

Strategic Volunteerism

Stop painting the same wall seven times & start creating real impact with your nonprofit partners!

PRESENTED BY:



#StrategicVolunteerism

Agenda

- Introductions
- Trends and Research
- Case Study
- Solutions
- Q&A



Speakers:



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*COO & Chief Business
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Moderator:



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Stop the painting!



Nonprofits want to keep their corporate partners happy. Said one *Snapshot 2014* survey participant, “This is why our homeless shelter was painted seven times last year.”

www.charities.org/trends



Expectations + Interest + Need

There needs to be better, more strategic alignment between the needs of nonprofits, the interests of employees and the expectations of employers.



Accelerating Importance

- **92%** of large companies offer volunteer opportunities – up from 68% in 2013
- **75%** of companies believe that employee volunteering is a primary way to engage with nonprofits
- **82%** companies say employees want the opportunity to volunteer with peers in a corporate-supported event



Increasing Support

- **60%** offering paid time off for volunteering
- **27%** providing financial grants in recognition of volunteer service
- **71%** provide volunteer opportunities to promote team building
- **70%** say their employees want the ability to organize volunteer events



Growing Expectations

- **75%** believe that it is essential for nonprofits to provide meaningful volunteer opportunities for their employees
- Many nonprofits don't naturally structure their work to accommodate groups
- Saying "no" or offering alternatives is scary



The Conundrum



Case Study Overview



Case Study: “The Request”

- One of Emergency Relief’s biggest corporate supporters calls with request:
 - A group of employees want to volunteer together (to team build and do good)
 - They want to volunteer next week for about half a day



Case Study: “The Reaction”

- Emergency Relief’s reaction to S&B:
 - “Fantastic, we’ll get back to you with details in a couple of days!”
- Emergency Relief’s internal team reaction:
 - We don’t have any volunteer opportunities next week that fit those parameters that would be of value to our nonprofit



Case Study: “The Action”

- Emergency Relief creates project for S&B:
 - The employee group can come in and pack Relief Kits (handed out to people impacted by disaster)
- The downside of the project:
 - Emergency Relief already bought relief kits in bulk for very cheap and the warehouse is full of relief kits
 - To make this volunteer opportunity happen for S&B, Emergency Relief would have to purchase individual items for the relief kits
 - Valuable staff time and resources will be spent making this volunteer project happen



Case Study: “The Result”

- S&B employee volunteer group showed up on appointed day:
 - Had fun and learned about Emergency Relief, but prefer to do something more “direct service” next time
 - None of the employees who participated signed up to be a regular volunteer



Case Study: “The Solution”

- What could/should have been done differently to produce a better outcome?



Strategic Volunteer Takeaway #1

- **Work with trusted partners**

This applies to both the company and the nonprofit. It should be easy for one to say to the other “No, but how about this solution?” Trust makes that conversation natural.



Strategic Volunteer Takeaway #2

- **Describe success**

Each should describe what they hope to achieve through the volunteer engagement. That means asking questions and answering openly.



Strategic Volunteer Takeaway #3

- **Leverage technology**

Nonprofits should make sure their volunteer opportunities – both group and individual – are posted on volunteering and employee engagement platforms companies are using. Companies should look at these as a first step so they have a sense of the types of volunteer activities nonprofits need.



Strategic Volunteer Takeaway #4

- **Follow up**

Evaluate how the activity went. Identify ways not only to improve, but to continue and deepen the engagement of the employees in the mission of the nonprofit.



Thank You!

www.charities.org/webinars

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