

2026

National Volunteer
Week Toolkit

YOU ARE OUR HEROES



BEHIND THE SHIELD



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National Volunteer Week



National Volunteer Week

This year, National Volunteer Week is celebrated from Sunday, April 19, to Saturday, April 25, 2026. The week is an opportunity for organizations to recognize and thank dedicated volunteers who lend their time and make a difference in the lives of others.

During this week, The Salvation Army in Canada will launch a thank-you campaign to volunteers featuring the Behind the Shield branding and V-Mojjs.

Key messaging:

- You are our heroes Behind the Shield
- Together, we are changing lives

Campaign Creatives:

Divisional web slider, social covers and videos are available [here](#).

YouTube Links to National Volunteer Week Video:

ENGLISH - <https://youtu.be/W2smeRmLOoQ>

FRENCH - https://youtu.be/LaO_7z4WYAA



Campaign Sharing Guidelines

NEW Ministry Units - Sharing Guidelines (PLEASE READ)

As part of our updated Social Media Management process, we kindly ask that ministry units DO NOT post these new campaign creatives directly to their pages. Review the posting schedule and plan to reshare the posts after they've been published. Each campaign includes a schedule outlining when content will go live.

- **Action:** Reshare the original posts from the official Divisional social media accounts, based on the scheduled posting dates provided in the toolkit.

NEW Divisions - THQ Post Scheduling (PLEASE READ)

Further to our updated Social Media Management process, please be aware that all the posts within this toolkit will be scheduled to each of the Divisional social accounts by the THQ marketing team.




- **Action:** Review the posting schedule for the campaign and plan your other social content around these dates.



Divisional Accounts by Region

Ministry Units - Reshare the original posts from the official Divisional social media accounts, based on the scheduled posting dates provided in the toolkit.

Bermuda

 Facebook.com/SalvationArmyBermuda
 X.com/BermudaTSA
 Instagram.com/SalvationArmyBermuda




Ontario

 Facebook.com/SalArmyON
 X.com/salvationarmyON
 Instagram.com/salvationarmyontario

Alberta and NT

 Facebook.com/SalvationArmyAB
 X.com/tsacalgary
 Instagram.com/tsaalberta

Prairies

 Facebook.com/TSA.Prairie
 X.com/TSAPrairies
 Instagram.com/tsaprairie



Divisional Accounts by Region

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British Columbia

 Facebook.com/TheSalvationArmyBCdivision
 X.com/salarmyBC
 Instagram.com/TSAbritishcolumbia




Newfoundland and Labrador

 Facebook.com/salvationarmyNL
 X.com/SalvationArmyNL
 Instagram.com/salvationarmyNL

Maritimes (NS, NB & PEI)

 Facebook.com/SAMaritimes
 X.com/SAMaritimes
 Instagram.com/SAMaritimes

Quebec

 Facebook.com/ArmeedusalutQuebec
 X.com/Armeedusalutqc
 Instagram.com/armeedusalutquebec



National Pages

Below are the national social media accounts that will be actively posting.

1. You can **share** our national posts on your local pages
2. Utilize our posts for **inspiration**
3. Make sure you **like, engage** and **comment!**
4. Ensure to **tag** our accounts when you want a bigger reach!



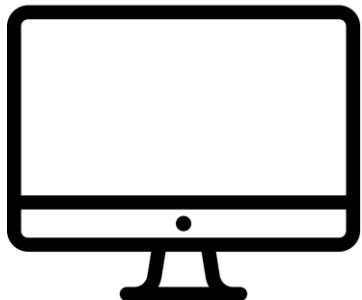
[Facebook.com/SalvationArmy](https://www.facebook.com/SalvationArmy)



[Twitter.com/SalvationArmy](https://twitter.com/SalvationArmy)



[Instagram.com/SalvationArmyCanada](https://www.instagram.com/SalvationArmyCanada)



