

MAKE YOUR MARK
— IN VOLUNTEERING —

Campaign Manifesto

Our goal is to increase the number and diversity of heritage volunteers.

Why is inclusive heritage volunteering important?

Inequity remains a persistent and deepening issue in Scottish society. The United Nations [report](#) on extreme poverty and human rights (2018) has detailed Scotland's harsh economic realities, with the rise of child and in-work poverty. Reports by [Runnymede Trust](#) (2016), the [Equality Network](#) (2015) and [LGBT Youth Scotland](#) (2017) and an [Edinburgh University poll](#) (2019) indicate that those from marginalised communities are facing more discrimination than in recent previous years.

The Scottish heritage sector has a role to play in addressing these societal inequities. According to the [Scottish Household Survey](#) (2018), those most likely to attend historical or archaeological sites are: men, 35-44, with a degree or professional qualification, from higher socioeconomic and income groups, from less deprived areas, and are healthy and non-disabled. **In other words, those who engage with the heritage sector are mostly people from non-marginalised groups.**

It is clear that our sites, resources and activities are not effectively redressing inequity, and we want to change that through the Make Your Mark campaign. To become more representative of, and relevant to, all of Scotland's population, heritage organisations need to engage with and listen to people in their diverse communities.

[Our Place in Time](#) (2014), the current historic environment strategy for Scotland, is clear on the mutual benefits of engaging wider communities with the historic

environment. As much of the historic environment is owned and most cherished at the local level, wider and more diverse community engagement increases the human resource, tools and assistance available to preserve, restore and animate the historic environment. Engagement with the historic environment also benefits communities by increasing pride and empowerment and building a greater sense of place.

One of the key ways to increase community engagement with heritage is through volunteering programmes. Research has shown that volunteering improves individual physical and mental health and wellbeing, as well as strengthens social bonds within and between communities.

Heritage volunteering and community-building is a positive feedback loop - more heritage volunteering leads to stronger communities, and stronger communities are more likely to feel a sense of belonging that engenders a willingness to volunteer. However, the national framework [Volunteering for All](#) (2019) has found that marginalised people are underrepresented in volunteering, thereby minimising the capacity of volunteering programmes to build strong, equitable communities. Instead, the benefits of volunteering are overwhelmingly profiting a privileged subset of communities, deepening inequity.

A concerted action must be taken to jump start the positive feedback loop between inclusive volunteering and equitable community-building. With your help, Make Your Mark can work to break the cycle of inequity and build a fairer heritage community.

Make Your Mark campaign

What is Make your Mark?

Make Your Mark is a campaign that aims to increase the number and diversity of heritage volunteers. Make Your Mark is the Scottish heritage sector's response to the research reviewed above that has elucidated the continuing realities of societal inequities and the need to increase community engagement with heritage. By focusing on inclusive volunteering, Make Your Mark aims to help build stronger communities and recruit new stewards to ensure and shape the future of our heritage.

Make Your Mark is overseen by a working group composed of major stakeholders in the heritage and voluntary sectors: Historic Environment Scotland, Museums Galleries Scotland, National Galleries Scotland, National Trust for Scotland, Scottish Civic Trust, Doors Open Days, Archaeology Scotland, Dig It!, Heritage Trust Network and Volunteer Scotland.

Who can join Make Your Mark?

Any heritage organisation who works with volunteers or would like to begin working with volunteers can join Make Your Mark. We ascribe to a wide definition of 'heritage', including public, private, charitable and other entities – we welcome:

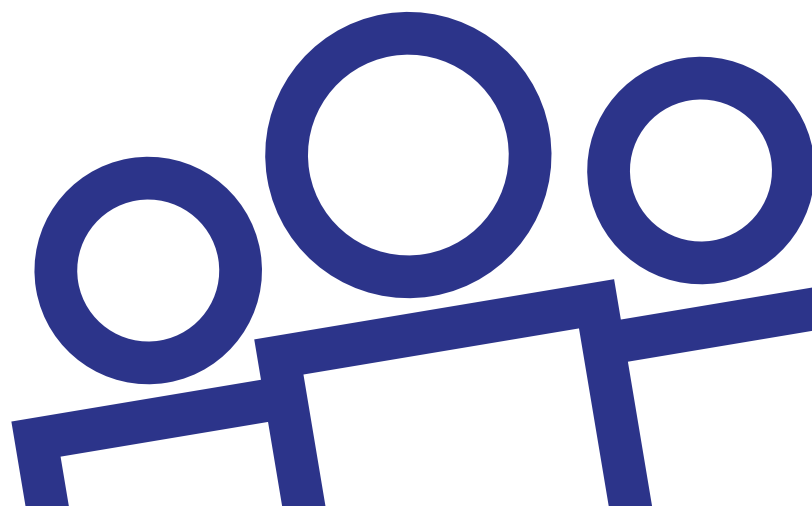
- Organisations that work with the natural and built environment
- Organisations that preserve and celebrate intangible heritage (oral histories, dialects, memories, cultures, local lore)
- Volunteer-led organisations
- National museums
- Civic trusts
- Local heritage and history groups
- Museums and galleries
- Historic houses and castles
- Libraries and archives
- Buildings and monuments
- Development trust associations

Why should your organisation join Make Your Mark?

