

Volunteers' Week 2025 – Social Media Copy for Groups/Centres

2–8 June 2025 | #RDAVolunteersWeek | #AnRDAInvitation | #VolunteersWeek

What is this?

To help you celebrate Volunteers' Week, we've created a ready-to-use social media toolkit just for RDA Groups and Centres.

It includes a full 7-day campaign of posts you can copy, paste, and share across your channels — to thank your volunteers, promote any events you're running, and invite new people to get involved.

You'll also find bonus content focused on recruitment and extending #AnRDAInvitation, designed to support volunteer growth in a simple and approachable way.

How to use it

- **Pick and post:** Follow the 7-day schedule or just choose the templates that best suit your plans.
- **Mix and match:** Combine appreciation posts with invites or volunteer spotlights — whatever feels right for your group.
- **Customise as needed:** Just fill in your group's name, event details, or volunteer names where prompted.
- **Use the hashtags** #RDAVolunteersWeek #AnRDAInvitation and #VolunteersWeek
- **Tag our RDA UK accounts** so we can celebrate with you and share your posts throughout the week!

Not sure what images to use?

No problem — we've created a set of ready-to-use graphics to support your Volunteers' Week campaign.

You'll find thank-you visuals, celebration messages, and recruitment-friendly designs, all available to download and use from the toolkit.

What's included?

◆ **7-Day Social Media Campaign**

Celebrate each day of Volunteers' Week with a themed post — from thank-you messages and team introductions to volunteer stories and invites.

◆ **Say Thank You + Extend the Invite**

A set of additional posts to help you recognise your current volunteers and invite someone new to join — using the power of a personal connection.

Why it matters

Volunteers' Week is a national moment to celebrate the people who make RDA possible — and a great opportunity to help others discover what you do.



Most new volunteers get involved because someone they know invited them — so let's use this week to say thank you, and extend the invitation to someone new.

7-Day Social Media Campaign

Template 1: Launch Announcement – Volunteer Appreciation Post

It's #VolunteersWeek, and we're kicking things off by saying a huge THANK YOU to all our amazing RDA volunteers at [RDA Group Name]! 🎉👏 Without you, none of this would be possible. Thank you for everything that you do ❤️ #RDAVolunteersWeek

Template 2: Volunteer Spotlight

 Volunteer Spotlight! 

This #VolunteersWeek, we're celebrating [**Volunteer Name**], who's been an incredible part of our team. From [insert role e.g. "leading ponies" / "making tea and cheering us all on" / "keeping our stables in shape"], their support makes a huge difference every session.

Thank you, [Volunteer Name], for being part of our RDA family!
#RDAVolunteersWeek #AnRDAAinvitation #PeopleOfRDA

Template 3: The Impact of Volunteers

This #VolunteersWeek, we're recognising the incredible impact our volunteers make every day at [**RDA Group Name**].

Thanks to them, we've been able to [insert example — e.g. "run weekly sessions for over 30 participants" / "launch a Tea With a Pony programme" / "welcome new riders and drivers into our group"].

You make everything possible. Thank you!

#RDAVolunteersWeek #ThankYouVolunteers #AnRDAAinvitation

Template 4: Invite Someone New

Do you know someone who'd make a great volunteer?

This #VolunteersWeek, we're encouraging everyone to extend **#AnRDAAinvitation**.

One simple ask could spark a whole new journey with RDA!

Whether it's a friend, neighbour, colleague or relative — invite them along to meet and come and see what we're all about.

#RDAVolunteersWeek #AnRDAAinvitation

Template 5: Volunteer Team Introduction

Meet our volunteers! 🙌

This #VolunteersWeek, we're celebrating the people who make **[RDA Group Name]** so special.

From helping in sessions to mucking out, baking cakes and everything in between — their support keeps us going!

Swipe to meet **[Name 1]**, **[Name 2]**, and more of our brilliant team.

#RDAVolunteersWeek #ThankYouVolunteers #AnRDAInvitation

Template 6: Personal Message From a Volunteer

"Volunteering at **[RDA Group Name]** gives me so much joy. Watching our riders grow in confidence, and being part of a friendly, welcoming team, is just the best feeling." – **[Volunteer Name]**

Thank you, [Volunteer Name], and every one of our incredible volunteers. You truly change lives.

#RDAVolunteersWeek #AnRDAInvitation #PeopleOfRDA

Template 7: Celebrating the Whole RDA Community

This #VolunteersWeek, we're celebrating the team that makes **[RDA Group Name]** possible — our brilliant volunteers, trustees and coaches.

Together, you create a kind, supportive and empowering space for our participants and their families.

Thank you for being part of the RDA family ❤️

#RDAVolunteersWeek #AnRDAInvitation #ThankYouVolunteers

Say Thank You + Extend the Invite

💚 Template 1: Celebrate Your Team + Invite New People

We're so proud of our amazing volunteers at [RDA Group Name] 💚

This #VolunteersWeek, we're saying THANK YOU for everything you do — and inviting new people to get involved too.

Know someone who might enjoy being part of our RDA family? Invite them to come along and see what we're all about. One ask can make all the difference.

#RDAVolunteersWeek #AnRDAInvitation #ThankYouVolunteers

💖 Template 2: Ask Your Community to Share the Invite

This #VolunteersWeek, we're encouraging every volunteer, rider, parent and supporter to extend #AnRDAInvitation.

Could you invite a friend, neighbour, or colleague to join us at [event name / time] — or just to come and see what we do?

Most people start volunteering because someone asked. One conversation could start something life-changing.

#RDAVolunteersWeek #PeopleOfRDA #JoinUs

🌟 Template 3: Thank You Post With QR Code / Poster

Volunteers — THANK YOU 💚

You are the heart of [RDA Group Name].

As part of #VolunteersWeek, we're celebrating your impact and inviting others to join our community.

#RDAVolunteersWeek #AnRDAInvitation #ThankYouVolunteers

🌱 Template 4: A Volunteer Story + Call to Action

"I came along with a friend, just to see what it was all about. I never expected to fall in love with it — but here I am, fifteen years later."

That's the power of an invitation 💖

This #VolunteersWeek, we're saying thank you to every amazing volunteer at [RDA Group Name] — and hoping their stories inspire someone new to join.

Tag someone who should come along next week!

#AnRDAInvitation #RDAVolunteersWeek

Template 5: Help Us Grow!

We're always looking for kind, caring people to join our volunteer team. This #VolunteersWeek, we're asking our community to help us grow. Even one new volunteer can make a huge difference — could it be someone you know? Invite them to [your group], share this post, or bring them along to our [event/session name].
#RDAVolunteersWeek #AnRDAInvitation #JoinUs

Template 6: "I'm an RDA Volunteer" Image Post

♥ "I'm proud to be an RDA volunteer"
If you're part of the RDA family — past or present — share a photo or story this week to help more people discover the joy of volunteering. Use the hashtag #AnRDAInvitation and tell the world why you got involved. You might inspire the next person to say yes.
#RDAVolunteersWeek #ThankYouVolunteers