Key Campaign Dates



Date	What	Action required
Sunday, April 19	National Volunteer Week begins <ul style="list-style-type: none">Social post #1 deploys	<ul style="list-style-type: none">Change cover photos on Facebook and TwitterMUs share the posts from the Divisional accounts
Tuesday, April 21	<ul style="list-style-type: none">Volunteer email sent to volunteer databaseNew article about volunteers to be posted on SalvationArmy.ca	<ul style="list-style-type: none">Share article on social channels
Thursday, April 23	<ul style="list-style-type: none">Social post #2 deploys	<ul style="list-style-type: none">MUs share the posts from the Divisional accounts
Saturday, April 25	National Volunteer Week ends <ul style="list-style-type: none">Social post #3 deploys	<ul style="list-style-type: none">MUs share the posts from the Divisional accountsRemove cover photos on Facebook and Twitter



Writing prompts



Post #1 - Sunday, April 19



This week, we celebrate the incredible volunteers of The Salvation Army in Canada—the heart behind everything we do. Through their compassion and unwavering dedication, hope and support reach countless individuals and families across the country.

Thank you for your selfless service. Your impact is meaningful, lasting and deeply appreciated.



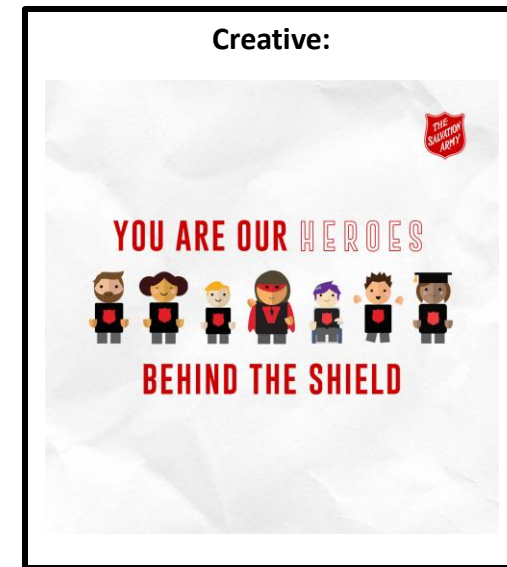
This week, we celebrate the incredible volunteers of The Salvation Army in Canada—the heart behind everything we do.

Through your compassion, hope and support, we reach countless lives. Thank you for making a difference every day.



This week, we celebrate the incredible volunteers of The Salvation Army in Canada—the heart behind everything we do. Through their compassion and unwavering dedication, hope and support reach countless individuals and families across the country.

Thank you for your selfless service. Your impact is meaningful, lasting and deeply appreciated.



Post #2 - Thursday, April 23



Our volunteers are the backbone of everything we do; they are everyday heroes who stand beside us, bringing hope and support to those in need.

Whether serving warm meals, ringing bells at Christmas kettles or stocking food bank shelves, they turn simple acts of kindness into meaningful change.

Want to make a difference in your community? Join our incredible network of volunteers and be part of something truly impactful: <https://bit.ly/3JvETAp>



Volunteers are our everyday heroes. Whether serving warm meals, ringing bells at Christmas kettles or stocking food bank shelves, they turn simple acts of kindness into real impact.

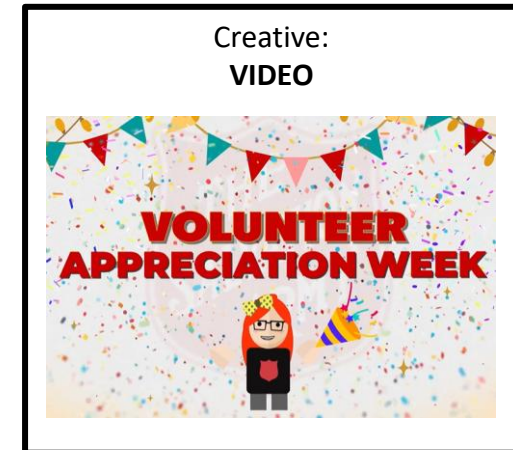
Want to get involved? Be part of something bigger 🙌 <https://bit.ly/3JvETAp>



Our volunteers are the backbone of everything we do; they are everyday heroes who stand beside us, bringing hope and support to those in need.

