



# 2021 BU Guideline

O+O Volunteering



## To Recap.... about **Smile For Good**

- A **hero CSR community campaign** to replace Global Volunteer Day(GVD) since 2019, to convey the message of doing good
- The aim of **Smile For Good** is to share **#LotsofLOVE** & **#LotsofLAUGH** with the communities we serve around the world
- The activities under **Smile For Good** should include **staff volunteering and community involvement**

## **O+O Volunteering**

Integrating **O+O** (Offline Plus Online)  
into our Smile For Good volunteering activities,  
not only can it **double the happiness** for both volunteer  
and beneficiaries,  
but also **boost volunteer engagement!**

Let's explore the innovative **O+O Volunteering** model  
and share Love & Smile!



## Target Audience: Elderly

### Live event on social

Topic: Staying Healthy in Covid (balanced diet, stretching exercise)  
- by health experts, e.g. Pharmacist & Dietitian, fitness trainer

### O+O DIY workshop for volunteer

E.g. Making gift card / totebag for the elderly



### O+O elderly visit





## Target Audience: Youth

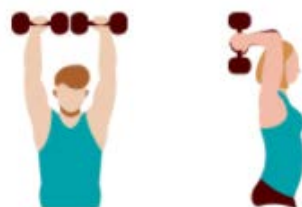
### O+O live event

Topic: Get Active

(Fitness challenge with youth, office, warehouse and store staff,  
Eco-fitness tips sharing)

### O+O workshop for youth

E.g. Plastic bottles dumbbell DIY and dumbbell workout class



Over head Presses & Tricep Extensions







## Target Audience: Patients

### O+O live event on social

Topic: Look Good Feel Great

(skin care, eye makeup, laughter yoga, stress management)

- By BU beauty experts, yoga instructor, mental health expert

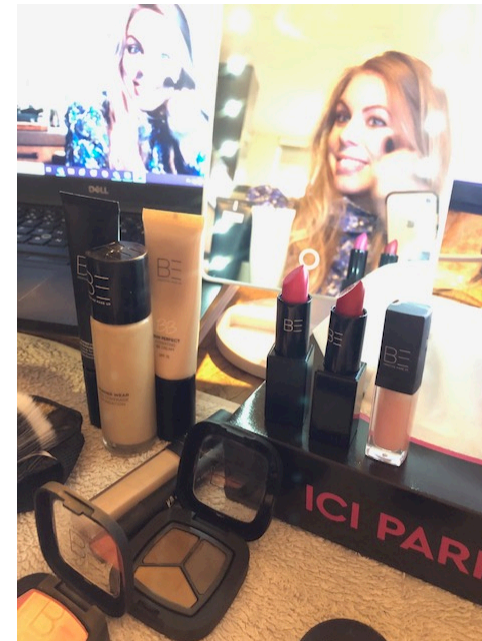
### O+O fundraising activities

Staff donation, charity workout challenge

Customer direct donation, charity sales



## Examples of O+O Volunteering



### Logo



### Event Hashtags

#SmileForGood  
#ASWLLOL

### Key Visual



### Execution Period

- Oct – mid Nov 2021
- Events are encouraged to fall within one of these pillars of services
  - Health (e.g. health seminars, health checks and consultations)
  - Education (e.g. youth education, sports development, environmental protection)
  - Caring Community (e.g. helping the needy)

### Useful Materials

You may find all the forms, guidelines and toolkit at Group PR Portal: <http://gpr.aswatson.com/?p=882>

### Visual Guideline

- Utilise lively, colourful characters to deliver **Smile For Good** brand image
- Visual Guideline and Toolkit available in Group PR Portal for BUs to adapt on their local application
- Please seek advice from Group PR and Group CSR for special applications

