MARCH 19, 2020

ENGAGING EMPLOYEES WHEN YOU CAN'T VOLUNTEER IN-PERSON

Strategies for Social Impact in Light of COVID-19

POINTS OF LIGHT
GLOBAL NETWORK

EMPLOYEE ENGAGEMENT 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

POINTS OF LIGHT
GLOBAL NETWORK

THE WORLD'S LARGEST VOLUNTEER SERVICE ORGANIZATION

POINTS OF LIGHT OVERVIEW

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.

QUICK FACTS

30 Years Experience

Offices in Atlanta (HQ), New York City and Washington DC

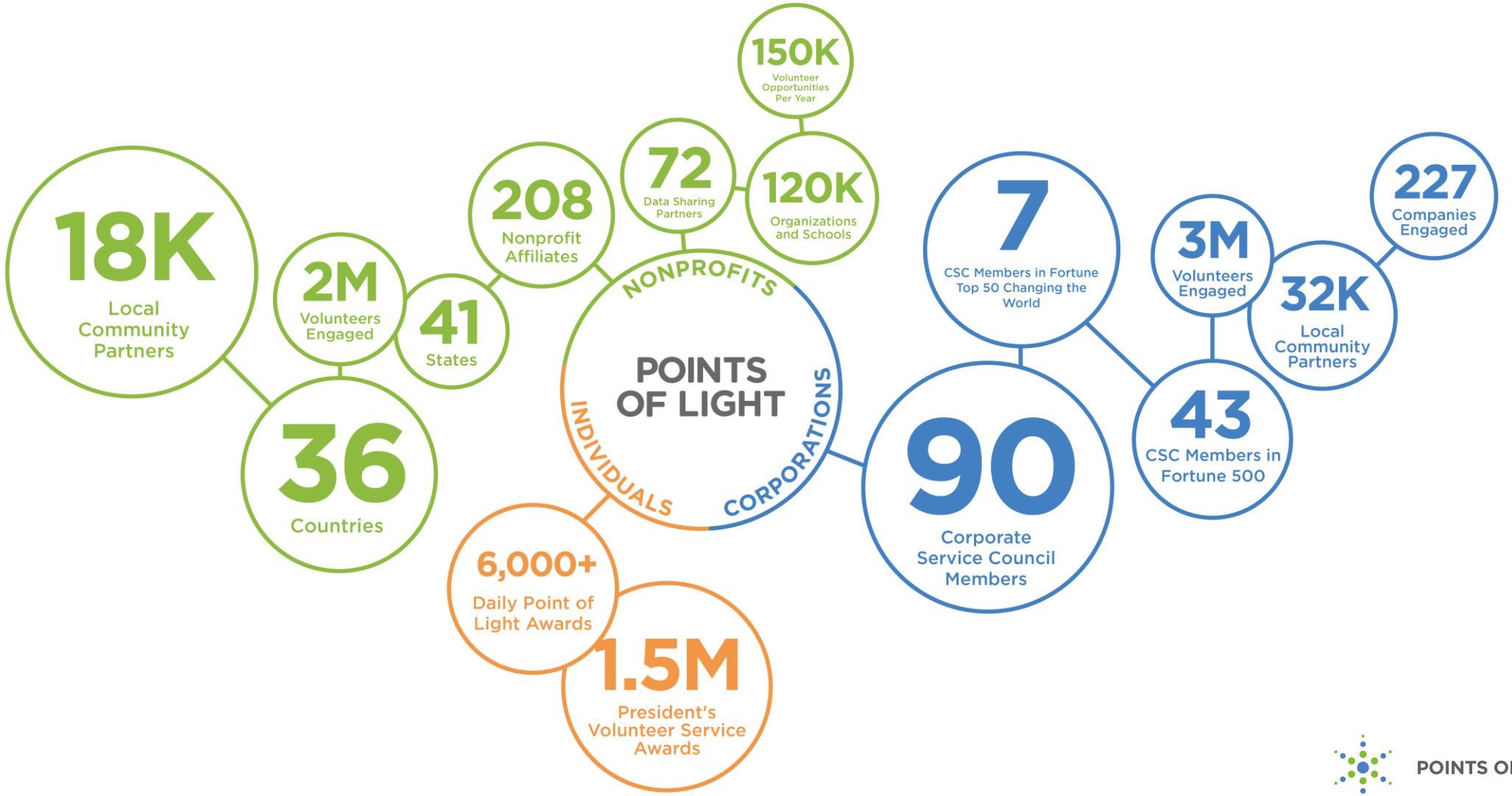
208 affiliates in 37 Countries

65+ Full Time Employees

POINTS OF LIGHT

INDIVIDUALS + NONPROFITS + CORPORATIONS

A GLOBAL COMMUNITY FOR IMPACT



POINTS OF LIGHT

> WELCOME REMARKS

POL NETWORK INSIGHTS

ENGAGEMENT STRATEGIES

RECOGNITION STRATEGIES

CRISIS COMMUNICATIONS