Whether serving warm meals, ringing bells at Christmas kettles or stocking food bank shelves, they turn simple acts of kindness into meaningful change.

Want to make a difference in your community? Join our incredible network of volunteers and be part of something truly impactful: <https://bit.ly/3JvETAp> [Salvationarmy.ca/Volunteer](https://www.salvationarmy.ca/Volunteer)



Post #3 - Saturday, April 25



Being a hero #BehindTheShield isn't just a title, it's a mindset our volunteers bring to life every day. At The Salvation Army, we believe in empowering individuals and families to create meaningful, lasting change, no matter where they begin, and our volunteers are at the heart of that mission.

With open minds and caring hands, they bring hope, dignity and compassion to those who need it most.



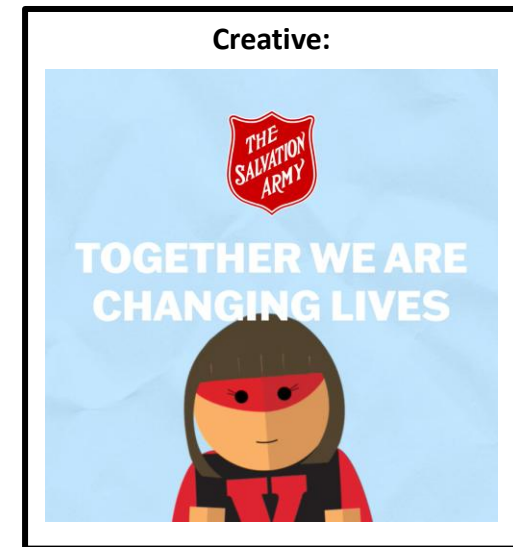
Being a hero #BehindTheShield isn't just a title; it's a mindset our volunteers live every day. They are at the heart of our mission, bringing hope, dignity and compassion to those who need it most.

Together, we help empower individuals and families to create lasting change.

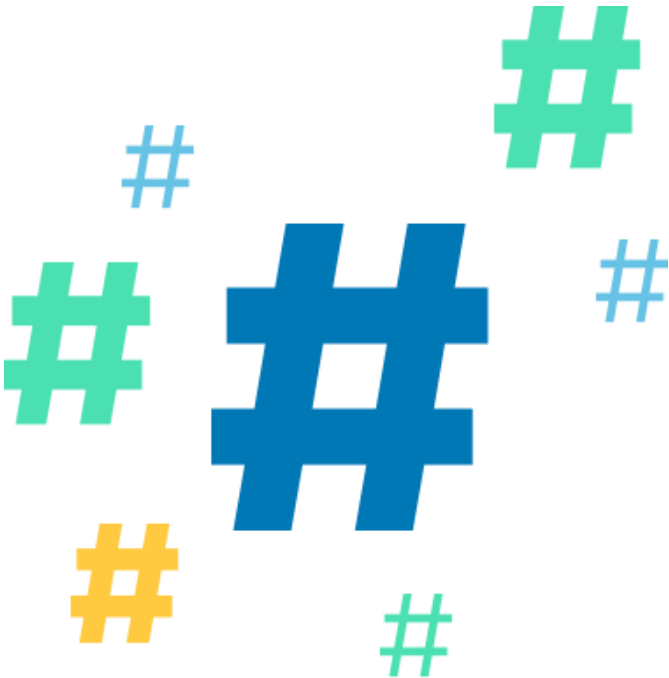


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Writing prompts – Appropriate Hashtags



Hashtags are generally leveraged on platforms such as Twitter and Instagram. Below, you will find a list of hashtags that are used for this campaign. Please use them at your discretion.

**Reminder: Do not use your own created hashtags, only leverage hashtags that are relevant or trending.*

National Volunteer Week Hashtags
#GivingHopeToday
#NVW2026
#EmpathyInAction
#VolunteersBringHeart





Thank you!

Questions regarding National Volunteer Week:

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[2026 Toolkit Calendar](#)