



POINTS OF LIGHT
INSTITUTE



Corporate Engagement
Award of Excellence

PRINCIPLES OF EXCELLENCE FOR WORKPLACE VOLUNTEERING

Points of Light Institute encourages all business leaders to create, by example and through official workplace policies, an environment that inspires and equips employees and retirees to volunteer in the communities in which they live and work.

Points of Light Institute has worked with leading companies that have made a significant commitment to company-sponsored volunteer programs to develop the Principles of Excellence for Workplace Volunteering – standards that these flagship companies share in supporting the involvement of their employees in community service. These principles are criteria used for evaluation with the Corporate Engagement Award of Excellence.

THE PRINCIPLES OF EXCELLENCE:

ACKNOWLEDGE - The incorporation of the employee volunteer program as a key contributor to the achievement of the corporation's business goals.

The acknowledgement component refers to the values of the organizations employee volunteer program and how well it's incorporated throughout organization. The elements considered in this section explore the following areas:

- The volunteer program is part of the strategic commitment for the company's goals
- The volunteer program is supported by senior management
- The volunteer program is an integral part of your internal and external communications plan.

COMMIT - The establishment of procedures that manage, track and evaluate the effectiveness of your employee volunteer program.

This section allows you to show how the vision detailed in the "Acknowledge" section is manifested into a strategic plan for the day-to-day operations of your company. This includes policies and procedures you have put in place that:

- Motivate and incent your employees
- Tracking and measurement for your employee volunteer program
- Evaluation and results
- Does your volunteer program have high relevance to the employees' work life culture, is it a natural fit for the company?

TARGET - Workplace volunteering and addressing serious social issues in the community

The focus of this category turns outward to the impact on the community. Standards for the "Target" section are identification of focus areas (preferably in line with core organizational competencies), community needs assessment and gathering community feedback for improvement. The Principles of Excellence for Workplace Volunteering emphasize that community partnerships are critical to effectively target and address serious social problems. Excellent employee volunteer programs build non-profit capacity and better position organizational partners to improve the quality of life in their communities.