

Aligning Your Volunteer Program with Employee Interests



The Presenters:



Tess Srebro
Senior Marketing Manager
VolunteerMatch



Mandy Ryan
Managing Director
Changing Our World, Inc.



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



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



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

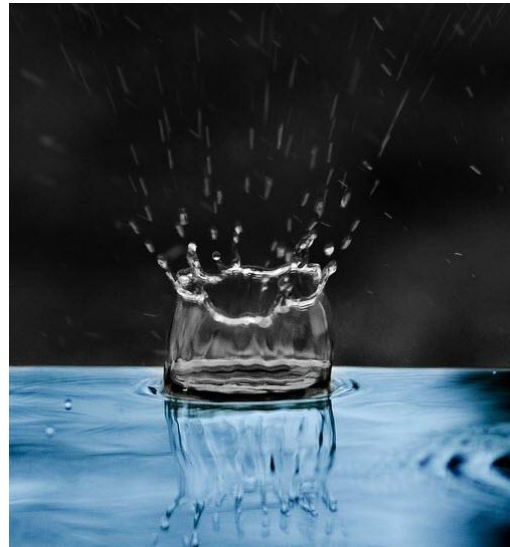


The CHALLENGE

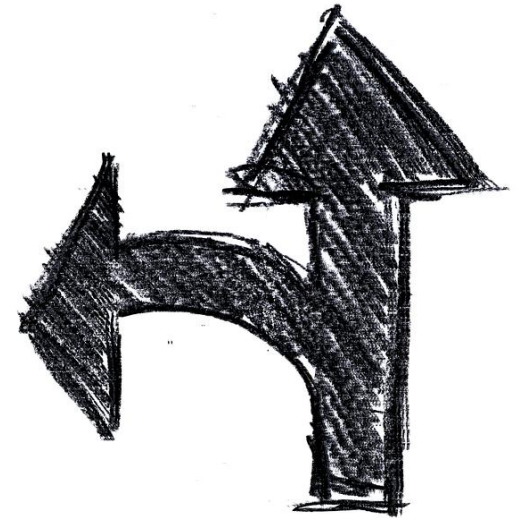
So why aren't they volunteering?



Time



Impact



Choice

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:

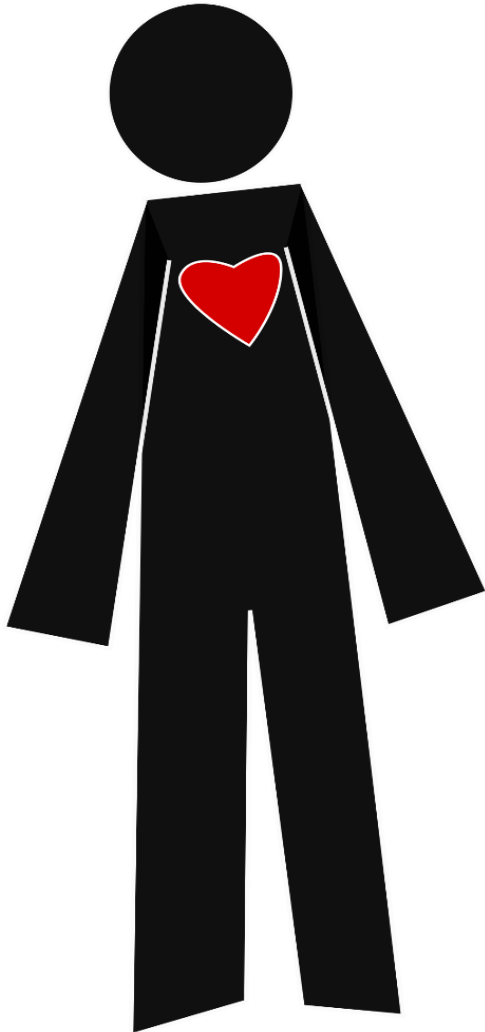
- Skills-Based Volunteering
- STEM Volunteering
- Measurement
- Volunteer Time Off

✓ Staying the Same:

- Group Volunteering

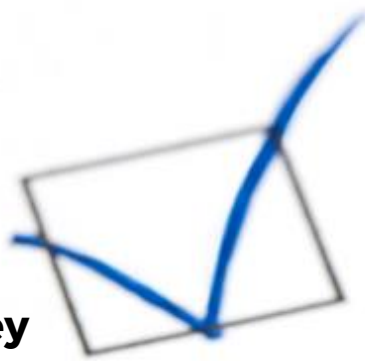
Volunteerism is PERSONAL:

Determine What Your Employees Want



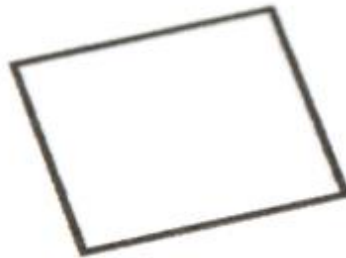
- ✓ Ask
- ✓ Observe
- ✓ Be Flexible & Responsive

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?

