



5 Key Steps to Starting an Employee Volunteer and Skills Giving Program



Getting Started

Interested in starting an employee volunteer and skills giving program at your company, or want to improve the one you have? Effective employee volunteer and skills giving programs are employee-driven, have specific business goals with clear strategies, and provide value to nonprofits and the community.

This guide will:

- Describe what employee volunteer and skills giving programs entail,
- Provide questions you will need to consider before you start your program, and
- Present solutions to help you get started.

Types of Volunteerism

Before we delve into how to start an employee volunteer and skills giving program, it's important to understand the different types of volunteerism and its value to nonprofits. There are many ways to classify types of volunteerism, but we will focus on two standard types of volunteering: traditional and skills-based.

Traditional Volunteering

- Skill Level:** Specific skills and experience not required.
- Value to Nonprofit:** Estimated value of an hour is \$24.14¹.
(Source: [2016 Bureau of Labor Statistics data, indexed by Independent Sector in April 2017](#))
- Examples:** Playground clean-up; helping at food pantry or homeless shelter.

Skills-based Giving

- Skill Level:** Leverages the volunteer's personal talent or professional competencies.
- Value to Nonprofit:** Estimated value of an hour is \$150². For many nonprofits, the value of skills-based volunteer services can be 500% greater than the value of traditional volunteer services³.
- Examples:** Accounting expertise; website design; Pro bono consulting.

Sources:

¹ [2016 Bureau of Labor Statistics data, indexed by Independent Sector in April 2017](#)

² [2015 standard developed by CECP in partnership with Taproot Foundation](#)

³ [2013 True Impact, Measuring the social value of volunteers \(economic value to society\)](#)

Rise of Volunteer Programs

Employee volunteer and skills giving programs have steadily shifted towards the center of many company's social responsibility initiatives over the last decade, with 92%¹ of large companies offering opportunities (up from 68% in 2013).

More than ever, charities are better positioned and interested in partnering with companies and engaging with corporate employees. However, as a survey respondent stated in America's Charities 2014 Snapshot Report²,

"Companies shouldn't look at their work with nonprofits as transactional events but rather as building a relationship with a trusted 'go to' partner that is working to achieve mutual goals."

Through employee volunteer and skills giving programs, companies and their employees have the opportunity to strengthen nonprofit capacity and efficiency, and form truly strategic relationships that bring value to everyone involved.

Where should your company even start, and how can you be sure your employees will participate in your program? On the following pages we will help you start a plan that keeps nonprofit value in mind, while focusing on your business goals and employee interests.

Source:

¹ [America's Charities Snapshot 2015 Report, The Corporate DNA](#)

² [America's Charities Snapshot 2014 Report, Rising Tide of Expectations](#)

Step 1



Define Your Business Goals and Volunteer Program Vision

Questions to consider:

1. Why do you want to start a program? What's driving this initiative?
 - Your CEO asked you to?
 - Employees have been expressing interest?
 - You've read a lot about the benefits of these programs and want to try it out?
2. What are your company's community goals and business priorities?
 - Reference your company mission statement and core values.
 - Check your business plan and talk with team leaders within different departments to identify short and long-term issues that need addressed.
 - Consider aligning your program with the UN's 17 Global Sustainable Development Goals (SDG): www.globalgoals.org/#the-goals.
3. What outcomes do you hope to achieve for your organization?
 - Improve employee recruitment and retention?
 - Gain positive PR in the community and for your brand?
 - Foster customer loyalty?
 - Develop employee skills and increase employee productivity?
 - Enhance employee social relations through team building?
4. What value do you want to contribute to nonprofits and your community?
 - What types of skills and expertise do your employees have to offer?

Providing year-round giving and volunteer opportunities for employees is of the greatest value to company leadership.

[America's Charities Snapshot 2015, The New Corporate DNA](#)

Consider Employee Interests

Questions to Consider:

1. Are your employees interested in volunteering?

- Talk with and survey employees to get a sense of their interest level.

