

Corporate Days of Service

A day of service is a set time when employees are encouraged to participate as volunteers for a non-profit organization, community program or company event. Many Corporate Engagement Programs hold these high-profile, time-limited and usually companywide events as an opportunity where large groups of employees can volunteer together.

Corporate days of service help to raise awareness, mobilize volunteers, and provide companies with an opportunity to build new partnerships, engage and recognize employees, and gain more visibility. Depending on the company size, culture, and program goals, there are a number of ways to structure a day of service events.

- Days of service events range in length
 - Day
 - Week
 - Month
- Can be organized locally, nationally or globally
- Can coincide with national holidays or other recognized events
 - Make A Difference Day
 - Global Volunteer Day
 - Veterans Day
 - Pro-bono week
 - Earth Day
 - 9/11 National Day of Service and Remembrance
 - Martin Luther King, Jr. Day of Service

It is up to the company to decide which makes more sense for all stakeholders involved.

Company	Example
Citi	For Make A Difference Day, Citi mobilize tens of thousands of employee volunteers in over 90 countries on its annual Global Community Day.
Caesars Entertainment	Caesars Entertainment organizes the Compact Florescent Light Bulb (CFL) Distribution Day in celebration of Earth Day.
Cbeyond (2012 Corporate Engagement Award of Excellence honoree)	In 2011 Cbeyond celebrated a Week of Service in October during which employees prepared more than 10,000 meals and contributed more than 3,000 hours of volunteer service to communities.
Honda Manufacturing of Alabama	Honda Manufacturing of Alabama organized a day where employees donated and read books at an elementary school as part of Read Across America Day in March.
IBM	More than 300,000 IBMers who took part in 2011's Centennial Celebration of Service, resulting in 3.2 million hours of community-based service in 120 countries.
Deloitte & Touche	On IMPACT Day, tens of thousands of Deloitte professionals volunteer at 800+ community service projects organized by more than 100 office locations nationwide. Approximately one third of all volunteer projects are "skills-based".

Company	Example
Washington Trust Company	Through the Bank's Dare to Care Day program every Bank officer participates in a day of service for one of several volunteer projects held during business hours.
Timberland (2012 Corporate Engagement Award of Excellence honoree)	Each year Timberland organizes two global days of service: Earth Day in April and the company signature program: "Serv-a-palooza" in the fall.
Hasbro	In honor of the 10th anniversary of 9/11, Harbro Inc. hosted special service projects for employees and their families at offices nationwide. Over 500 employees participated in projects that benefitted nonprofit organizations dedicated to serving those in the U.S. Armed Forces.
Kraft Foods (2012 Corporate Engagement Award of Excellence honoree)	Operations of Kraft Foods in more than 33 other countries volunteered in their communities in Make a Delicious Difference Week yearly.
Qualcomm	In 2011, over 1,500 employees in Qualcomm offices worldwide participated in the "QCares Experience," an annual month-long global volunteerism program.
Amway	United Way Day of Caring
AT&T (2010 Corporate Engagement Award of Excellence honoree)	National Volunteer Week, National High Technology Day
Bank of America	Global Service Month
Campbell Soup (2011 Corporate Engagement Award of Excellence honoree)	National Make a Difference Week
Constellation Energy Group	– MLK Day, National Volunteer Week, Take Your Sons and Daughters To Work Day, United Way Days of Action
Credit Solutions	Volunteer Appreciation Week
Discover Financial Services	Discover Cares Month, MLK Day, 9/11 National Day of Service and Remembrance
Intel (2010 Corporate Engagement Award of Excellence honoree)	National Engineers & Technicians Month, Earth Month, MLK Day
Chesapeake Energy Corporation	Thank You Mentor Day, National Volunteer Week
Morgan Stanley	Global Volunteer Month
Novartis Corporation	Disability Mentoring Day, Community Partnership Day
McDonald's Corporation	McHappy Week
PIMCO	MLK Day, Earth Day, Make a Difference Day, 9/11 National Day of Service and Remembrance
Ritz-Carlton Hotel Company	Global Youth Service Day

**Based on information provided by 2010-2012 Corporate Engagement Award of Excellence applicants*

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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