ENGAGING EMPLOYEES WHEN YOU CAN’T VOLUNTEER IN-PERSON

Strategies for Social Impact in Light of COVID-19
WEBINAR OVERVIEW

AGENDA

• Welcome & Overview
• Message from the CEO
• Insights from the POL Network
• Strategies for Engaging Employees
• Strategies for Recognizing Employees
• Sustained Crisis Communications
• Additional Resources & Support

MODERATED BY

JENNY LAWSON
Chief Civic Innovation Officer
Points of Light
MISSION & VISION

The points of light mission is to inspire, equip and mobilize people to take action that changes the world. We envision a world in which everyone discovers the power to make a difference, creating healthy communities in vibrant, participatory societies.

ACCELERATING PEOPLE-POWERED CHANGE

Points of Light and our Global Network help forge new connections, inspiring and accelerating people-powered change in communities around the world. We believe everyone has the power to create change. *Every action, no matter how small, is significant.*

**EMPOWERING MILLIONS OF VOLUNTEERS**
We inspire and equip individuals and families to be a force that transforms the world, connecting them with opportunities to serve and recognizing their efforts.

**EQUIPPING HUNDREDS OF NONPROFITS**
We work with nonprofits, sharing insights, innovations and training to better facilitate action among partners and volunteers.

**ENGAGING COMMUNITY-MINDED CORPORATIONS**
We partner with leading companies to share best practices and set the standard for corporate volunteerism and the way businesses engage in their communities.
INDIVIDUALS + NONPROFITS + CORPORATIONS

A GLOBAL COMMUNITY FOR IMPACT

18K Local Community Partners
2M Volunteers Engaged
36 Countries

208 Nonprofit Affiliates
41 States

72 Data Sharing Partners
120K Organizations and Schools

150K Volunteer Delinquents Per Year

7 CSC Members in Fortune Top 50 Changing the World
3M Volunteers Engaged
43 CSC Members in Fortune 500
32K Local Community Partners
227 Companies Engaged

6,000+ Daily Point of Light Awards
1.5M President’s Volunteer Service Awards

POINTS OF LIGHT

CORPORATIONS

NONPROFITS

INDIVIDUALS

POINTS OF LIGHT
Points of Light defines civic engagement as more than standard volunteerism. In a normal operating environment, people are engaged through all types of civic activities.

However, the landscape has changed. Restrictions on daily life in response to COVID-19 mean we need to reexamine this civic circle because we strive to meet people where they are, even in times of disaster.
WELCOME REMARKS

SCALING IMPACT & SUPPORT

MEGHAN MOLONEY
Chief Operating Officer, Points of Light
WELCOME REMARKS
> POL NETWORK INSIGHTS
ENGAGEMENT STRATEGIES
RECOGNITION STRATEGIES
CRISIS COMMUNICATIONS

PETER YANG
Founder & Executive Director, Empact
Singapore Global Affiliate
Employee Volunteering When You Can’t Serve in Person

POL Webinar
Virtual ProBono Business Clinics - The Why

NPOs and SEs are facing unprecedented challenges to survive and sustain (e.g. funding down 80%, shortage of volunteers)

Empact sees an opportunity to **build capacity** and bring **innovation** of the social sector

Corporates intend to do something about COVID-19 and continue volunteering in safe manner

**Business Clinics Objectives:**

- Support NPO/SE leaders to gain clarity in key functional areas (cash flow management, technologies)
- Co-create solutions that can be implemented
### How does the clinic session look like currently?

**2.5 Hrs Vol Briefing + Actual Session**

<table>
<thead>
<tr>
<th>10 – 20 Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 – 20 Volunteers</td>
</tr>
</tbody>
</table>

**3 days before the clinic**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>30 min</td>
<td>Volunteer briefing</td>
</tr>
</tbody>
</table>

**Actual day of volunteering**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>30 min</td>
<td>Context setting and getting to know each other</td>
</tr>
<tr>
<td>45 min</td>
<td>One - one consultation (1 organisation to 1 or 2 volunteers)</td>
</tr>
<tr>
<td>45 min</td>
<td>Share reflection and cross learning as a group</td>
</tr>
</tbody>
</table>
What’s after the clinics?