LEADING WITH PURPOSE

NATALYE PAQUIN

President & CEO, Points of Light

POINTS OF LIGHT
GLOBAL NETWORK

EVERY ACTION MATTERS

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

> POL NETWORK INSIGHTS

ENGAGEMENT STRATEGIES

RECOGNITION STRATEGIES

CRISIS COMMUNICATIONS

SCALING IMPACT & SUPPORT

MEGHAN MOLONEY

Chief Operating Officer, Points of Light

POINTS OF LIGHT
GLOBAL NETWORK

WELCOME REMARKS

> POL NETWORK INSIGHTS

ENGAGEMENT STRATEGIES

RECOGNITION STRATEGIES

CRISIS COMMUNICATIONS

GLOBAL INSIGHTS

PETER YANG

Founder & Executive Director, Empact

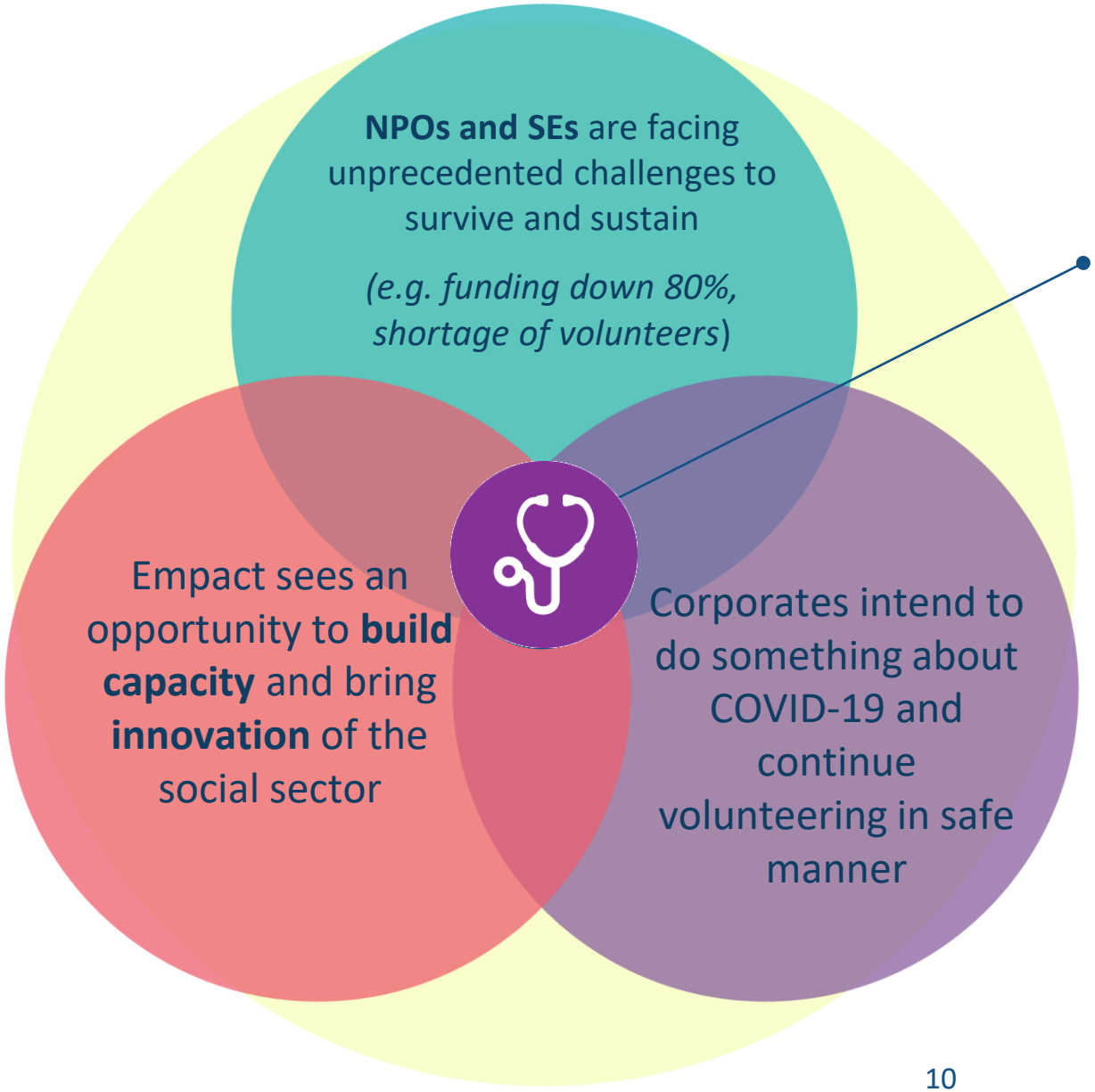
Singapore Global Affiliate

POINTS OF LIGHT
GLOBAL NETWORK

Employee Volunteering When You Can't Serve in Person

POL Webinar

Virtual ProBono Business Clinics - The Why



Business Clinics Objectives:

