

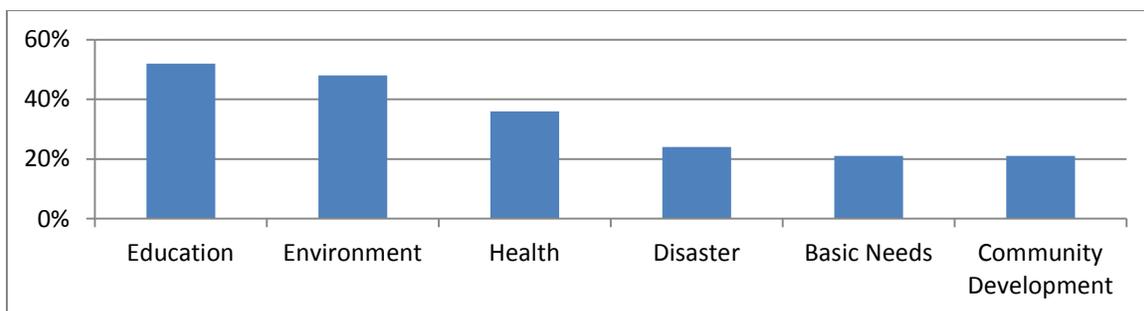
## Employee Volunteer Programs: At a Glance

Whether tapping the enthusiasm and talent of employees in St. Louis or Singapore, research continues to show that creating service opportunities isn't only benefitting communities in meaningful ways—it's enhancing your business, too. Service programs add value to recruiting and retention, employee engagement, leadership and skill development, brand value, innovation, community relationships and more. Points of Light's Corporate Service Council—the premier global platform for advancing corporate volunteerism—has collected insights into the characteristics of the nation's largest and most successful companies' employee volunteer programs (EVPs). This fact sheet presents findings from a 2013 survey of Corporate Service Council member companies organized by the seven practices of effective volunteer programs.

### THE PLAN

*Effective EVPs have specific societal, employee and business goals with clear strategies, focused efforts and tactics to achieve them.*

- CSC member companies focus their EVPs on the following issue areas, in order of priority: education (52%), environment (48%), health (36%), disaster response (24%), basic needs (21%) and community development (21%).



### DESIGN

*Effective EVPs leverage employee skills and corporate assets (such as philanthropic dollars, in-kind contributions, equipment, real estate and other physical assets), align with core competencies, enhance corporate operations, and adopt structures and policies that allow them to scale and deepen engagement.*

- 95% of EVPs are integrated in the overall corporate CSR strategy.

- 18% of EVPs are housed within the Community Engagement department, 14% of programs are housed within the Corporate Foundation, 12% are in Human Resources, 9% are stand-alone offices, 9% are housed in Marketing, and 3% are in Public Relations.
- 65% offer formal Paid Time Off (PTO) to volunteer.
- 56% offer informal PTO to volunteer.
- 51% support employee grants and matching grants such as Dollars for Doers programs.
- 50% offer project guidebooks for employee volunteers.
- 56% have a formal employee volunteer recognition program.
- 56% offer episodic (one-time, infrequent) company-sponsored volunteer opportunities.
- 26% offer long-term company-sponsored volunteer placements.
- 63% have EVPs with a global presence.
- CSC members offer the following types of volunteer activities:
  - 100%: hands-on volunteerism
  - 94%: board service programs
  - 88%: skills-based or pro bono projects
  - 67%: national service days/weeks/months
  - 24%: service opportunities for retirees

## LEADERSHIP

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*Effective EVPs benefit from vocal and continual support from company leadership at all levels that specifically promotes and furthers the EVP's mission, goals and plan.*

- In addition to securing the support of C-Suite and executive level managers, engage middle management, whose support is critical in securing employee participation. There are 10.8 million workers who are considered middle managers--7.6% of the labor force--and they play a vital role in shaping the culture of any organization.

## PARTNERSHIPS

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*High performing EVPs understand the importance of strategic partnerships and intentional collaboration with government, private and nonprofit partners.*

- 27% belong to a local [Corporate Volunteer Council](#).

## EMPLOYEE ENGAGEMENT

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*Effective EVPs generate broad-based employee enthusiasm, support and stewardship for the program itself. They also enrich the employee work-related experience as demonstrated by increased morale, productivity, retention, workplace skills and/or other indicators of engaged employment.*

- Strategies to recognize and engage volunteers include: Internet and intranet communications (84%), personal notes (72%), company newsletters (69%), sharing volunteer photos (69%), and award ceremonies (59%).

## MEASUREMENT

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*High performing EVPs measure the degree to which they are accomplishing their plan, including the processes that are performed effectively and the level to which the EVP achieves outputs, accomplishments, and business and social impact. These results are shared internally and externally.*

- 82% track volunteer hours.
- 51% count both “on company time” and “outside company time” volunteer hours.
- Companies measure the return on investment (ROI) of their EVPs by tracking: amount of time volunteered (93%), number of nonprofits served (83%), impact on employee morale (77%), impact on employee development (60%) and impact on beneficiaries (57%).

## SUCCESS & GROWTH

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*Effective EVPs recognize, communicate and celebrate success internally and externally while continuously learning from peers, volunteers and partners and reflecting on potential program improvements.*

- 34% of CSC members report to senior management on a quarterly basis; 22% report on a monthly basis.
- Strategies to recognize volunteers include: Internet or intranet communications (84%), personal notes (72%), company newsletters (69%), sharing volunteer photos (69%) and award ceremonies (59%).

The [Points of Light Corporate Institute](http://www.pointsoflight.org/corporate-institute) is the go-to resource for community-minded companies looking to build and expand effective employee volunteer programs. With our global network of 250 affiliates and a team of experts, we can help you create a customized volunteer program, engage your employees, learn best practices, network with other leading companies and gain visibility for leadership and excellence.



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