Fundraising Group Social Media Volunteer Welcome Pack

Thank you for registering as a Fundraising Group Social Media Volunteer at Marie Curie. This welcome pack is designed to support you in your first few weeks as a volunteer, giving you some top tips and some of the resources to support you in your role. We can't wait for you to get started!

A big thank you

"Welcome to the Marie Curie community. Can I start by saying the biggest thank you to you for taking on your role of Fundraising Group Social Media Volunteer at Marie Curie.

Volunteers play such an important part in our journey at Marie Curie, and we really wouldn't be able to achieve the great things we do without people like you. For that, can I take this opportunity to welcome you and promise you that we truly value the precious commodity you are offering, your time.

I really hope that you enjoy the role you are taking on and look forward to hearing all about the impact you are making in your local community for Marie Curie.

Thank you, and good luck. We couldn't achieve our ambitions without you."

Richard Scott, Head of National Volunteering



Your role and responsibilities

Marie Curie is a registered charity in England and Wales (207994) and Scotland (SC038731).
Registered as a company limited by guarantee in England & Wales (507597).
Registered Office: One Embassy Gardens, 8 Viaduct Gardens, London, SW11 7BW.

In your new role, you'll be helping to promote Fundraising Group activities on social media and engage with your groups' virtual communities to raise awareness of what is happening in the local area.

Our top tips for getting started:

- Now is a good time to think about how you would like to get involved with the role, so you might find it helpful to start putting together a brief social media content plan. This will be good to discuss with your group at your next meeting to ensure you are sharing all the opportunities your group is involved with for the year ahead.
- Does your group already have a Facebook page? If so, now is a good time to find out what posts have worked well already (and which ones haven't!). If your group does not have a page, we have a handy guide that can help with setting up a new page.
- Some of our key dates each year include the Great Daffodil Appeal in the spring and our Christmas campaigns in the winter. These are great times of the year to post and engage with your community. Promoting your events is important, but social media provides other great opportunities to build links in your community too.
- Before posting anything, it is often beneficial to have someone else have a look at what you've written for a sense check. If you're the least bit unsure about what you've written, contact your Volunteer Manager.

Key information for your role

- We offer social media training for volunteers, designed to support you in your role. It might be worthwhile discussing this with your Volunteer Manager at your induction if it is something you might find useful.
- In our Social Media Guide for Fundraising Groups, you can find some frequently asked questions that you might be asked about your Fundraising Group. You can find this guide on our online area.
- Each year, you'll be asked to complete your Volunteer Mandatory Training, which involves reading our training materials. This is just to ensure you are well equipped to undertake the role.
- As a volunteer, you are encouraged to claim any reasonable out of pocket expenses during the course of your volunteering. Your Volunteer Manager will go through this with you in your induction.

Key resources

There are a few different resources that you might find useful in your role, depending on the responsibilities you have:

- Fundraising Volunteer Online Area – this is our online area for Fundraising Volunteers which contains lots of helpful information and all the forms you'll need, including

event ideas, promotional materials, online resources and all our guidance and policies.

Hear from one of our volunteers



"Even though I've lived in my community for years, it's great to have the opportunity to meet new people through this role that I would probably not have met before. I know just how much the Marie Curie service is appreciated, so it is nice to be able to give back through volunteering."

Ray Fishman, Fundraising Group Member

Next steps

In the coming weeks, we will be in contact to organise your induction with you. Your induction will go into more detail on your role to help you feel fully informed before starting.

Please reach out to your Volunteer Manager if you have any questions in the meantime. You can also contact the Fundraising Volunteering Team: FRVolunteering@mariecurie.org.uk.

We look forward to hearing about the impact you have in your local community for Marie Curie in the future. Thank you, and good luck!

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