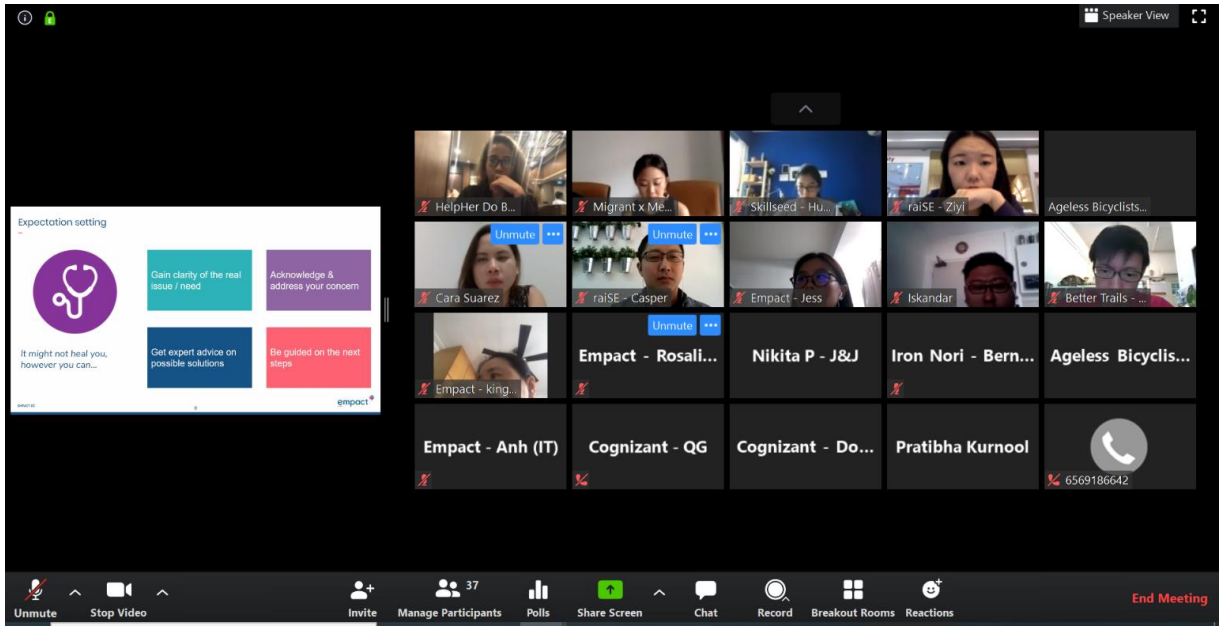
- Support NPO/SE leaders to gain clarity in key functional areas (cash flow management, technologies)
- Co-create solutions that can be implemented

How does the clinic session look like currently?

2.5 Hrs *Vol Briefing + Actual Session*

10 – 20 Participants

10 – 20 Volunteers



3 days before the clinic	
30 min	Volunteer briefing
Actual day of volunteering	
30 min	Context setting and getting to know each other
45 min	One - one consultation (1 organisation to 1 or 2 volunteers)
45 min	Share reflection and cross learning as a group

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?

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

Contribute critically needed expertises for the survival of their community partners

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

WELCOME REMARKS

> POL NETWORK INSIGHTS

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RECOGNITION STRATEGIES

CRISIS COMMUNICATIONS

COMMUNITY INSIGHTS

JEANETTE GISBERT

Executive Fellow Capacity Building & Networks, Points of Light

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GLOBAL NETWORK

WELCOME REMARKS

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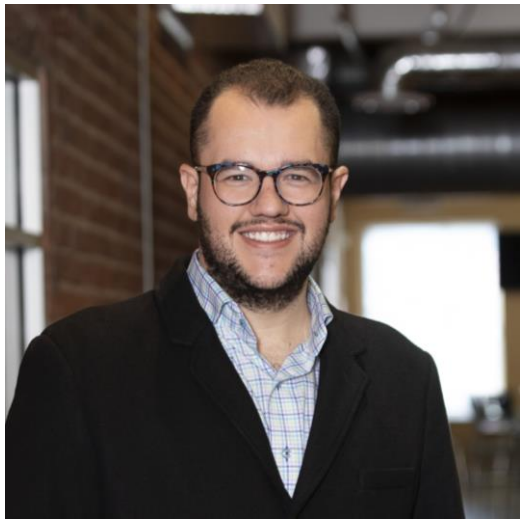