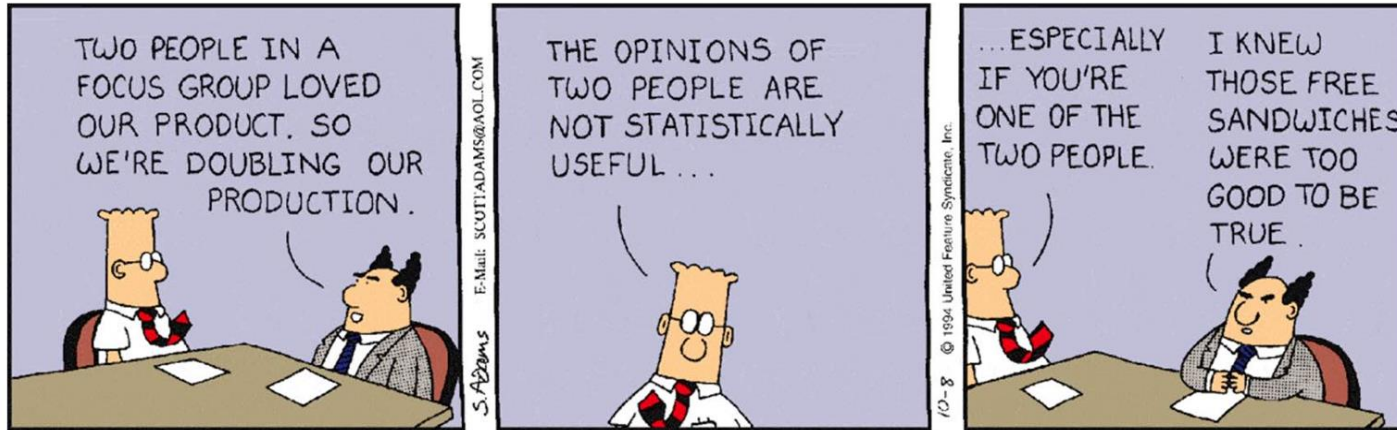


✓ **Participant Survey**

- 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

30 Ways To GET INVOLVED

The **Make Your Mark 30 Day Challenge** is about getting Xylem employees to get involved and make Watermark their own. To inspire action and provide some ideas on how you can Make Your Mark, here is a list of 30 ways you can get involved:

CONSERVE <small>water with these 100 ways</small> xylemwatermark.com/30day-1	POST <small>A 30 second video of how you Make Your Mark with #XylemWatermark</small> xylemwatermark.com/30day-2	VOLUNTEER <small>3.0 hours with Xylem Watermark between 3/22 - 4/22</small> xylemwatermark.com/30day-3	SHARE <small>#XylemWatermark whitepapers on LinkedIn</small> xylemwatermark.com/30day-4	TWEET <small>30 facts about water with #XylemWatermark</small> xylemwatermark.com/30day-5
LIKE <small>30 #XylemWatermark posts on Facebook</small> xylemwatermark.com/30day-6	WATCH <small>A video about World Water Day</small> xylemwatermark.com/30day-7	LEARN <small>About the History of Earth Day</small> xylemwatermark.com/30day-8	TAKE <small>Action for Earth Day</small> xylemwatermark.com/30day-9	WATCH <small>A video about Disaster Risk Reduction</small> xylemwatermark.com/30day-10
DONATE <small>\$30 to the Xylem Watermark Fund to Make Your Mark</small> xylemwatermark.com/30day-11	DOWNLOAD <small>Your Earth Day Tool kit</small> xylemwatermark.com/30day-12	POST <small>Your volunteer photos with #XylemWatermark</small> xylemwatermark.com/30day-13	SHARE <small>The World Water Day factsheet</small> xylemwatermark.com/30day-14	SIGN UP <small>To be a Watermark Champion</small> xylemwatermark.com/30day-15
TAKE <small>The World Water Day Quiz</small> xylemwatermark.com/30day-16	TEST <small>A local water source for the World Water Monitoring Challenge</small> xylemwatermark.com/30day-17	WALK FOR WATER <small>With 30 Colleagues</small> xylemwatermark.com/30day-18	CLEAN <small>A local watershed with colleagues</small> xylemwatermark.com/30day-19	PICK UP <small>30 pieces of trash around a water source</small> xylemwatermark.com/30day-20
SHARE <small>#XylemWatermark social media posts</small> xylemwatermark.com/30day-21	LEAD <small>A 30 minute Lunch 'N Learn about water</small> xylemwatermark.com/30day-22	COMMIT <small>To conserve water with these 30 ways</small> xylemwatermark.com/30day-23	RECYCLE <small>30 items before Earth Day</small> xylemwatermark.com/30day-24	AUDIT <small>Your personal water use with this Home Water Audit</small> xylemwatermark.com/30day-25
APPLY <small>For a Xylem Watermark Community Partnership Grant</small> xylemwatermark.com/30day-26	REDUCE <small>Your carbon footprint - Carpool or Bike to work for 30 days</small> xylemwatermark.com/30day-27	TEST <small>Your Water IQ</small> xylemwatermark.com/30day-28	DISCOVER <small>The hidden water we use every day</small> xylemwatermark.com/30day-29	SHARE <small>A video about the World Water Monitoring Challenge</small> xylemwatermark.com/30day-30



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**

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?

