



Aberdeenshire Third Sector Week 2020

Guide for Third Sector Organisations

Introduction

Many thanks for your interest in taking part in Aberdeenshire's first Third Sector Week. The week commencing 16th November 2020, aims to garner the qualitative data sought as part of the wider undertaking of Aberdeenshire Third Sector Strategy Group (TSSG); *'To demonstrate the value of the Third Sector in Aberdeenshire'*; It also seeks to offer opportunities for mutual understanding and learning between partners. Originally the event was to provide an array of 'Back to the Floor' experiences which could help staff working in the Public Sector understand that there is much to gain from working with third sector organisations.

The impact of COVID19 has forced the TSSG to move the 2020 Vision with its more practical hands on experiences to 2021. However, the TSSG feels strongly that the original week be marked especially in light of the extraordinary community response and contribution made by communities and the Third Sector.

The week promises to be a mix of features including online presentations, films, blogs, infographics, training/resources for TSOs content, stories, and social media engagement. The TSSG will coordinate and supply some of this content but the Third Sector Week is intended to provide a platform for Third Sector Organisations (TSOs) to promote and share your stories in the context of demonstrating your value and the potential for partnership working.

Definition of a Third Sector Organisation

The third sector is an inclusive term which is often used interchangeably with the voluntary and community sector; the not-for-profit sector; and the civil society. The term 'third sector' is used to describe all organisations operating outside the formal state or public sphere that are not trading commercially primarily for profit in the market. This means charities, voluntary organisations, community groups, social enterprises, cooperatives and mutuals. This definition may also include faith groups engaged in voluntary or social action, campaigning groups, and individual volunteers. Whilst these organisations are exceptionally diverse, they share a broad common theme of being value driven, and principally invest their surpluses to further social, environmental, and cultural objectives.

Get Involved

There are a few ways your TSO can be involved. We are still happy to receive content until **29th October 2020**. Therefore, if you would like us to feature any films, blogposts, features, articles etc. you have which help to demonstrate the value of the Third Sector, in particular partnership working please forward to your local point of contact within the Rural Partnerships or Aberdeenshire Voluntary Action.



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We can provide the ATSW logo in print and screen resolutions should you wish to use the brand to highlight posts and news you wish to share during the week.

We also have created the following hashtags to highlight the week, so feel free to share on your online platforms.

[#ATSW2020](#)

[#ATSW](#)

[#ThirdSectorWeek](#)

[#ThirdSector](#)

[#Aberdeenshire](#)

If you are a Facebook user, there is now an Aberdeenshire Third Sector Strategy Group Facebook Group and we would like to invite you to join to keep up to date and engage with the online content.

You will find us at:

<https://www.facebook.com/groups/aberdeenshiretssg/>

From 15th November 2020 there will be a promotional frame available for displaying on your Facebook Profile image.

Content will also be widely shared via your Local Rural Partnership Social Media and web platforms along Aberdeenshire Voluntary Action who are hosting all the content on a dedicated page on the AVA website for Third Sector Week.

It is hoped that individual TSO's will take ownership of the Third Sector Week and maximise opportunities to engage with the Public Sector and other TSOs and their networks. Please contact us if there is anything, we can do to help you with this.

The key messages for the Week will be to those which help foster further mutual understanding between the Sectors, through:

- Education - leading to better service design-coproduction
- Clarity of Third Sector contribution to delivering outcomes
- Identifying service groups
- Better defined networks and more robust info sharing
- Increased Third Sector voice, recognising skills & excellence
- Increased links for staff/volunteers across sectors on a thematic or area basis
- Learning opportunities – ongoing



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- Networking opportunities (albeit limited at the current time)

Please feel free to share this promotional film highlighting the week and desired outcomes for the Third Sector.

<https://youtu.be/DSWmPNjDIz8>

Aberdeenshire Third Sector Week 2020 may not be quite what we had envisioned, however, through technology we will be able to capture some of the value of what we do and how our strength is in the social capital fostered so much so that the ability of communities to step up in times of crisis has been phenomenal.

We look forward to sharing this week with you.