



ROYAL  
VOLUNTARY  
SERVICE



CORONATION  
**CHAMPIONS**  
AWARDS 2023

INFORMATION AND  
COMMUNICATIONS  
TOOLKIT

Together, let's celebrate the incredible  
contribution of volunteers across the UK!

# INTRODUCTION

This toolkit provides all the information you need to nominate and to help spread the word about the upcoming Coronation Champions Awards, so that together we can celebrate the work of the UK's incredible volunteers. It has everything you need to make people in your network aware of the opportunity to nominate volunteers for this special Coronation year award.

**EMBARGOED UNTIL THE OFFICIAL LAUNCH OF THE AWARDS AT 06:00 ON 20TH FEBRUARY 2023.**

This toolkit includes:

- About the awards
- Our ask to you
- How you can help
- Quick links
- Suggested newsletter content
- Suggested social media posts
- Visual assets

## ABOUT THE AWARDS

In honour of Their Majesties' service to the country, Royal Voluntary Service is launching the Coronation Champions Awards for volunteers, an official Coronation project.

Together with Her Majesty The Queen Consort, the awards will celebrate extraordinary volunteers across the country who have been contributing to their communities.

We are encouraging individuals, charities and organisations to submit nominations for volunteers aged 14 and over from all backgrounds and communities across the UK, who are giving their time to a variety of causes, whether formally and/or informally.

Nominations will be reviewed by an expert judging panel made up of volunteering specialists, charity leaders and academics. Nominees will be judged on their demonstrated impact, initiative, inspiration, and involvement in volunteering over the last five years.

A total of 500 volunteers will be chosen as Coronation Champions and will receive a specially designed, official Coronation Champions pin and a signed certificate from Her Majesty The Queen Consort. There will also be opportunities for some of the Coronation Champions volunteers to attend one of the official Coronation celebrations, such as the Windsor Castle Coronation Concert or a Coronation Garden Party.

The awards will differ from last year's Platinum Champions Awards. The Coronation Champions Awards includes new categories and this time we want to hear specifically about the amazing work volunteers have done recently, within the last five years. We're also opening up nominations for people aged 14+ and will be looking out for those rising stars in volunteering.

The awards categories are:

- 1. Supporting older people**
- 2. Supporting young people and children**
- 3. Crisis and welfare**
- 4. Community**
- 5. Sports, culture and heritage**
- 6. Health and care**
- 7. Sustainability and the environment**
- 8. Animal welfare**

Royal Voluntary Service is immensely grateful for the generous support of our brand partners Simplyhealth, for supporting the Health and care category, Sky through its Sky Cares programme, for supporting the Community category and Petplan, for supporting the Animal welfare category.

Entries close at 23:59 on 2nd April 2023.

## OUR ASK TO YOU

Join us and celebrate the amazing contribution volunteers have made to our communities in recent years by nominating your own outstanding volunteers. They may be those who have overcome adversity to help people in their community or who have come up with the most amazing ideas.

Please do also reach out to your network and ask them to nominate the volunteers they believe deserve this special Coronation Champions Award.

Projects like this help not only to celebrate existing volunteers who are building communities and improving quality of life for millions, but to inspire and encourage newcomers to step forward.

Another project aiming to promote volunteering is The Big Help Out. Launched on 27th January by some of the UK's best known charities, The Big Help Out is promoting volunteering and its many benefits to encourage a national day of volunteering on Monday 8th May during the Coronation weekend. To get involved, promote your volunteering opportunities and help inspire a new generation of volunteers this Coronation year, head to: [The Big Help Out](#)



## HOW YOU CAN HELP

We are asking you to share and promote information about the awards via your communication channels and encourage your network to nominate deserving volunteers.

We would love you to:

- Nominate your volunteer star/s
- Create and share posts on your social media channels. Suggested copy below.
- Like or reshare our Royal Voluntary Service posts with your followers and supporters.
- Talk to friends, family, co-workers and contacts about the opportunity to nominate a volunteer for all their hard work.
- Spread the call to action to nominate, through your e-newsletters, website and any other communication channel you think is appropriate.
- Please feel free to pass this toolkit on to relevant colleagues and contacts.

We can't wait to see the nominations!

### QUICK LINKS

**Royal Voluntary Service website page**  
[www.royalvoluntaryservice.org.uk/coronation-champions-awards](http://www.royalvoluntaryservice.org.uk/coronation-champions-awards)

**Royal Voluntary Service Facebook**  
[www.facebook.com/royalvoluntaryservice](http://www.facebook.com/royalvoluntaryservice)

**Royal Voluntary Service Twitter**  
[www.twitter.com/royalvolservice](http://www.twitter.com/royalvolservice)

**Royal Voluntary Service Instagram**  
[www.instagram.com/royalvolservice](http://www.instagram.com/royalvolservice)

**Royal Voluntary Service LinkedIn**  
[www.linkedin.com/company/royal-voluntary-service](http://www.linkedin.com/company/royal-voluntary-service)

# SUGGESTED NEWSLETTER CONTENT

## STANDALONE EMAIL

### **Subject: Coronation Champions Awards: Who is your volunteering hero?**

Dear [insert first name],

Nominate your [insert charity name] volunteering hero for a Coronation Champions Award

Do you know someone who has made an outstanding contribution to volunteering for [insert charity name]?

Royal Voluntary Service, together with Her Majesty The Queen Consort, has launched the Coronation Champions Awards. The awards recognise and reward volunteers who have given their time to help others in their community.

The awards will celebrate extraordinary volunteers across the country who have been contributing to their communities. They may be those who have overcome adversity to help people in their community or who have come up with the most amazing ideas.

The awards will recognise volunteers from all corners of the UK across a range of causes, including [insert charity name]. Anyone aged 14 years old and over can be nominated.