## Application Examples

Event Banner



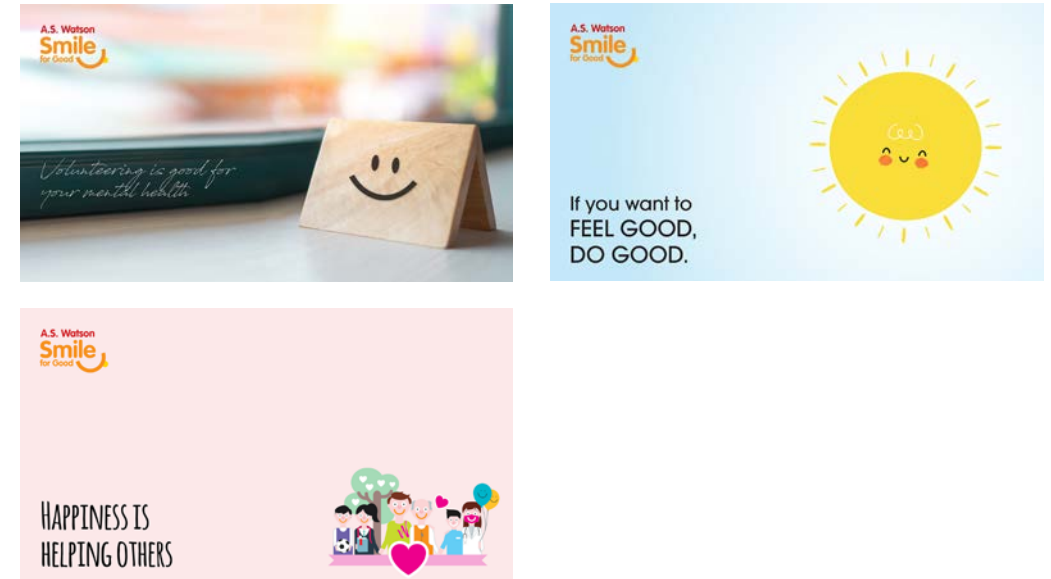
Event Tee



FB/IG Profile & Camera Frame



Virtual Background for live events and meetings



# Timeline

## What to Do?

Date	Actions	Submission
By 3 Sep	• Submit your Activity Plan	<a href="http://survey2.aswatson.net/index.php/797347/lang-en">http://survey2.aswatson.net/index.php/797347/lang-en</a>
	• Upload the hi-res logo of your partner organisation to OneDrive	<a href="https://aswatsongroup-my.sharepoint.com/:f/g/personal/zoey_aswatson_com/Etu1d4TkIPVPuDI5LEJOJdABEi0WIBbH45MCSr43tbLb2w">https://aswatsongroup-my.sharepoint.com/:f/g/personal/zoey_aswatson_com/Etu1d4TkIPVPuDI5LEJOJdABEi0WIBbH45MCSr43tbLb2w</a>
Oct – mid Nov	<ul style="list-style-type: none"> <li>• Event Period</li> <li>• Encourage colleagues and partners to use the profile frame and camera filter, share on their social media</li> </ul>	
Max. 4 days After Event	<ul style="list-style-type: none"> <li>• Submit Activity Report <ul style="list-style-type: none"> <li>○ Activity Summary</li> <li>○ Star Volunteer Nomination</li> <li>○ People Story</li> </ul> </li> </ul>	<a href="http://survey2.aswatson.net/index.php/624314/lang-en">http://survey2.aswatson.net/index.php/624314/lang-en</a>
	<ul style="list-style-type: none"> <li>• Upload event materials to OneDrive <ul style="list-style-type: none"> <li>○ <b>Photos</b> <ul style="list-style-type: none"> <li>▪ 1 group photo</li> <li>▪ At least 5 event photos</li> <li>▪ Screen captures of live event / video call</li> <li>▪ Screen captures of social post</li> <li>▪ 1 Star Volunteer photo</li> <li>▪ 1 beneficiary photo of People Story</li> </ul> </li> <li>○ <b>Video</b> <ul style="list-style-type: none"> <li>▪ Activity highlight video (Including star volunteer sharing) <ul style="list-style-type: none"> <li>• a version with English subtitle; and</li> <li>• a clean version without subtitle and background music</li> </ul> </li> </ul> </li> </ul> </li> </ul>	<a href="https://aswatsongroup-my.sharepoint.com/:f/g/personal/zoey_aswatson_com/Etu1d4TkIPVPuDI5LEJOJdABEi0WIBbH45MCSr43tbLb2w">https://aswatsongroup-my.sharepoint.com/:f/g/personal/zoey_aswatson_com/Etu1d4TkIPVPuDI5LEJOJdABEi0WIBbH45MCSr43tbLb2w</a>  <b>**The hyperlink will be updated in end September**</b>
	<ul style="list-style-type: none"> <li>• Publish posts on BU’s <b>social media channels</b>, and share the links to <a href="mailto:zoeche@aswatson.com">zoeche@aswatson.com</a> &amp; <a href="mailto:ZoeY@aswatson.com">ZoeY@aswatson.com</a></li> </ul>	
	<ul style="list-style-type: none"> <li>• Encourage colleagues and partners to like, comment and share the post</li> </ul>	
	<ul style="list-style-type: none"> <li>• Send the “Project LOL Social Impact Evaluation – Online Survey” to your partner organisation to collect their feedback</li> </ul>	<a href="http://survey2.aswatson.net/index.php/844759/lang-en">http://survey2.aswatson.net/index.php/844759/lang-en</a>