2. What types of causes and affinity groups are your employees interested in supporting?

- Health Issues
- Arts, Sports & Culture
- Human/Civil Rights
- Children & Family
- Education or STEM
- Economic Development
- Elderly
- Environment
- Hunger and Poverty
- International Aid
- Animals

3. How frequently would employees like to volunteer?

- Are they interested in monthly volunteer opportunities or just a couple opportunities throughout the year?

4. Do employees prefer to volunteer on their own or with a group?

5. Are employees willing to volunteer outside of work hours, or will they only participate if it's on company time?

6. What unique skills do your employees possess?

- Would your employees prefer to volunteer specific skills and expertise or are they interested in more traditional volunteerism?

77% of Millennial employees said they are more likely to volunteer if they can use their specific skills or expertise to benefit a cause.

[2015 Millennial Impact Report](#)

Identify Community Needs

Questions to Consider:

1. What community(ies) will you be supporting?
 - Do you have offices located in multiple communities?
2. What services are local public agencies (e.g. law enforcement, schools, workforce development), and faith- and community-based organizations providing, and to whom?
3. What are the gaps in service to people in the community, and which nonprofits are trying to address those gaps?
 - Pay attention to issues your local newspapers and TV/radio stations are covering.
 - Ask your county government officials for their insights, and for a copy of results if a survey of the community has been issued.
4. Which nonprofit organizations have your employees expressed interest in?
 - Do your employees already volunteer somewhere or serve on a nonprofit board?
5. Which nonprofits have programs or projects where your employee's skills could add value?
6. What type of volunteer opportunities do these nonprofits have available, and how often/when do they need help?

More than 90% of nonprofit leaders reported that they do not have enough pro bono resources.

[Taproot Foundation, Beyond Cash Guide for Nonprofit Boards](#)

Step 4

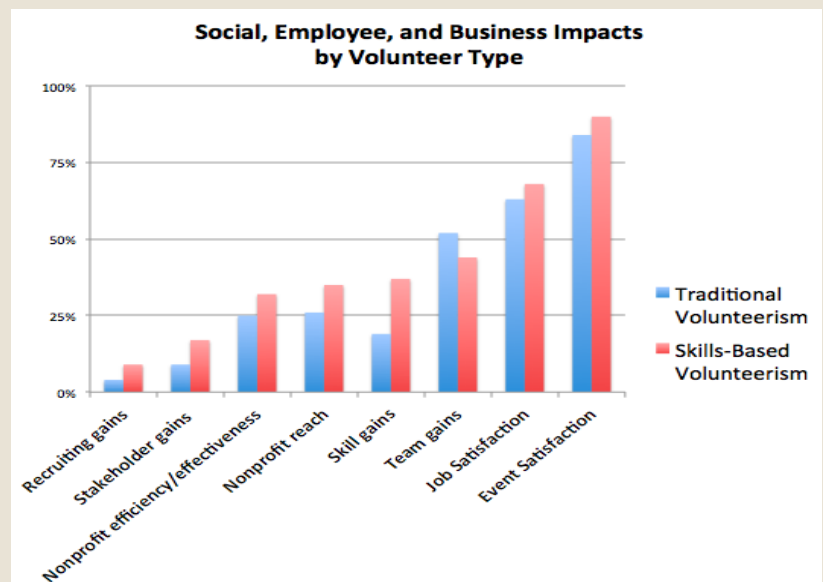


Determine How Your Program Will be Managed & Measured

Questions to Consider:

1. Do you want participation in your volunteer program year-round or within a defined timeframe (e.g. October is company XYZ volunteer month)?
2. Will you offer paid time off or other incentives for volunteering?
3. How much time and resources do you have to manage the program?
4. Who will manage the program?
5. How will you track and record employee volunteer participation?
6. How will you promote and build interest in your program?
7. What measurements will you use to determine if the program is successful?

