

Business Volunteer Network

Best Practice Sharing

August 13, 2019

Recognition:

- Annual Employee Volunteer Awards
- Spotlight in daily/weekly memos and newsletters
- Providing food before/during/after events
- Shout outs during meetings
- Print materials that spotlight past/future volunteer opportunities
- Thank you notes
- Poster that recognizes employees who volunteered the previous month
- Paid Volunteer Time
- Post a list of people or departments who are leading in hour utilization
- Give a visible gift to people who utilize all their hours (ex. A bright colored batter charger for phones that people kept out on their desks)
- Drawing quarterly for people who log hours

Creating Effective Partnerships

- Shift from one time to longer term volunteer opportunities
- Combine onsite and community/agency opportunities
- Share results of volunteer experience with staff, management, leaders.
- Clear communication and realistic expectations (with the partner as well as employee volunteers)
- Dating – it's okay to find the best fit
- Lunch and learn to find fit

Marketing/Communicating Opportunities

- Create a team of employees ("Community Impact Team")
 - o Make sure all departments/locations etc. are represented on the team
 - o Use existing employee groups who are planning volunteer events as a starting point (ERGs, Green Team, etc.)
 - o Ask these groups to find and share opportunities
 - o When opportunities are sent to the Team, ask that they share them at every meeting they attend that day
 - o Get feedback from this group annually to improve
- Tried and true marketing, but make it fun and different
 - o Flyers with interesting visuals
 - o Have a senior level employee who doesn't email the whole company email the whole company

- Targeted promotion – connect with the group(s) or people you know will be interested
- Lunch and Learns – typical and remixed
 - o Offer at different times, multiple times, and try 30 minutes instead of an hour
 - o Leverage technology to record or WebEx in
- Add “How did you hear about this...” to sign up

Policies and Procedures

- Have designated “volunteer time off” rather than flex time or open policies; giving a set amount can encourage people to use their time to volunteer
- “Top down effect” – it’s important and helpful to have leaders express and demonstrate their commitment
- Group opportunities help increase utilization
- Policies that allow “out of work hour” volunteering to be flexed throughout the work week can make access more equitable for companies that have hourly and salaried employees, varying roles etc.
- Utilizing your payroll system so requesting volunteer time off is like requesting vacation, so people are familiar with the process of asking off

Skilled Volunteering:

- start with what the company is good at.
- Scott in group did free legal clinics and legal advice
- We talked a lot about park bank, and how they have done financial literacy with middle and high schoolers.
- In addition, talked about how they could do a higher education training program for helping kids figure out potential student loan debts
- Talked about how one of the biggest needs is to link the non-profit that has the needs with the company that has skilled people, and what companies are doing to figure out their skills within the company
- Help at the CEO and upper management level with the non-profits to aide them in running the company.
- TASC has an internal inventory of the skills of their employees to use in a situation like this.