LEADING WITH PURPOSE

JONATHAS BARRETO

Vice President of Networks, Points of Light

POINTS OF LIGHT
GLOBAL NETWORK

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

MOVE FROM IN PERSON TO VIRTUAL COMMUNITY ENGAGEMENT

PROVIDE VIRTUAL & REMOTE VOLUNTEER OPPORTUNITIES

Missing Maps

B peace MORE JOBS MEAN LESS VIOLENCE ONE MILLION JOBS

CRISIS TEXT LINE

UN VOLUNTEERS

TED Translators

TRANSLATORS WITHOUT BORDERS

CV

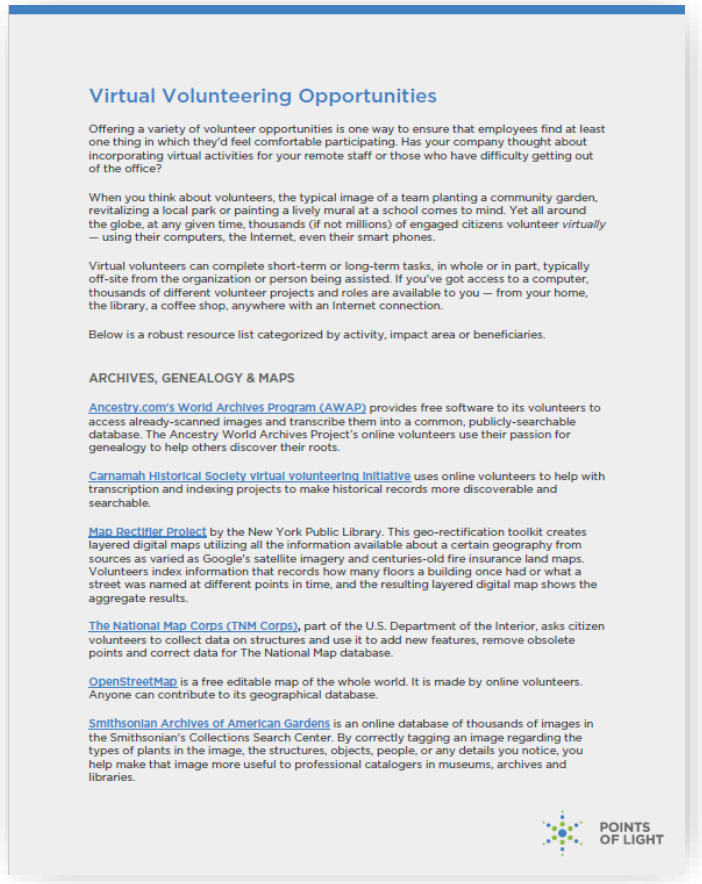
MicroMentor

Bookshare

HIRE HEROES USA

WIKIPEDIA The Free Encyclopedia

be my eyes



Virtual Volunteering Opportunities

Offering a variety of volunteer opportunities is one way to ensure that employees find at least one thing in which they'd feel comfortable participating. Has your company thought about incorporating virtual activities for your remote staff or those who have difficulty getting out of the office?

When you think about volunteers, the typical image of a team planting a community garden, revitalizing a local park or painting a lively mural at a school comes to mind. Yet all around the globe, at any given time, thousands (if not millions) of engaged citizens volunteer *virtually* — using their computers, the Internet, even their smart phones.

Virtual volunteers can complete short-term or long-term tasks, in whole or in part, typically off-site from the organization or person being assisted. If you've got access to a computer, thousands of different volunteer projects and roles are available to you — from your home, the library, a coffee shop, anywhere with an Internet connection.

Below is a robust resource list categorized by activity, impact area or beneficiaries.

ARCHIVES, GENEALOGY & MAPS

Ancestry.com's World Archives Program (AWAP) provides free software to its volunteers to access already-scanned images and transcribe them into a common, publicly-searchable database. The Ancestry World Archives Project's online volunteers use their passion for genealogy to help others discover their roots.

Carnamah Historical Society virtual volunteering initiative uses online volunteers to help with transcription and indexing projects to make historical records more discoverable and searchable.

Map Rectifier Project by the New York Public Library. This geo-rectification toolkit creates layered digital maps utilizing all the information available about a certain geography from sources as varied as Google's satellite imagery and centuries-old fire insurance land maps. Volunteers index information that records how many floors a building once had or what a street was named at different points in time, and the resulting layered digital map shows the aggregate results.

The National Map Corps (TNM Corps), part of the U.S. Department of the Interior, asks citizen volunteers to collect data on structures and use it to add new features, remove obsolete points and correct data for The National Map database.