In an analysis of over 30,000 individual volunteer activities, skills-based volunteerism outperformed traditional volunteerism by 7-125% in all but one tracked benefit categories.



[True Impact Volunteerism ROI Tracker](#)

Step 5



Implement Your Program

Employee volunteer programs are a vital part of your corporate social responsibility efforts. If done well, your program can play an important role in building your company's capacity, engaging employees, serving stakeholders, meeting social impact goals, and ensuring your company's sustainability – *not to mention all the positive impact you will have on the community.*

America's Charities offers a comprehensive suite of tools and services that can help you achieve your giving, volunteering and corporate impact goals.

Our Employee Volunteer Services Include:

- Program and Strategy Development
- Company issue assessment and help analyzing alignment between your company and nonprofits
- Senior management and employee survey design and implementation
- America's Charities powered by Causecast, a holistic, easy-to-use volunteer management solution for employees to find and manage volunteer opportunities (get an inside look on the following pages)
- Employers can track, measure and download reports on recorded volunteer efforts



Best Practices and Expertise



Best-in-Class Support



Custom Reporting and 24/7 Downloadable Reports



Employee Data Coordination, Pledge Processing, and Donor Advised Funds



Multiple Ways to Give, Including Matching Gifts and Disaster Relief



Comprehensive Volunteer Management



Social Media and Interaction Tools



Social Responsibility and Employee Engagement Strategy Development



Pre-populated, Vetted Nonprofit Organizations



Global Giving



Branded, Personalized Interface



Multi-office, Crowdfunding, and Fundraising Competition Tools



Company Perks (VIP Awards, In-kind Giving, and Dollars-for-doers)

INSIDE LOOK

America's Charities® powered by **CAUSECAST**

Impact Dashboard

- Employees can see their individual impact, as well as the company's impact as a whole.

- Campaign metrics dashboard can be embedded on your company's website social responsibility page to demonstrate your impact.

Highlight Company Volunteer Campaigns & Progress

- Easily highlight company-sponsored volunteer opportunities, along with progress towards achieving your volunteer campaign goals.

INSIDE LOOK

America's Charities® powered by CAUSECAST

Feature & Find Volunteer Opportunities

- Employees can easily search for volunteer opportunities based on their zip code or keywords.
- Company can create and feature volunteer opportunities exclusively available to its employees.
- Employees can see who else from their company has signed-up for a volunteer opportunity and if company perks (e.g. incentives) are available.

INSIDE LOOK

America's Charities® powered by CAUSECAST



Jenna Russ

- Dashboard
- Volunteer
- Volunteering History
- Manage Opportunities
- Create A New Opportunity
- Manage Requests
- Submit Hours
- Give
- Additional Programs
- Campaigns
- News & Announcements
- Members
- Platform Metrics



About this Campaign

The United States has developed as a global leader, in large part, through the genius and hard work of its scientists, engineers, and innovators. In a world that's becoming increasingly complex, where success is driven not only by what you know, but by what you can do with what you know, it's more important than ever for our youth to be equipped with the knowledge and skills to solve tough problems, gather and evaluate evidence, and make sense of information. These are the types of skills that students learn by studying science, technology, engineering, and math—subjects collectively known as STEM.

Yet today, few American students pursue expertise in STEM fields—and we have an inadequate pipeline of teachers skilled in those subjects. That's why President Obama has set a priority of increasing the number of students and teachers who are proficient in these vital fields.

The need

All young people should be prepared to think deeply and to think well so that they have the chance to become the innovators, educators, researchers, and leaders who can solve the most pressing challenges facing our nation and our world, both today and tomorrow. But, right now, not enough of our youth have access to quality STEM learning opportunities and too few students see these disciplines as springboards for their careers.

The Solution

Our talented team has just the skills to bestow on our community's youth and we can help them pursue STEM fields like ours. Join us in our goal to volunteer 1000 hours of our team's time this year.

