

Telling Your Story: Why What You Do Matters

Louise Dempsey

Head of Industry Engagement & Events

Media Trust



How did you first get into volunteering?

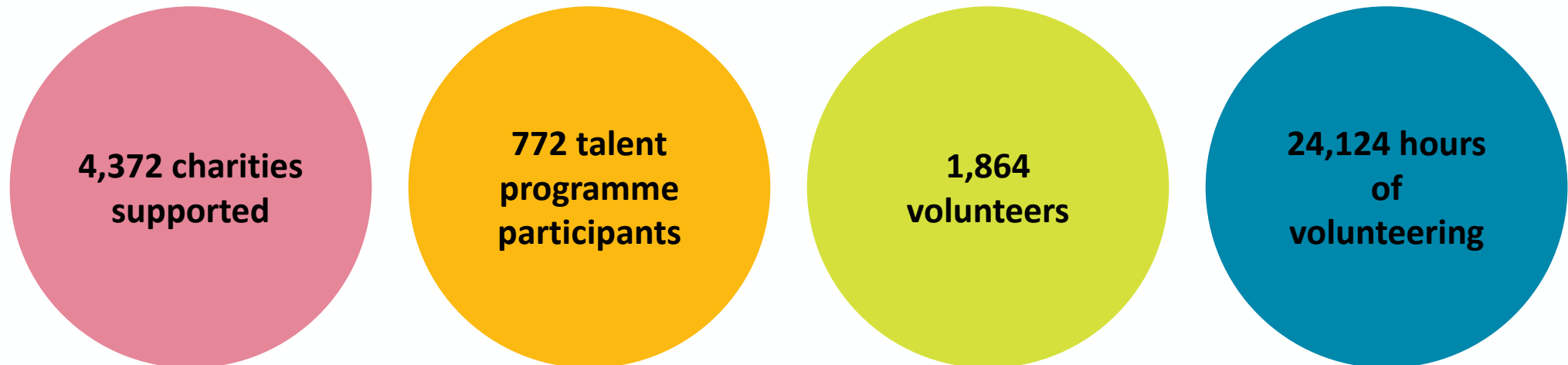
- A friend?
- A colleague?
- A personal connection?
- A cause you cared about?
- A moment when someone asked?



Media Trust and the power of volunteers

At Media Trust, we believe that when everyone has an equal voice, we'll get to a more equal society.

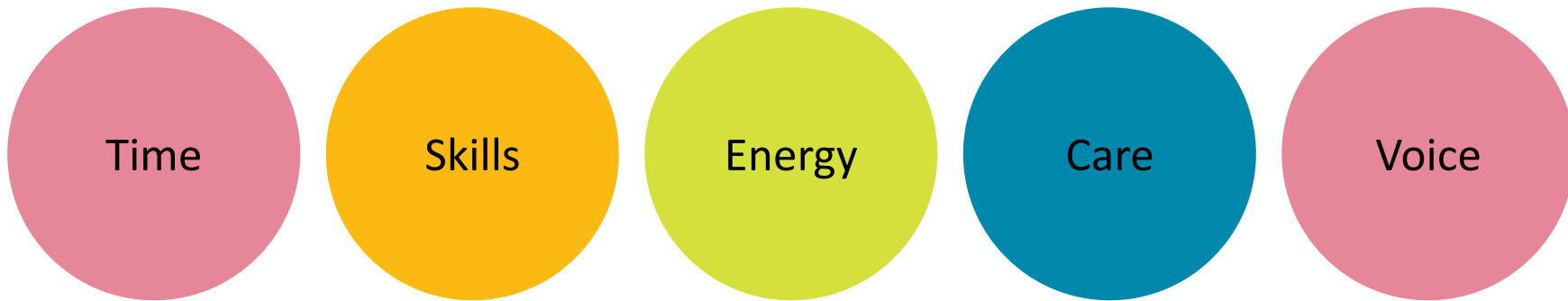
Our 2025-26 impact:



None of this happens without volunteers.

Volunteering comes in many forms

Volunteering can mean sharing your...