OpenStreetMap is a free editable map of the whole world. It is made by online volunteers. Anyone can contribute to its geographical database.

Smithsonian Archives of American Gardens is an online database of thousands of images in the Smithsonian's Collections Search Center. By correctly tagging an image regarding the types of plants in the image, the structures, objects, people, or any details you notice, you help make that image more useful to professional catalogers in museums, archives and libraries.

POINTS OF LIGHT

How can you support a local community?

POINTS OF LIGHT GLOBAL NETWORK

MOVE FROM IN-PERSON TO VIRTUAL COMMUNITY ENGAGEMENT

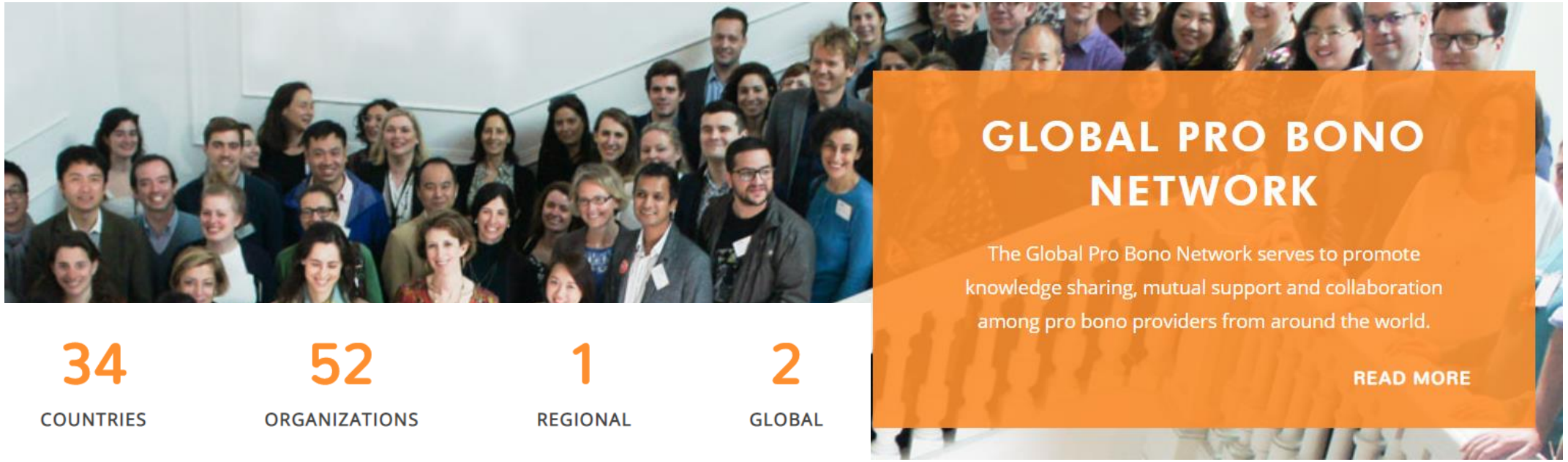
PROVIDE VIRTUAL & REMOTE VOLUNTEER OPPORTUNITIES

www.allforgood.org

POINTS OF LIGHT
GLOBAL NETWORK

MOVE FROM IN-PERSON TO VIRTUAL COMMUNITY ENGAGEMENT

FOCUS ON SBV & PRO BONO VIRTUAL PROJECTS



34 COUNTRIES

52 ORGANIZATIONS

1 REGIONAL

2 GLOBAL

taproot FOUNDATION

common impact

PYXERA Global

Catchafire WHERE TALENT MEETS PURPOSE

How can you share skills with your local community?

POINTS OF LIGHT GLOBAL NETWORK

TACKLE INTERNAL CAPACITY BUILDING PROJECTS

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

How can you improve your strategy and infrastructure to support employees and the community in times of crisis?

POINTS OF LIGHT
GLOBAL NETWORK

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

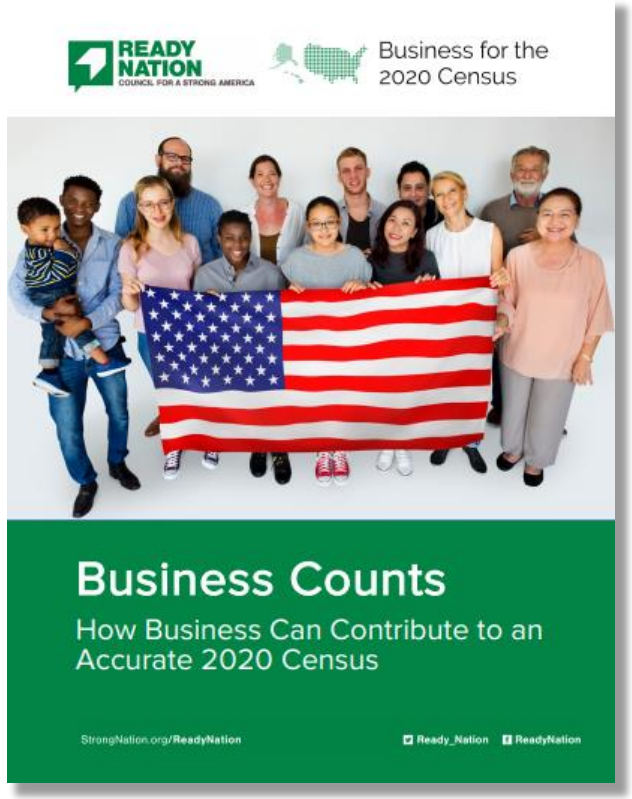
How can you build community engagement and social impact skills with your employees and local community?

