

# What are the different types of employee volunteers?

What drives employees to volunteer at work? Research shows that engagement in your volunteer program depends on the types of employees you have. Social-oriented volunteers are motivated by social opportunities and care about the the mission of the nonprofits they serve. Career-oriented volunteers, however, are motivated by professional opportunities for advancement. Understand these motivations to design a high-impact volunteer program for your organization.

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## What do they look for in volunteer programs?

### Social-Oriented



**Volunteering with friends and family**



**Hands-on volunteering**



**Company-organized service opportunities**



**Care about mission of nonprofit and having a direct impact**

### Career-Oriented



**Impact on skills and professional development**



**Formal employee volunteer recognition (i.e., CEO award)**



**Volunteer opportunities during or after work**



**Strong alignment with business strategy**

### Social and Career-Oriented



**Paid time off to volunteer (VTO)**



**Employer match of employee charitable contributions**



**Strong nonprofit partnerships**

SOURCE: "Maximizing the Effectiveness of Corporate Volunteer Programs," CEB, 2014