

## CASE STUDY

# Volunteering Australia & DMG

Recognising volunteers with a more enduring brand

## Impact

Volunteering Australia (VA) can use the strategy and design assets delivered in this case study for years to come, saving them money and volunteering time. National Volunteering Week (NVW) brings greater awareness for volunteering and the community sector.

Volunteers contributed to this project through a renewal of VA's brand identity and marketing collateral, which VA will use to raise public awareness about volunteerism and to recognise the 932 million hours of volunteering performed by 6 million Australians around the country.

## Testimonial

"Volunteering Australia was pleased to work with the team at Communitier recently. We were very impressed with the professionalism and high quality project management provided by Communitier. The team was friendly, approachable and guided us through the entire project. We would highly recommend Communitier to anyone that would like to experience project based virtual volunteering."

- Adrienne Piconne, CEO of Volunteering Australia

## Partner



## Highlights



Facebook banners designed by our skilled volunteers



## Background & Challenge

After a decade of brand transformations, VA wanted to create a more enduring and persistent brand for their annual marque event: The 2018 NVW.

This challenge required skilled volunteers to rethink the brand strategy and provide a compelling design for the logo and marketing collateral. Fortunately, skilled volunteers from Westpac, DMG and Communiter's online community were up to the challenge.

## Inputs & Activities

To clarify the identity and meaning of its brand, VA met with a brand strategist from Westpac who helped them align their strategic plan and define their target audience for a total of 8 hours of volunteering including video conferencing and phone calls.

Once the brand strategy was completed, DMG contributed 192 hours of skilled volunteering to the logo design, brand style guide and marketing collateral. This included brand ideation, creative direction, visual design, UX design, project management and resource coordination. Communiter contributed project management and account management time.

## Outputs

A set of branding and marketing collateral was created as follows:

- A logo and branding document;
- Volunteer recognition invitations;
- Volunteer achievement certificates;
- Facebook and Twitter banners;
- Volunteering fact posters;
- Social media posts promoting the UN Sustainable Development Goals.

## Outcomes

*Contribution:* ~\$30k worth of time given to complete this project.

*Capacity building:* All collateral were given to thousands of Volunteer-Involving Organisations for use before and during National Volunteer Week.

*Exposure and reach:* Seen by more than six million volunteers across Australia.



WORTH OF  
TIME GIVEN



HOURS  
VOLUNTEERED



AUSTRALIANS  
REACHED



ORGANISATIONS  
USED THESE  
ASSETS