POINTS OF LIGHT
GLOBAL NETWORK

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!)
  - *ReadyNation*, *2020Census.gov*, *The Civic Responsibility Project*
- 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



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GLOBAL NETWORK

APRIL 2020

GLOBAL VOLUNTEER MONTH

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
- Visit www.pointsoflight.org/global-volunteer-month

POINTS OF LIGHT
GLOBAL NETWORK

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

POINTS OF LIGHT
GLOBAL NETWORK

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ENGAGEMENT STRATEGIES

> RECOGNITION STRATEGIES

CRISIS COMMUNICATIONS

LEADING WITH PURPOSE

HOLLY McCALEB

Director of Recognition, Points of Light

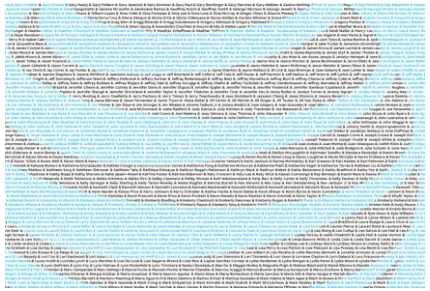
POINTS OF LIGHT
GLOBAL NETWORK

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.

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> CRISIS COMMUNICATIONS

RESEARCH & STRATEGY

KATE MEISSNER

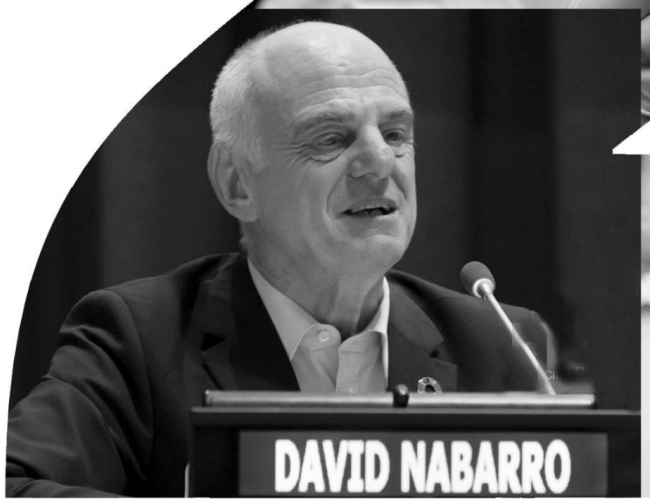
SVP of Marketing and Business Development , Edelman