Joining the Make Your Mark campaign is an act of solidarity that signals your organisation's commitment to redressing societal inequities by building stronger communities through volunteering. Make Your Mark aims to empower Scotland's diverse communities by making heritage volunteering experiences and their associated social, economic, health and wellbeing benefits more accessible to all. **Advancing equality of opportunity and fostering good relations between communities is a legal requirement of public organisations under the Equality Act (2010).**

Practically, Make Your Mark is the connecting link between heritage organisations and volunteers. For organisations, Make Your Mark will:

- Promote your organisation's volunteering opportunities to underrepresented groups
- Connect heritage volunteer coordinators at the local, regional and national levels to inclusive volunteering experts
- Provide opportunities for members to learn from each other by sharing case studies of how heritage volunteering programmes have connected with marginalised groups
- Evidence volunteer participation and impact to lobby the Government, funders and public bodies to allocate more funding and resources to heritage volunteering programmes



Make Your Mark campaign

How can your organisation become a part of Mark Your Mark?

To become a part of Make Your Mark, a heritage organisation must sign this MOU to signal its commitment to inclusive volunteering and penchant to undertake the suggested action points outlined below.

Once an organisation has returned their signed letter of commitment, the Make Your Mark Communications Officer will be in touch with the campaign's branding and marketing materials and guidelines for use.

Six suggested areas of action

It is strongly suggested that the person responsible for volunteer coordination at your organisation:

- 1** Read Volunteer Scotland's '[Top Tips](#)' for inclusive volunteering
- 2** Review your volunteering policies and procedures, amending them according to the aforementioned 'Top Tips' for inclusive volunteering
- 3** Research local groups that already engage with marginalised people and contact them to learn how they connect with these groups. Have these groups audit your volunteer policies and procedures to ensure your volunteering programme is inclusive as possible
- 4** Champion inclusive volunteering practices, supporting other heritage volunteer coordinators to understand inclusive volunteering's role in the preservation of our heritage, the strengthening of our communities and the eradication of inequality
- 5** Build the heritage sector's capacity for inclusive volunteering by sharing your organisation's successes or struggles to recruit and retain volunteers from marginalised communities
- 6** Send your organisation's volunteering opportunities to the Make Your Mark Communications Officer, who will promote these opportunities through our communications channels and network of inclusive organisations

Expression of commitment

This MOU is neither a contract nor a treaty, but a voluntary commitment by signatories and endorsers to join the Make Your Mark campaign and to strengthen their efforts to make their volunteering policies, procedures, opportunities and experiences more inclusive. The work of the Make Your Mark campaign is carried out by the signing parties with facilitation from the Make Your Mark Communications Officer.

Make Your Mark campaign letter of commitment

To the Communications Officer of the Make Your Mark campaign,

I am pleased to confirm that [Organisation] supports the vision outlined in the Make Your Mark campaign Memorandum of Understanding. With this letter, we hereby sign the MOU and join the Make Your Mark campaign in order to work collaboratively with our peers and relevant stakeholders to help develop, implement and enhance the inclusive volunteering agenda in the Scottish heritage sector.

Make Your Mark is authorised to list our organisation among Make Your Mark members. Make your Mark is authorised to use our organisation's logo (if applicable) on marketing material that lists campaign members. Make Your Mark is also authorised to add my contact details to the Make Your Mark volunteer-involving heritage organisations mailing list.

Our organisation will endeavour to realise the action points outlined in the Make Your Mark Campaign Memorandum of Understanding. We will also endeavour to communicate our commitment to Make Your Mark to relevant stakeholders and to highlight our participation and the campaign's progress to the public.

Yours Sincerely

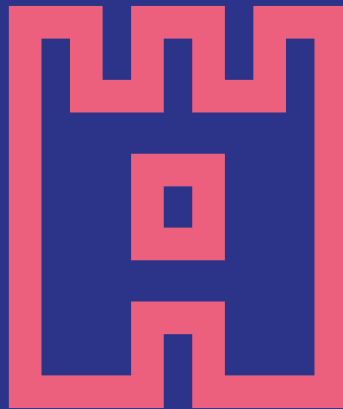
Signature
Job title
Organisation
Address
Date

**Please send the items listed below to the
Make Your Mark Communications Officer at:**

hello@makeyourmark.scot

- 1** Your signed letter of commitment
- 2** Your organisation's logo (if applicable)





Any questions or guidance relating to the Make Your Mark campaign or about this Manifesto, please contact:

hello@makeyourmark.scot

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#MakeYourMark