

CREATING A VOLUNTEER COMMUNITY

Tips and inspiration for Volunteer Coordinators



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!

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?



VIRTUAL FUNDRAISING IDEAS

How about trying a virtual scavenger hunt, a summer step count or bookmark designing competition? Book clubs and literary quizzes also make great online fundraising activities - and help develop your volunteer team spirit.

WRITE CHAPTER ONE STORIES!

Any budding children's authors in your ranks? Our Platinum Partner the Sodexo Stop Hunger Foundation ran a story competition, inviting Sodexo employees to use some of their paid volunteering time to craft an online children's story on the fantastic theme of Bringing People Together Through Food.

The winning story was chosen by a panel of children of Sodexo employees, facilitated by a Chapter One Programme Manager. The winning story was then added to the Chapter One online Global Free Library. Could your organisation do something similar? Read more about it [here](#).

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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!

BIG GIVE CHRISTMAS CHALLENGE

Each December, Chapter One takes part in the Big Give Christmas Challenge - the UK's largest match-funded fundraising campaign. Across one week, we have the opportunity for donations to Chapter One to be doubled - one donation, twice the impact! Could you and your colleagues undertake some festive fundraising to support the campaign and our young readers? We have a campaign fundraising pack full of festive ideas. This year's Christmas Challenge will take place 1-8 December 2026.

CHARITY OF THE YEAR

Choose 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. [Get in touch](#) if you'd like to discuss this.

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, then we would be delighted to chat to you about a collaboration!

GIFTS IN KIND/PRO BONO SUPPORT

As a forward thinking, agile 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.

KEEP IN TOUCH!

[Email us](#) to discuss your ideas or to tell us about your fundraising plans. You can also head over to [JustGiving](#) and select 'Fundraise for Us' to set up a fundraising page. We'll support you throughout, giving you tips to raise as much as you can to support children to read.

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.

CHECK OUT our '[Ways you can support us](#)' webpage for ideas on payroll giving and more!