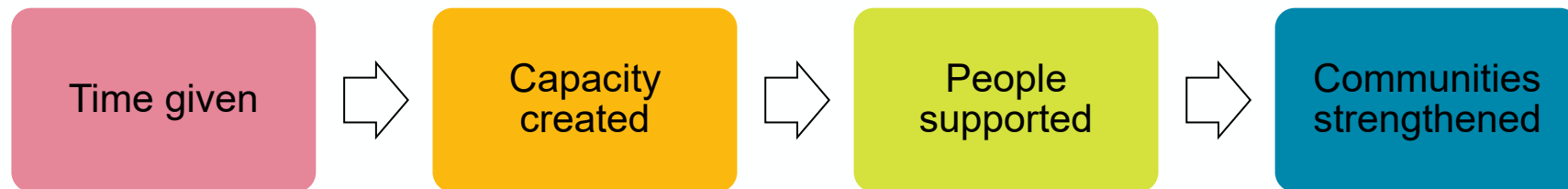


It all counts.

What volunteers make possible

£24.69 billion

The estimated economic and wellbeing value of volunteering in England 2021-22.

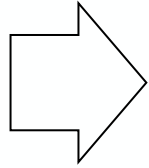


When volunteer support travels further

Progress Educational Trust: #ExtendTheLimit

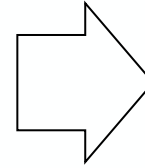
The Challenge

Relaunch the campaign



Volunteer Input

Strengthened stories,
and a stronger petition.



The Impact

A change in the law.



What stops people volunteering?

*I don't have
enough time*

*I can't commit
every week*

*I don't know
where to start*

*No one has
asked me*

*I don't have the
right skills*

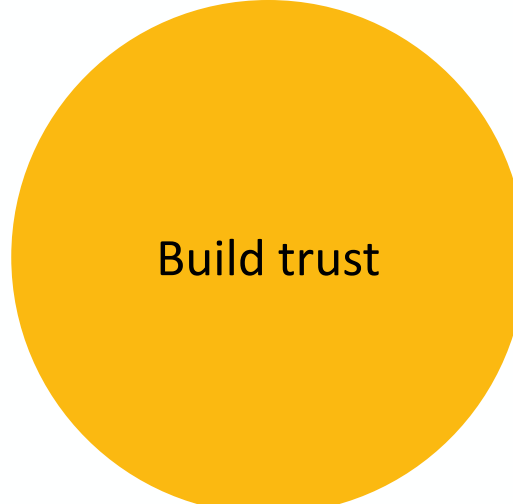
Why personal stories matter

People are often moved by people.

A personal story can:

A large pink circle containing text.

Make
volunteering
feel achievable

A large orange circle containing text.

Build trust

A large yellow-green circle containing text.

Make the
impact feel
real

A large blue circle containing text.

Encourage
someone else
to take action

From “just” a task to real impact



*I just help
at events*

*I just answer
the phone*

*I just help with
Facebook*

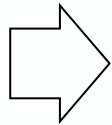
*I just do a
bit of admin*

*I just drive
people around*

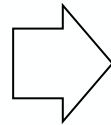
*I just
make tea*

From “just” a task to real impact

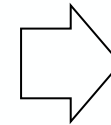
What I did



Who it
helped



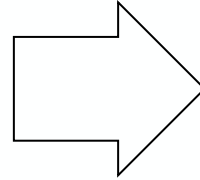
What
changed



Why it
matters

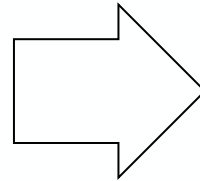
Exercise: Writing your impact story

What did I do?



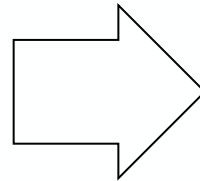
I _____

Who did it help?



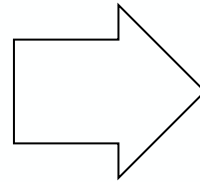
Which helped _____

What changed or became possible?



It meant that _____

Why did that matter?



This matters because _____

Making your impact visible

Where could your story go?

- A conversation with friends or family.
- Social media.
- The charity's newsletter.
- A short case study or quote.
- A community group.
- Your workplace.

Share it so someone else can see what volunteering makes possible.

Logan Hunter • 1st
Digital Performance Director
1w • Edited •

Yesterday, **Laura** and I had the opportunity to lead a drop-in clinic to help small charities activate across social media with **Media Trust**. I really enjoyed the session, and I hope they came away with some practical takeaways they can run with on their own.

Thank you to **Lara & Louise** from Media Trust for organising and enabling such a brilliant session!



You are part of the change

Your time is not “just” time.

Your contribution is not “just” a task.

Your story could be the reason someone else starts.

Thank you for everything that you do!

Any questions?