

MAKE YOUR MARK
— IN VOLUNTEERING —

Campaign Manifesto

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

What is Make Your Mark?

Make Your Mark is a campaign that aims to increase the number and diversity of heritage volunteers. 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: Volunteer Scotland, Historic Environment Scotland, Museums Galleries Scotland, National Trust for Scotland, Heritage Trust Network, National Mining Museum Scotland, Society of Antiquaries of Scotland, Royal Society for the Protection of Birds, NatureSct, Royal Zoological Society of Scotland, Archaeology Scotland, Scottish Council on Archives, Scottish Civic Trust, National Galleries Scotland, Scottish Refugee Council, Glasgow Disability Alliance, Jambo! Radio and AMINA Muslim Women's Resource Centre.

Why is inclusive heritage volunteering important?

In a time of societal inequality and uncertainty in our sector, inclusive heritage volunteering is key to building a more equitable society and resilient heritage sector. By heritage, we mean built, cultural, intangible and natural heritage.

Inequality remains a persistent issue in Scotland. Reports by the [Equality and Human Rights Commission](#) (2017), [Runnymede Trust](#) (2020), [Equality Network](#) (2021), [Scottish Refugee Council](#) (2018) and

the [Joseph Rowntree Foundation](#) (2021) indicate that marginalised people (disabled people, BAME people, LGBTQ people, refugees and people of lower socioeconomic classes) are facing worsening conditions and discrimination.

Recent events have exacerbated these trends. Marginalised people have been disproportionately affected by COVID-19, which will have long-term negative health and economic impacts for those communities ([London School of Economics](#), 2021). Climate change and biodiversity loss are threatening landscapes and life, with marginalised people bearing the brunt of the impacts ([United Nations](#), 2016). The cost of living crisis has hit hardest amongst Britain's most vulnerable ([People Like Us](#), 2022).

The heritage sector has reinforced inequality in its structures, processes, policies and practices and therefore has a role to play in addressing these societal inequalities. According to the [Scottish Household Survey](#) (2019), those most likely to volunteer with heritage and culture organisations are aged 60 and over, male, white, non-disabled and from higher income groups. In other words, those who engage with heritage are mostly people of privilege.

Who engages with heritage has wider societal implications. According to [Our Past, Our Future](#) (2023) and [NHS Forest](#), engagement with the historic and natural environments empowers people and builds a sense of place. If, however, these benefits are unequally distributed amongst society's privileged few, heritage organisations will continue to perpetuate inequality, and miss a major opportunity to transform society.

Our partners

Make Your Mark is tap into heritage's transformative potential by supporting the development of inclusive volunteering programmes. In addition to the benefits of engaging with heritage, volunteering has also been shown to improve individual physical and mental health and wellbeing, support skills development and strengthen social bonds within and between communities ([Volunteer Scotland](#), 2022). This means that co-designing heritage volunteer programmes with marginalised communities will empower these communities and redress societal inequality.

Building up inclusive heritage volunteer programmes is critical to the future of the heritage sector. The most recent [UK Heritage Pulse Report](#) (2022) highlighted that 80% of organisations surveyed involve volunteers, with 28% of those organisations reporting recruitment challenges. The report called for a national volunteer recruitment campaign to support volunteer-involving heritage organisations and ensure their future.

The time is now to jumpstart the positive feedback loop between inclusive heritage volunteering and equitable community building. Make Your Mark has a Scotland-wide network of over 85 heritage organisations who have pledged to work with each other and marginalised communities to diversify their volunteering programmes. We must capitalise on this momentum and take action to break the cycle of inequality and build a fairer and more resilient heritage community.



ARCHAEOLOGY SCOTLAND



Glasgow Disability Alliance
Confident Connected Contributing



Heritage Trust Network
A future for all our pasts



Museums Galleries Scotland
Supporting Scotland's Museums



HISTORIC ENVIRONMENT SCOTLAND | ÀRAINNEACHD EACHDRAIDHEIL ALBA



NATIONAL TRUST for SCOTLAND



a' toirt dachaigh do nàdar giving nature a home



Make Your Mark campaign

Who can join Make Your Mark?

Any heritage organisation that 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 ?

Make Your Mark supports members by:

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

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

To become a part of Make Your Mark, a heritage organisation must sign our Expression of Commitment to signal its commitment to inclusive volunteering.

Five 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](#) and incorporate them into your volunteering policies and procedures.
- 2 Consult Make Your Mark's [database of community groups and volunteer centres](#) and contact them about how you can work together to diversify your volunteer programmes.
- 3 Upload your organisation's volunteering opportunities to the [Make Your Mark portal](#). We will promote opportunities on the portal through our communications channels and network of inclusive organisations.
- 4 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.
- 5 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.





Expression of commitment

This Expression of Commitment 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 Coordinator.

Make Your Mark campaign letter of commitment

To the Coordinator 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 Manifesto. 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

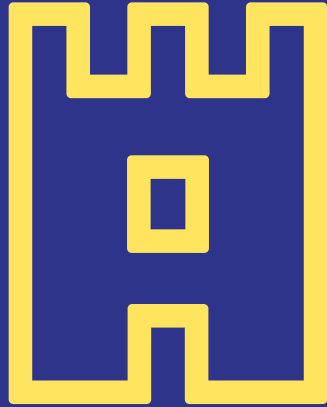
Signature
Job title
Organisation
Address
Date

**Please send the items listed below to the
Make Your Mark Coordinator 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
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