- Follow up on possible implementation support (new volunteering opportunities)
- Track progress and feature case studies (to inspire others who do not have the opportunities)
- Consolidate common topics into training (Virtual Probono School - e.g. BCP)
- Raise awareness of needs among other resource providers (Matching resources)
What does it mean for our corporate partners?

- **Contribute**
  - critically needed expertises for the survival of their community partners

- **Engage**
  - staff meaningfully and in a safe manner especially during social distancing period

- **Innovate**
  - new ways to impact the community (both short term and long term) and develop staff
COMMUNITY INSIGHTS

EXECUTIVE FELLOW CAPACITY BUILDING & NETWORKS, POINTS OF LIGHT

JEANETTE GISBERT
Executive Fellow Capacity Building & Networks, Points of Light
WELCOME REMARKS
POL NETWORK INSIGHTS
> ENGAGEMENT STRATEGIES
RECOGNITION STRATEGIES
CRISIS COMMUNICATIONS

LEADING WITH PURPOSE

JONATHAS BARRETO
Vice President of Networks, Points of Light
SOCIAL IMPACT IN LIGHT OF COVID-19

STRATEGIES FOR RESPONDING TO THE NEEDS OF A DYNAMIC WORKFORCE

- Move from in person to virtual community engagement
- Review and rethink internal policies and processes related to community engagement
- Build and strengthen advocacy and awareness campaigns
- Focus on employee recognition and storytelling

PROVIDE VIRTUAL & REMOTE VOLUNTEER OPPORTUNITIES

How can you support a local community?
COVID-19 Response

As we support the health and well-being of our communities through social isolation, we recognize that the desire to help others by giving back remains strong.

In addition, the needs of our neighbors and communities grow in times of crisis.

We are committed to helping meet those needs while taking the appropriate precautions to keep people safe.

Please click below for a list of volunteer opportunities you can do from your home and keep checking back here for more COVID-19 response opportunities as they develop.

Volunteer from Home

www.allforgood.org
Move from in-person to virtual community engagement

Focus on SBV & Pro Bono Virtual Projects

How can you share skills with your local community?
### Review employee volunteering strategy

- Create or revamp employee champion/leader strategy
- Update or create strategies to efficiently leverage volunteer management platform
- Listen to employees and community about their interests and suggestions to improve the EVP

### Develop, update and promote policies

- Make sure that your VTO policy is inclusive to non-traditional volunteering
- Create or review your dollars-for-doers program to include virtual volunteering
- Develop a special matching grants campaign to support relief organizations

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**How can you improve your strategy and infrastructure to support employees and the community in times of crisis?**
SHIFT FOCUS FROM DIRECT SERVICE TO EDUCATION & TRAINING

- Education/training about specific social issues
- Virtual presentations from nonprofit partners - “listening/learning campaign”
- Board service training and matching

How can you build community engagement and social impact skills with your employees and local community?
SOCIAL IMPACT IN LIGHT OF COVID-19

BUILD AND STRENGTHEN ADVOCACY & AWARENESS CAMPAIGNS

- Promote the 2020 Census and voter education/registration (even more critical with the COVID-19 pandemic!)

- Advocate for issues of importance to your company
  - End Hunger in 30, Polaris (end human trafficking)

- Transition your company-wide Day of Service to a Day of Purpose
In light of COVID-19, it is more important than ever to recognize and celebrate the impact of volunteer service. Communities still need support and depend on volunteers for that support.

**HOW YOU CAN PARTICIPATE**

- Plan a virtual volunteer activation
- Recognize your volunteers
- Post on social media, corporate websites, or other channels using #LocalLight
EMPLOYEE ENGAGEMENT IN LIGHT OF COVID-19

STRATEGIES FOR ENGAGEMENT

• Provide virtual and remote volunteer opportunities
• Focus on SBV and pro bono virtual projects
• Tackle internal capacity building projects
• Shift focus from direct service to education and training
• Build and strengthen advocacy and awareness campaigns
EMPLOYEE ENGAGEMENT IN LIGHT OF COVID-19

EMPLOYEE RECOGNITION & STORYTELLING

Daily Point of Light Award
Millions of people act on their power to do good every day, using their hearts, hands and minds to help strengthen communities and solve persistent problems. We recognize their individual stories and lift them up to inspire others so we may each, in our own way, answer the call to make a difference. Learn more.

