2023 Guideline

Smile For Good Global Volunteer Campaign

To Recap…. about Smile For Good

➢ A **hero 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 <mark>staff volunteering and community involvement</mark>

➢ **BUs can invite suppliers and customers to join**

Activity Suggestions

- Elderly visit
- School visit
- Fundraising activity
- Helping at food bank

- Fun day for underprivileged
- Coastal cleanup
- Tree Planting

Logo

Event Hashtags

#SmileForGood
#ASWLOL

Key Visual

Execution Period

- Oct – mid Nov 2023

- 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: https://gpr.aswatson.com/?p=950

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 Sustainability for special applications

Application Examples

Event Banner

Event Tee

Virtual Background for live events and meetings

Photo Props

Timeline

Date	Actions	Submission
By 29 Sep	• Submit your Activity Plan	https://forms.office.com/r/YwP6DfCTZD
	• Upload the hi-res logo of your partner organisation to OneDrive	https://aswatsongroup-my.sharepoint.com/:f:/g/personal/zoey_aswatson_com/Es-MjuMyYL1HtGtVr1WaS-gBhCkV2S0dUkgNqKsOtfjJMw?e=cbH4d7
Oct – mid Nov	• Event Period	

Max. 4 days After Event	• Submit Activity Report
	    o Activity Summary
	    o Star Volunteer Nomination
	    o People Story
		https://forms.office.com/r/YLT4aF68JD

	• Upload event materials to OneDrive
	  o **Photos**
	    ▪ 1 group photo
	    ▪ At least 5 event photos
	    ▪ Screen captures of social post
	    ▪ 1 Star Volunteer photo
	    ▪ 1 beneficiary photo of People Story
	  o **Video**
	    ▪ Activity highlight video (Including star volunteer sharing)
	      • a version with English subtitle; and
	      • a clean version without subtitle and background music
		https://aswatsongroup-my.sharepoint.com/:f:/g/personal/zoey_aswatson_com/Es-MjuMyYL1HtGtVr1WaS-gBhCkV2S0dUkgNqKsOtfjJMw?e=cbH4d7

	• Publish posts on BU's **social media channels**, and share the links to zoeche@aswatson.com & ZoeY@aswatson.com • Encourage colleagues and partners to like, comment and share the post	
	• Send the "Project LOL Social Impact Evaluation – Online Survey" to your partner organisation to collect their feedback	http://survey2.aswatson.net/index.php/844759/lang-en

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; ZoeY@aswatson.com)

Photo requirements

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

Group photo

Event photo

Star Volunteer

Beneficiary of People Story

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**

Video reference

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) & Zoe Yeung (ZoeY@aswatson.com)

- Encourage colleagues and partners to like, comment and share the posts
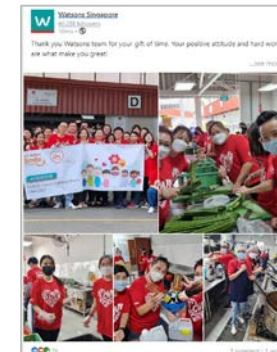
For questions, please contact:

Zoe Cheong, Group Sustainability at zoeche@aswatson.com or

Zoe Yeung, Group PR at ZoeY@aswatson.com

Thanks for your help!

Let's make Smile For Good a great success!