Aligning Your Volunteer Program with Employee Interests
The Presenters:

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Today You’ll Learn…

- The current landscape of employee volunteerism, including the rise of skills-based volunteerism and employee choice
- How to figure out what your employees want out of your volunteer program
- Tips for balancing unique employee desires with your strategic company goals
- Success stories from companies that are overcoming common challenges
About Us

VolunteerMatch

Making it easy for good people and good causes to connect via the web’s largest volunteer engagement network.

Changing Our World, Inc.

A trusted philanthropy consulting firm that advises leading corporations and nonprofit organizations.
The CHALLENGE
Employees say they value volunteerism.

✓ Studies show:

- **77%** of respondents say company-sponsored volunteer activities are essential to employee well-being*
- **89%** believe that companies who sponsor volunteer activities offer a better overall working environment than those who do not*
- **58%** (79% for millennials) consider a company's social and environmental commitments when deciding where to work**
- **55%** (76% for millennials) would choose to work for a socially responsible company, even if the salary was less**
- **74%** (89% for millennials) feel their job is more fulfilling when they are provided opportunities to make a positive impact on social or environmental issues**

*2017 Deloitte Volunteerism Survey
**2016 Cone Communications Employee Engagement Study
The CHALLENGE
So why aren’t they volunteering?

Turn-key programs do not offer employees a way to volunteer that is personal to them.
The CHALLENGE
So why aren’t they volunteering?
The Current State of Employee Volunteerism

✓ The Rise Of:

❑ Skills-Based Volunteering
❑ STEM Volunteering
❑ Measurement
❑ Volunteer Time Off

✓ Staying the Same:

❑ Group Volunteering
Volunteerism is PERSONAL: Determine What Your Employees Want

✓ Ask
✓ Observe
✓ Be Flexible & Responsive
Ask

✓ Broad Employee Survey
  ❑ What do you care about?
  ❑ How do you want to participate?
  ❑ With whom?
  ❑ When and where?
  ❑ What would motivate you?
  ❑ What prevents you now?
  ❑ How would you like us to reach you?

✓ Participant Survey
  ❑ What worked?
  ❑ What didn’t?
  ❑ What’s next?
Ask

✓ Avoid respondent bias
  - Cross-tab broad surveys
  - Conduct focus groups
  - Tap working groups and middle managers
Observe

✓ Leverage Your Corporate Culture

- Take stock of successful corporate initiatives
- Consider the factors that make them work:
  - Logistics
  - Motivations
  - Communications
- Select the right mix of programs
- Tailor your communications plan
Be Flexible and Responsive

✓ Provide a menu of options

- Various types of volunteerism
- Multiple levels of engagement
- Other types of giving

✓ Listen and respond to employee passions

- Legacy events and partners
- Disaster response
Be Flexible and Responsive: Balancing Choice with Structure

✓ Empowering Employees

❑ Clear guidelines for employee-generated volunteer initiatives

❑ Flexibility within this structure

❑ Volunteer time off

❑ VolunteerMatch Network

VolunteerMatch

Changing Our World, Inc.
Be Flexible and Responsive:
Example: U.S. Bank
Volunteerism is EXTRA:
Make it Easy and Attractive

✓ Address Barriers
✓ Add Incentives
Address Barriers

✓ **Common barriers**

- Multiple geographies, cultures and languages
- Shift work and/or unionized workforce
- Remote workforce
- Time
Add Incentives

✓ Opportunities to motivate or incentivize participation

- Community / teamwork
- Access to leadership
- Personal / professional growth
- Recognition
- Competition
- Beyond the job
Questions?