President’s Volunteer Service Award
The PVSA program allows certifying organizations to recognize their most exceptional volunteers who positively impact communities in every corner of the nation and inspires those around them to take action, too. Learn more.

L’Oréal Paris Women of Worth
L’Oréal Paris Women of Worth honors extraordinary women who selflessly volunteer their time to serve their communities. Learn more.
WELCOME REMARKS

POL NETWORK INSIGHTS

ENGAGEMENT STRATEGIES

RECOGNITION STRATEGIES

> CRISIS COMMUNICATIONS

RESEARCH & STRATEGY

KATE MEISSNER

SVP of Marketing and Business Development, Edelman
Trust and the Coronavirus

10-market online Survey

- Brazil, Canada, France, Germany, Italy, Japan, S. Africa, S. Korea, U.K. and U.S.
- All data is nationally representative based on age, region and gender
- 10,000 respondents (1,000 per market)

Timing of Fieldwork: March 6 – March 10, 2020

Margin of error

- 10-market global data margin of error: +/- 1.0% (N=10,000)
- Market-specific data margin of error: +/- 3.1 (N=1,000)
LOOKING FOR TRUSTWORTHY INFORMATION
7 IN 10 FOLLOWING CORONAVIRUS NEWS DAILY

Percent who say they follow coronavirus news at least once a day or several times a day

2020 Edelman Trust Barometer Special Report: Trust and the Coronavirus. Q5. How often are you looking for and accessing information about the virus and how it is spreading? Question shown to those who have heard of the virus (Q1/1). 10-mkt avg. Data collected between March 6 and March 10, 2020.
WORRY ABOUT RELIABILITY OF CORONAVIRUS INFORMATION

Percent who agree

- I worry that there is a lot of fake news and false information being spread about the virus: 74%
- It has been difficult for me to find reliable and trustworthy information about the virus and its effects: 45%
- We need to hear more from scientists and less from politicians: 85%

2020 Edelman Trust Barometer Special Report: Trust and the Coronavirus. Q3. Please indicate your level of agreement with the statements below using a nine-point scale where one means "strongly disagree" and nine means "strongly agree". 9-point scale; top 4 box, agree. Question shown to those who have heard of the virus (Q1/1). 10-mkt avg. Data collected between March 6 and March 10, 2020.
MOST TRUSTED SPOKESPEOPLE: SCIENTISTS, HEALTH OFFICIALS AND DOCTORS

Percent who trust each information source to tell the truth about the virus

<table>
<thead>
<tr>
<th>Source</th>
<th>2020 Edelman Trust Barometer Special Report: Trust and the Coronavirus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scientists</td>
<td>83</td>
</tr>
<tr>
<td>My doctor</td>
<td>82</td>
</tr>
<tr>
<td>CDC officials</td>
<td>75</td>
</tr>
<tr>
<td>WHO officials</td>
<td>72</td>
</tr>
<tr>
<td>Doctors/health experts</td>
<td>68</td>
</tr>
<tr>
<td>A person like yourself</td>
<td>63</td>
</tr>
<tr>
<td>NGO representative</td>
<td>58</td>
</tr>
<tr>
<td>Healthcare CEOs</td>
<td>54</td>
</tr>
<tr>
<td>My employer CEO</td>
<td>54</td>
</tr>
<tr>
<td>My co-workers</td>
<td>53</td>
</tr>
<tr>
<td>My country’s leader</td>
<td>51</td>
</tr>
<tr>
<td>The news media</td>
<td>50</td>
</tr>
<tr>
<td>Government official</td>
<td>48</td>
</tr>
<tr>
<td>Countries most affected</td>
<td>46</td>
</tr>
<tr>
<td>Journalists</td>
<td>43</td>
</tr>
</tbody>
</table>

