2026

Thank you for your ongoing support of Marie Curie in your role as a Fundraising Group Social Media Volunteer. Your support in your local community helps us to make a real difference to those at the end of their life. You should feel proud of the impact your role has on those living with or supporting those living with a terminal illness.

This refresher guide provides you with the key information you need to continue to feel informed and supported in your role, as well as topline figures to show the impact you've had over the last year in your role.

A big thank you

“I have been lucky enough to have met many of our volunteers, some of which will be reading this today. We have created this refresher pack based on feedback from last year’s survey to give our volunteers a reminder about the key parts of their role and keep them informed of any changes. Hopefully, you find it to be useful.

We also want to remind you of the impact you have as a volunteer, and to not only thank you for that, but also to celebrate the part that you play in allowing Marie Curie to continue providing care and support to people at the end of life.

We really could not do what we do as a charity without you, and I want to be clear in how much we value you all individually and collectively. Thank you for your continued support.”

Richard Scott, Head of National Volunteering



Celebrating our volunteers

Did you know that our volunteers have a huge impact on our work? Last year, our wonderful fundraising volunteers:

- Helped to raise **£3.2million** in their local communities
- Raised awareness of our services and fundraising by delivering talks
- Provided **over 36,000 hours** of their time at our collections
- Supported with administrative tasks to help us with our fundraising

Our volunteers also had a big impact across the charity more widely too:

- Thanks to the incredible support of volunteers like you, Marie Curie was able to provide expert end-of-life care and support to **42,271 people** (2024/2025).
- Together, over **4,700 volunteers** gave more than **390,000 hours** of their time to help make this possible (2024/2025).
- **31,790 people** received expert end-of-life care in the comfort of their own home (2024/2025).
- **2,024 households** received face-to-face companionship from our volunteers (2024/2025).

Without your time and commitment, we would not be able to reach as many people at the end of life as we do. We'd like to take this opportunity to say a big thank you for your continued support in your role.



Key information for your role

We've put together a list of helpful reminders for you in your role as a Fundraising Group Social Media Volunteer. You'll likely be familiar with most of these already:

Social media training



- We offer social media training for volunteers, designed to support you in your role. If you'd like a refresh on the training support that we have available, please reach out.

Frequently Asked Questions

- In our Social Media Guide for Fundraising Groups, you can find some frequently asked questions that you might be asked in your role online about your Fundraising Group. You can find this guide [here](#).

Taking care of yourself:



- We are incredibly grateful for the time you give in this role, and we want to ensure your safety and well-being.
- Social Media volunteers will regularly be using a screen for their role, such as a phone or laptop. Take a look at our quick tips for safe screen use:
 - Avoid long periods looking down at screens
 - Take regular breaks as needed and vary your posture
 - Keep hydrated and stretch when necessary
 - Use good lighting
 - Report any discomfort

Updates and reminders

As one of our valued fundraising volunteers, we want to keep you in the loop with what has been going on in the organisation. Below are a few updates and useful reminders that we'd like to share at this point in the year:

Survey update:



- Thanks to your valuable feedback in last year's survey, we know that 96% of volunteers recommend Marie Curie. We also know that:
 - You'd like to hear more role-specific communications
 - You want better support from Volunteer Managers
 - We need to develop the volunteer role inductions and opportunities for volunteer engagement
 - There are gaps in training and resources that you'd like to see
- We continue to use this feedback to develop the volunteer experience here at Marie Curie. Over the last year, we have:
 - Developed our **volunteer communications**, allowing you to hear more local updates and creating role-specific **welcome packs**
 - Developed our staff **Community Fundraising training** for relationship building and stewardship
 - Reviewed the induction process, creating a centralised **volunteer induction**
 - Delivered the first online **Volunteer Conference**
 - Developed our **volunteer training offering**, including our Speaker volunteer training and delivering Fundraising Group event training sessions
- By completing our survey each year, we'll be able to continue this work to help make volunteering at Marie Curie the best it can be. Thank you.

Fundraising Volunteer Resource Hub:



- Last year, we updated the Fundraising Group Online Area on our website, now called the Fundraising Volunteer Resource Hub.
- From last year's survey, we know that **42% of volunteers** did not know about this online area.
- On the new area, you can find lots of useful information and resources to support you in your role, including all the forms that you will need. You can take a look [here](#).

Training:



- We want you to feel supported in your role and know what training opportunities we have available if you need any extra support. From speaker training to event form support, you can find out more on our website [here](#).
- If you would like to get booked on to any training, please reach out to your Volunteer Manager.

Expenses:



- As a volunteer, you are encouraged to claim any reasonable out of pocket expenses during the course of your volunteering.
- If you do have any expenses that you'd like to claim back, please complete an [expense claim form](#) and speak with your Volunteer Manager who can support.

Keeping in touch

Once again, thank you for giving us your valued time as one of our Fundraising Group Social Media Volunteers. We look forward to hearing about the continued impact you have in your local community for Marie Curie.

If you haven't already, why not share the impact that you've been having in your local community with us?

We would love to hear from you if you'd like to share your volunteering story with us, big or small - whether that's a successful event in your local community or your reason for volunteering, we'd love to find out.

If you'd like to share your story and be featured in some of our communications, please get in touch: FRVolunteering@mariecurie.org.uk.

Helpful resources and links

Fundraising Volunteer Team:

FRVolunteering@mariecurie.org.uk

Fundraising Volunteer Resource Hub:

mariecurie.org.uk/fundraising-group-resources