

# Volunteering for Fife Campaign

FVA launched its Volunteering for Fife campaign to increase the number of people volunteering in Fife, improve the volunteer experience, and increase the capacity of organisations to involve volunteers.

The campaign took place from Monday 21 October until Friday 14 December 2024. The overall message was 'Try something new', encouraging people to get involved in their community.



**157,828**

People in Fife saw our digital campaign

**25**

Minutes of air time on Kingdom FM

**75%**

The increase in volunteer sign-ups compared to the same time last year

**3**

Media campaigns – Kingdom FM, The Courier, and Dunfermline Press

**57.6%**

The increase in volunteer web enquiries compared to the same period last year

**11,615**

Direct e-mails sent to organisations and individuals across Fife

Campaign partners included Fife Council, Youth 1st, NHS Fife, Fife Gingerbread, Citizens Advice and Rights Fife, Fife Health & Social Care Partnership, Skills Development Scotland, Department for Work and Pensions, and DAPL.

**To sign up as a volunteer in Fife:**

Visit **[www.fva.org/volunteer](http://www.fva.org/volunteer)**  
E-mail **[volunteering@fva.org](mailto:volunteering@fva.org)**  
Call **0800 389 6046**

