

Shop Window Guidance

CVA Volunteer Centre does it's upmost to support not-for-profit organisations promote their volunteering opportunities through various means. One of which allows organisations to book a 2-week slot where they can use the shop window in Centrale Shopping Centre to publicise their volunteering opportunities and their organisation.

General Information:

- Set up window before 10.30am on the day that they are booked (access granted from 9.30am)
- Display **must be** focused on volunteer recruitment for their organisation and roles should be advertised with the volunteer centre check if yours is registered [here](#).
- Displays will be up for 2 weeks not more than 3 weekends.
- Displays must be interesting and creative – Maximum of 1 pop up and **no posters on the window or balloons**
- Literature for the public should be limited as we will direct individuals to our website were your role is listed.
- **Coffee and chat.** On the morning you set up, you are invited to join us for our 11am tea/coffee break to explain your project to our staff and volunteers and ensure that we are best informed and can relay information to people interested in their organisation and opportunity.
- We request that organisations complete a short survey after they have had a shop window which will be sent to you within 6wks of having the shop window

Organisations are responsible for the setup of their display and we kindly ask that they support the previous project by helping us take their display down this will ensure that we have a continuous display

Resources available –

- A **TV screen** is available where we can stream short **MP4** videos about your organisation. MP4's should be no longer than a couple of minutes in length, ideally subtitles displaying information about the scene as there is no sound. If you would like to use this please share your MP4 with us 2 weeks before the date the shop window is booked (send to mary.lawrence@cvalive.org.uk)

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- Various size white wooden boxes to stage your window display – can be covered to mimic a table, stacked to create a tower, able to decorate according to need (not paint)
- Hooks at various levels either side of the window where you can hang bunting from
- A1 display boards where you can add information about your project
- Blackboard and easel

The Volunteer Centre reserves the right to change the date or cancel your window display

Finally, we request that organisations commit to the date that they book as failure to do so leaves the shop window bare and prevents another organisation utilizing the space



Home-Start Croydon



Age UK Croydon



The Big Lunch

Tell us your Organisation Story

We also want to tell your organisation story through our website and in our fortnightly newsletter. Therefore, we are asking you to tell us about your organisation, your volunteers and how you see your relationship with the volunteer centre. This is a real chance to tell potential volunteers about your organisation and the good work you do. Please see the link [HERE](#) and complete it. Please note in order to link the story to our newsletter we ask that you send it 1 month before you have the window booked. If we are unable to feature it in our newsletter we will still add to our website as a way to encourage volunteers to engage in volunteering. Please send us pictures that we can use to enhance your story, these will be displayed on our website.