Volunteer Opportunities

[Volunteer to Help Kids Learn Entrepreneurism and More](#)

This opportunity has no location.

Flexible

[Learn More »](#)

Share This With A Colleague

Campaign Period

March 23, 2016 - April 23, 2016

Who We're Supporting

[Junior Achievement USA](#)
[TEACH FOR AMERICA INC](#)
[LATINO YOUTH LEADERSHIP INSTITUTE](#)
[BLACK YOUTH EDUCATIONAL ORGANIZATION](#)

Prizes

1st Place Prize

1 day PTO

2nd Place Prize

Free Lunch for Your Department

Who's Participating?

Easy to Participate and Manage

- Company can create a campaign to encourage volunteerism.
 - Can feature select or unlimited nonprofits to support
 - Can highlight perks for participating
- Employees can share the campaign with colleagues, see who's participating, and easily learn more about volunteer opportunities.

INSIDE LOOK

America's Charities® powered by CAUSECAST

Social, Engaging, and Reportable

- Employees can “check in” when they arrive at a volunteer opportunity, share their volunteer experience with colleagues afterwards, and post photos from their experience – all from your company’s employee giving site.
- The company can easily pull reports to track employee participation, nonprofits supported, and hours volunteered.

INSIDE LOOK

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Jenna Russ

- Dashboard
- Volunteer
- Give
- Additional Programs**
- Overview
- Submit In-Kind Giving Request
- In-Kind Giving Settings
- Submit Dollars for Doers Request
- VIP Rewards
- Campaigns
- News & Announcements
- Members
- Platform Metrics
- Nonprofits
- Platform Settings

Additional Programs

Donation Matching
Your company will match eligible donations up to a certain amount per year.

\$500.00 left to match until Jan 1, 2017

0 \$500.00

Dollars For Doers
Your company offers a grant to a nonprofit organization based on eligible volunteer hours.

0 hours to go!

0 1 hours

In-Kind Giving
Your company offers in-kind donations to certain eligible nonprofit organizations.

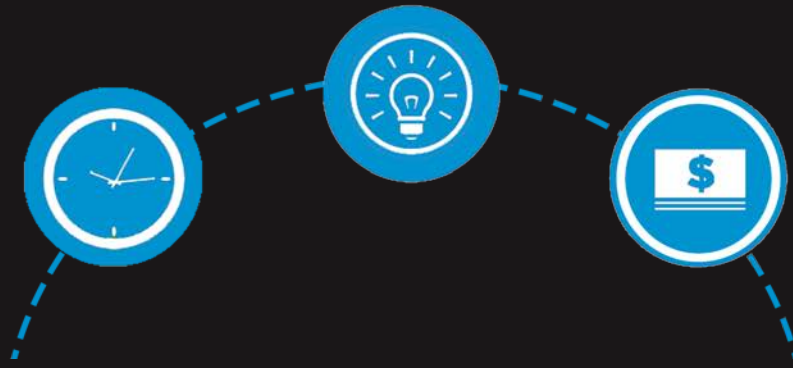
VIP Rewards
Your company offers you the option to redeem your earned volunteering points for rewards! You currently have 0 points available.

Manage Requests

Name	Nonprofit	Date	Amount/Value	Type	Status	View/Manage
Roseanne Wark	America's Charities	8/5/2015	\$200.00	Dollars For Doers	Approved	View/Manage

Encouraging and Rewarding

- Companies can add incentives, leverage company assets, and drive even more giving and participation.



America's Charities mobilizes the workforce to affect social change. We provide a wide range of fundraising solutions to help nonprofits expand their reach and diversify their revenue streams, and help employers maximize community impact and employee engagement through seamless integration of workplace giving, volunteering, social responsibility, and other philanthropic initiatives.

Get Started Now!

www.charities.org/contact