## **Activity Report**

### **(Activity Summary, Star Volunteer Nomination & People Story)**

- Fill in all the required field.
- Check all the figures and information before submission. **No changes** can be made after submission.
- Each BU can nominate 1 volunteer to be the Star Volunteer to recognise his/her enthusiasm and efforts during the activity.
- Please provide the **Star Volunteer information and their quote** (e.g. what did he/she like about his/her volunteer experience, / the impact of the volunteer work)
- BUs have to submit a touching **PEOPLE STORY** about the volunteer and the beneficiary which inspires others to give back to the community
- Please print a copy for your own record before submission.

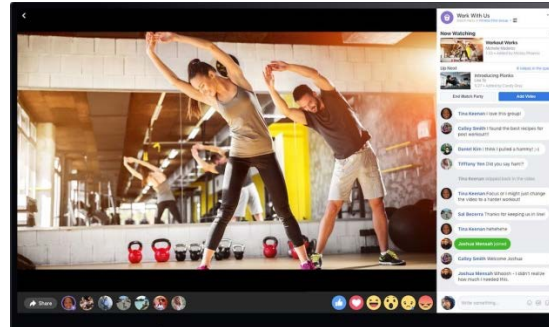
### **How to Upload Photos and Videos after event?**

1. Go to the OneDrive link
2. Find the folder with your BU name
3. Put all your materials in the folder

**After submission, please send email to notify us ([zoeche@aswatson.com](mailto:zoeche@aswatson.com); [ZoeY@aswatson.com](mailto:ZoeY@aswatson.com) )**

## Photo requirements

- 1 group photo
  - At least 5 event photos
  - Screen captures of live event/ video call
  - Screen captures of social post
  - 1 Star Volunteer photo
  - 1 beneficiary photo of **People Story**
- ✓ Size of each image: >1mb
- ✓ Happy faces



Live event



Virtual group photo



Group photo



Event photo



Beneficiary of People Story



Star Volunteer



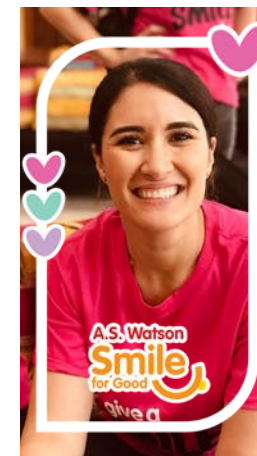
## Video Requirements

- Size: 1980 x 1080 px
- Duration: 2-3 minutes
- The video should show our effort to change the world
- Must include **a sharing from the Star Volunteer** about his/her feeling on volunteering, how the activity helps the beneficiary
- Please provide **a version with English subtitle**; and a **clean version without subtitle and background music**

## Social Media

- Encourage colleagues and partners to use the profile frame and camera filter, share on their social media
- Publish posts on BU's social media channels with hashtags: **#SmileForGood #ASWLOL**, and share the post links (including the live streaming link) to Zoe Cheong ([zoeche@aswatson.com](mailto:zoeche@aswatson.com)) & Zoe Yeung ([ZoeY@aswatson.com](mailto:ZoeY@aswatson.com))
- Encourage colleagues and partners to like, comment and share the posts

## Video reference:







**The Biggest Smile Award**

- Selected photo of all BUs will be published on [ProjectLOL Facebook](#)
- A voting campaign will be launched to solicit colleagues and the public to “vote” for **The Biggest Smile Award**
- Winner will be announced on [ProjectLOL Facebook](#)



**The Best People Story Awards**

- 10 best people stories will be selected by CSR committee
- The winning stories will be posted on [ProjectLOL Facebook](#)







For questions, please contact:

Zoe Cheong, Group CSR at [zoeche@aswatson.com](mailto:zoeche@aswatson.com) or

Zoe Yeung, Group PR at [ZoeY@aswatson.com](mailto:ZoeY@aswatson.com)

**Thanks for your help!**

**Let's make Smile For Good a great success!**