2020 Edelman Trust Barometer Special Report: Trust and the Coronavirus. Q13. Please indicate how much you trust each of the following sources to tell you the truth about the virus and its progression. 9-point scale; top 4 box; trust. Question shown to those who have heard of the virus (Q1/1). 10-mkt avg. “My employer CEO,” “HR executive,” “Sr. executives,” and “Co-workers” were only asked of those employed (Q43/1). Data collected between March 6 and March 10, 2020.
EMPLOYERS BELIEVED MOST READILY

Percent who report they believe coronavirus information from each source

<table>
<thead>
<tr>
<th>Employer communication</th>
<th>Government website</th>
<th>Health company website</th>
<th>Traditional media</th>
<th>Social media</th>
</tr>
</thead>
<tbody>
<tr>
<td>Once or twice</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>If I see it here, I will automatically assume it is true</td>
<td>63</td>
<td>58</td>
<td>56</td>
<td>51</td>
</tr>
</tbody>
</table>

Nr. of times they need to see the information repeated before believing it:

- 8
- 12
- 12
- 12
- 35

I will never believe it is true if this is the only place I see it.

2020 Edelman Trust Barometer Special Report: Trust and the Coronavirus. Q14. When you see a new piece of information about coronavirus in each of the following places, how many times do you need to see it or hear repeated before you believe it is really true? Question shown to those who have heard of the virus (Q1/1). “Once or twice” is a sum of codes 2 and 3. 10-mkt avg. “Employer communications” was only asked of those employed (Q43/1). Data collected between March 6 and March 10, 2020.
A CRITICAL ROLE FOR BUSINESS
MY EMPLOYER SEEN AS BETTER PREPARED THAN MY COUNTRY

Percent who say each is well-prepared for the viral outbreak

<table>
<thead>
<tr>
<th>Country</th>
<th>Employer Advantage</th>
<th>My Employer</th>
<th>My Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global 10</td>
<td>49</td>
<td>43</td>
<td>41</td>
</tr>
<tr>
<td>Japan</td>
<td>50</td>
<td>27</td>
<td>28</td>
</tr>
<tr>
<td>S. Africa</td>
<td>41</td>
<td>41</td>
<td>35</td>
</tr>
<tr>
<td>U.S.</td>
<td>51</td>
<td>43</td>
<td>38</td>
</tr>
<tr>
<td>Brazil</td>
<td>42</td>
<td>35</td>
<td>44</td>
</tr>
<tr>
<td>France</td>
<td>44</td>
<td>38</td>
<td>51</td>
</tr>
<tr>
<td>Italy</td>
<td>51</td>
<td>46</td>
<td>67</td>
</tr>
<tr>
<td>S. Korea</td>
<td>71</td>
<td>67</td>
<td>48</td>
</tr>
<tr>
<td>U.K.</td>
<td>48</td>
<td>46</td>
<td>44</td>
</tr>
<tr>
<td>Germany</td>
<td>44</td>
<td>45</td>
<td>45</td>
</tr>
<tr>
<td>Canada</td>
<td>45</td>
<td>53</td>
<td>71</td>
</tr>
</tbody>
</table>

2020 Edelman Trust Barometer Special Report: Trust and the Coronavirus. Q3. Please indicate your level of agreement with the statements below using a nine-point scale where one means “strongly disagree” and nine means “strongly agree”. 9-point scale; top 4 box, agree. Question shown to those who have heard of the virus (Q1/1). 10-mkt avg. “My employer” was only asked of those employed (Q43/1). Data collected between March 6 and March 10, 2020.
AFTER HEALTH AUTHORITIES, EMPLOYERS MOST TRUSTED TO RESPOND EFFECTIVELY

Percent who trust each to respond effectively and responsibly to the coronavirus outbreak

- Hospitals and doctors: 85%
- National health authorities: 78%
- Global health authorities such as the WHO: 74%
- Local health authorities: 72%
- My employer: 62%
- Private/government-run health insurance: 60%
- Schools and educational institutions: 58%
- Pharmaceutical companies: 57%
- The government: 55%
- NGOs: 53%
- Business in general: 49%
- The citizens of my country: 46%
- The media: 46%
- The governments of other countries: 42%