POINTS OF LIGHT
GLOBAL NETWORK

Special Report:
Trust and
the Coronavirus

Edelman Trust Barometer 2020

Edelman



2020 Edelman Trust Barometer Special Report

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

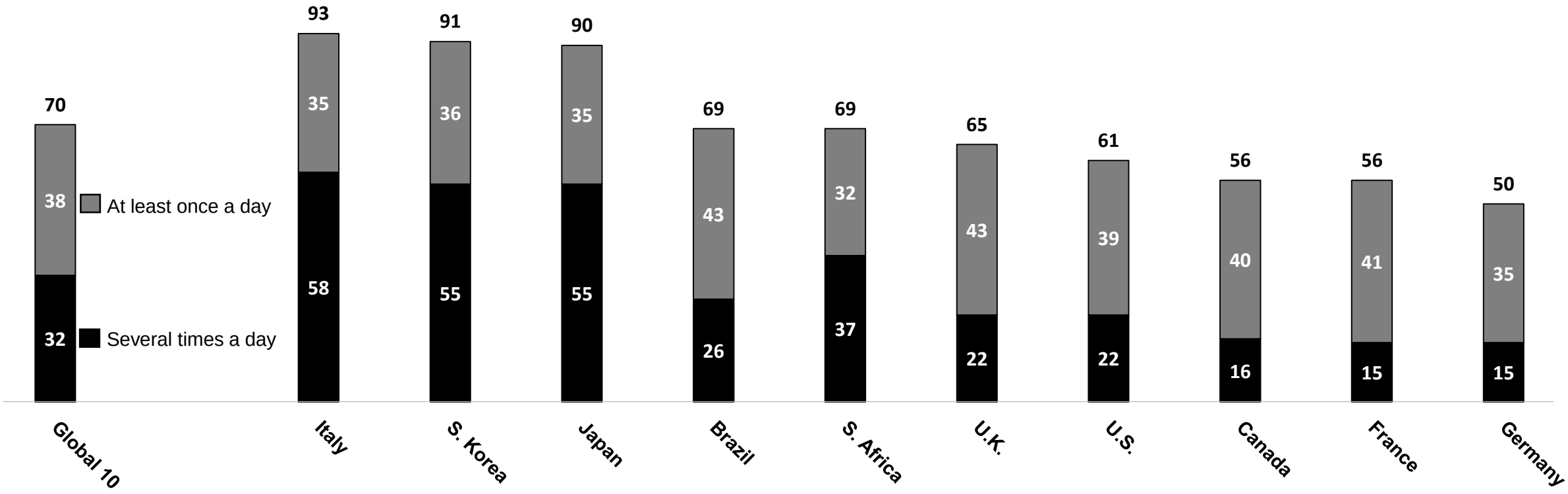
Margin of error

- 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%

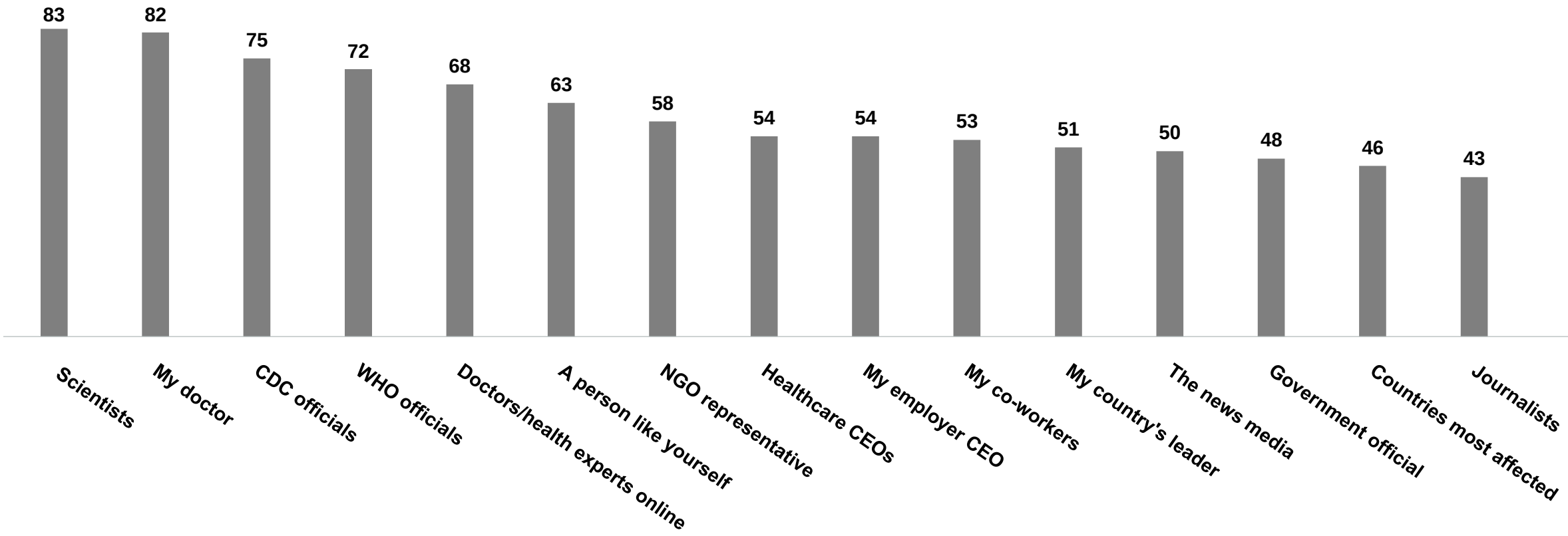
We need to hear **more from scientists** and less from politicians