### **The Volunteer Award categories**

There are 8 Coronation Champions Award categories, including:

- 1. Supporting older people**
- 2. Supporting young people and children**
- 3. Crisis and welfare**
- 4. Community**
- 5. Sports, culture and heritage**
- 6. Health and care**
- 7. Sustainability and the environment**
- 8. Animal welfare**

### **Ready to nominate someone special?**

[Button text: Click here to visit the Royal Voluntary Service website and fill in the nomination form – link to <https://www.royalvoluntaryservice.org.uk/coronation-champions-awards>]

Important information is required for your nominee, so please fill in all sections of the form.

You can find out what makes a good nomination by reading the [following guidance](#) along with the [terms & conditions of entry](#).

Entries close on 2 April 2023 at 23:59.

The best of luck to you and your Coronation Champions nominee.

[Insert signoff]

# NEWSLETTER CONTENT

## TO INCLUDE IN YOUR E-NEWSLETTER

### **Title: Coronation Champions Awards: Who is your volunteering hero?**

Nominate your *[insert charity name]* volunteering hero for a Coronation Champions Award

Royal Voluntary Service, together with Her Majesty The Queen Consort, has launched the Coronation Champions Awards. The awards recognise and reward volunteers who have given their time to help others in their community.

The awards will celebrate extraordinary volunteers across the country who have been contributing to their communities. They may be those who have overcome adversity to help people in their community or who have come up with the most amazing ideas. Anyone aged 14 years old and over can be nominated.

Find out more about the Coronation Champions Awards, including the 8 Award categories and how to nominate someone by clicking the button below.

[Button – link to <https://www.royalvoluntaryservice.org.uk/coronation-champions-awards>]

Entries close on 2 April 2023 at 23:59.



# SUGGESTED SOCIAL MEDIA POSTS

Below are a few suggested ideas for social media posts to help make it easy for you to share, or please feel free to create your own. Just don't forget...

- To use an image or video with your post as this will help with engagement
- Tag in Royal Voluntary Service and include the hashtag [#CoronationChampionsAwards](#)

## FACEBOOK POST – OPTION 1

### Have you heard about the Coronation Champions Awards?

Launched by [@RoyalVoluntaryService](#) in partnership with Her Majesty The Queen Consort, the Coronation Champions Awards is here to celebrate the contribution of the UK's incredible volunteers.

Volunteers from all backgrounds and communities across the UK can be nominated for an award across 8 different categories. What's more, some of the volunteers will be invited to attend events taking place to celebrate Their Majesties' Coronation such as the Windsor Castle Coronation Concert or a Coronation Garden Party.

Find out more and submit your nomination here: [www.royalvoluntaryservice.org.uk/coronation-champions-awards/](http://www.royalvoluntaryservice.org.uk/coronation-champions-awards/)

## FACEBOOK POST – OPTION 2

### Nominate a volunteer for a Coronation Champions Award!

[@RoyalVoluntaryService](#), in partnership with Her Majesty The Queen Consort, has launched the Coronation Champions Awards so that together we can celebrate volunteers.

Volunteers from all backgrounds and communities across the UK can be nominated for an award across 8 different categories. What's more, some of the volunteers will be invited to attend events taking place to celebrate their Majesties' Coronation such as the Windsor Castle Coronation Concert or a Coronation Garden Party.

Find out more and submit your nomination here: [www.royalvoluntaryservice.org.uk/coronation-champions-awards/](http://www.royalvoluntaryservice.org.uk/coronation-champions-awards/)

## TWEET – OPTION 1

### Do you know a volunteer who has shown outstanding dedication to volunteering?

[#CoronationChampionsAwards](#), launched by [@RoyalVolService](#) in partnership with Her Majesty The Queen Consort, is now open for nominations!

Find out more and submit your nomination here: [www.royalvoluntaryservice.org.uk/coronation-champions-awards/](http://www.royalvoluntaryservice.org.uk/coronation-champions-awards/)

## TWEET – OPTION 2

### Nominations for the [#CoronationChampionsAwards](#) are now open!

[@RoyalVolService](#) is searching for those who have shown dedication to volunteering. From all backgrounds and communities across the UK!

Find out more and submit your nomination here: [www.royalvoluntaryservice.org.uk/coronation-champions-awards/](http://www.royalvoluntaryservice.org.uk/coronation-champions-awards/)

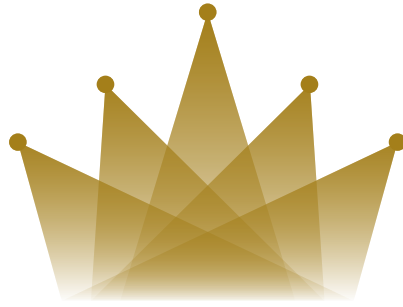
# VISUAL CONTENT

A selection of social media graphics to share on your social media channels.

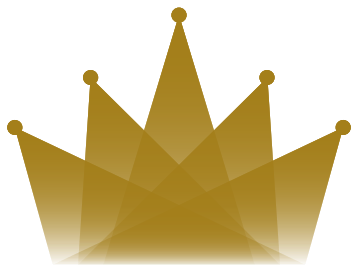
Download in various sizes [here](#)



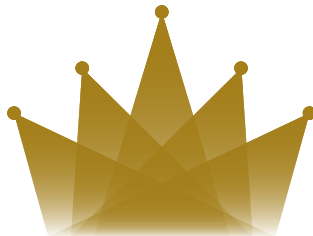
# LOGO DEVICES



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# CORONATION CHAMPIONS AWARDS SUPPORTERS

We're delighted to be working with our brand partners on the Coronation Champions Awards

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**Supporting the  
Health and care  
category**



**Supporting the  
Community  
category**



**Supporting the  
Animal welfare  
category**