2020 Edelman Trust Barometer Special Report: Trust and the Coronavirus. Q11. Please indicate how much you trust each of the following to respond effectively and responsibly to the coronavirus outbreak. 9-point scale; top 4 box, trust. Question shown to those who have heard of the virus (Q1/1). 10-mkt avg. “My employer” was only asked of those employed (Q43/1). Data collected between March 6 and March 10, 2020.
GOVERNMENT SEEN AS FAR MORE EFFECTIVE WHEN PARTNERED WITH BUSINESS

Percent who trust each the most to effectively lead efforts to combat the virus

<table>
<thead>
<tr>
<th></th>
<th>Global 10</th>
<th>Germany</th>
<th>Brazil</th>
<th>Italy</th>
<th>S. Africa</th>
<th>Canada</th>
<th>U.S.</th>
<th>Japan</th>
<th>U.K.</th>
<th>France</th>
<th>S. Korea</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business alone</td>
<td>5</td>
<td>4</td>
<td>6</td>
<td>3</td>
<td>7</td>
<td>3</td>
<td>8</td>
<td>7</td>
<td>2</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Government alone</td>
<td>20</td>
<td>11</td>
<td>19</td>
<td>21</td>
<td>15</td>
<td>22</td>
<td>13</td>
<td>15</td>
<td>23</td>
<td>17</td>
<td>42</td>
</tr>
</tbody>
</table>

Government and business working together as a team

45%

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2020 Edelman Trust Barometer Special Report: Trust and the Coronavirus. Q6. Who do you trust most to effectively lead the efforts in your country to combat the coronavirus and its spread? Question shown to those who have heard of the virus (Q1/1). 10-mkt avg. Data collected between March 6 and March 10, 2020.
LOOKING FOR DAILY UPDATES FROM MY EMPLOYER

Percent who say they want their employer to update information about the virus at least once a day or several times a day

<table>
<thead>
<tr>
<th>Country</th>
<th>At least once a day</th>
<th>Several times a day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global 10</td>
<td>63</td>
<td>43</td>
</tr>
<tr>
<td>S. Korea</td>
<td>85</td>
<td>30</td>
</tr>
<tr>
<td>Italy</td>
<td>78</td>
<td>50</td>
</tr>
<tr>
<td>Brazil</td>
<td>73</td>
<td>48</td>
</tr>
<tr>
<td>S. Africa</td>
<td>71</td>
<td>42</td>
</tr>
<tr>
<td>Japan</td>
<td>69</td>
<td>49</td>
</tr>
<tr>
<td>U.K.</td>
<td>54</td>
<td>39</td>
</tr>
<tr>
<td>U.S.</td>
<td>54</td>
<td>35</td>
</tr>
<tr>
<td>France</td>
<td>52</td>
<td>41</td>
</tr>
<tr>
<td>Germany</td>
<td>47</td>
<td>37</td>
</tr>
<tr>
<td>Canada</td>
<td>43</td>
<td>32</td>
</tr>
</tbody>
</table>

2020 Edelman Trust Barometer Special Report: Trust and the Coronavirus. Q10. How often would you like to be updated on the information you just indicated your employer should be sharing? Question shown to those who are aware of the virus and are employees and listed information their employer should be sharing (Q1/1 AND Q43/1 AND Q9/1-14,16). 10-mkt avg. Data collected between March 6 and March 10, 2020.
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1.</strong></td>
<td>Business and government must partner to respond effectively</td>
</tr>
<tr>
<td><strong>2.</strong></td>
<td>Take steps to protect employees, customers and the local community</td>
</tr>
<tr>
<td><strong>3.</strong></td>
<td>Communicate trustworthy information daily</td>
</tr>
<tr>
<td><strong>4.</strong></td>
<td>Leverage scientists and other authoritative spokespeople</td>
</tr>
</tbody>
</table>
FURTHER SUPPORT & RESOURCES

• The webinar presentation, recording and resource links will be shared

• In the coming weeks we will be compiling additional strategies, ideas and resources to share with organizations

  • How you can help – Let us know your ideas and strategies to help accelerate and centralize knowledge sharing within the business community

• For companies, look for an invitation to join the Community for Employee Civic Engagement (CECE) online platform for additional learning opportunities and resources
POINTS OF LIGHT