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

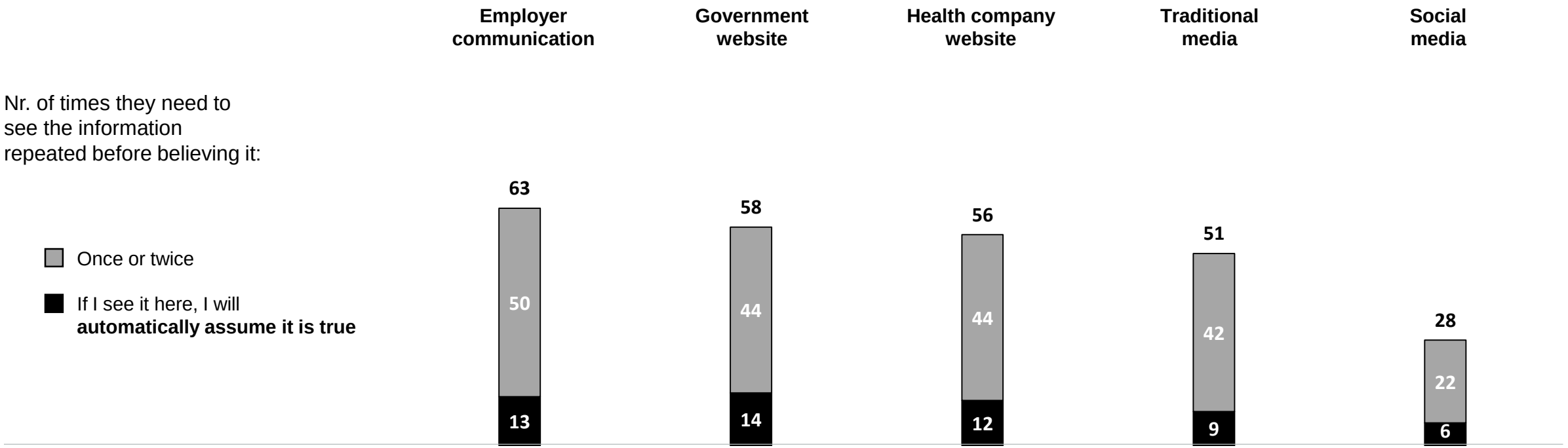
Percent who trust each information source to tell the truth about the virus



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



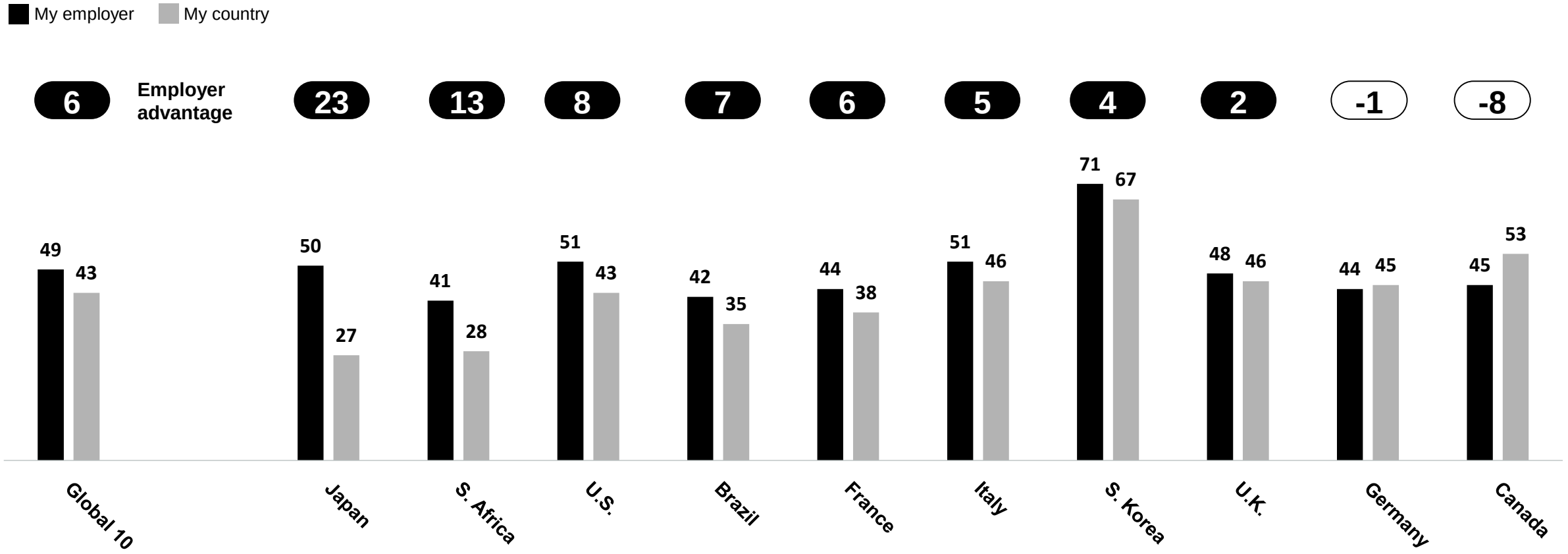
I will never believe it is true if this is the only place I see it	Employer communication	Government website	Health company website	Traditional media	Social media
	8	12	12	12	35

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

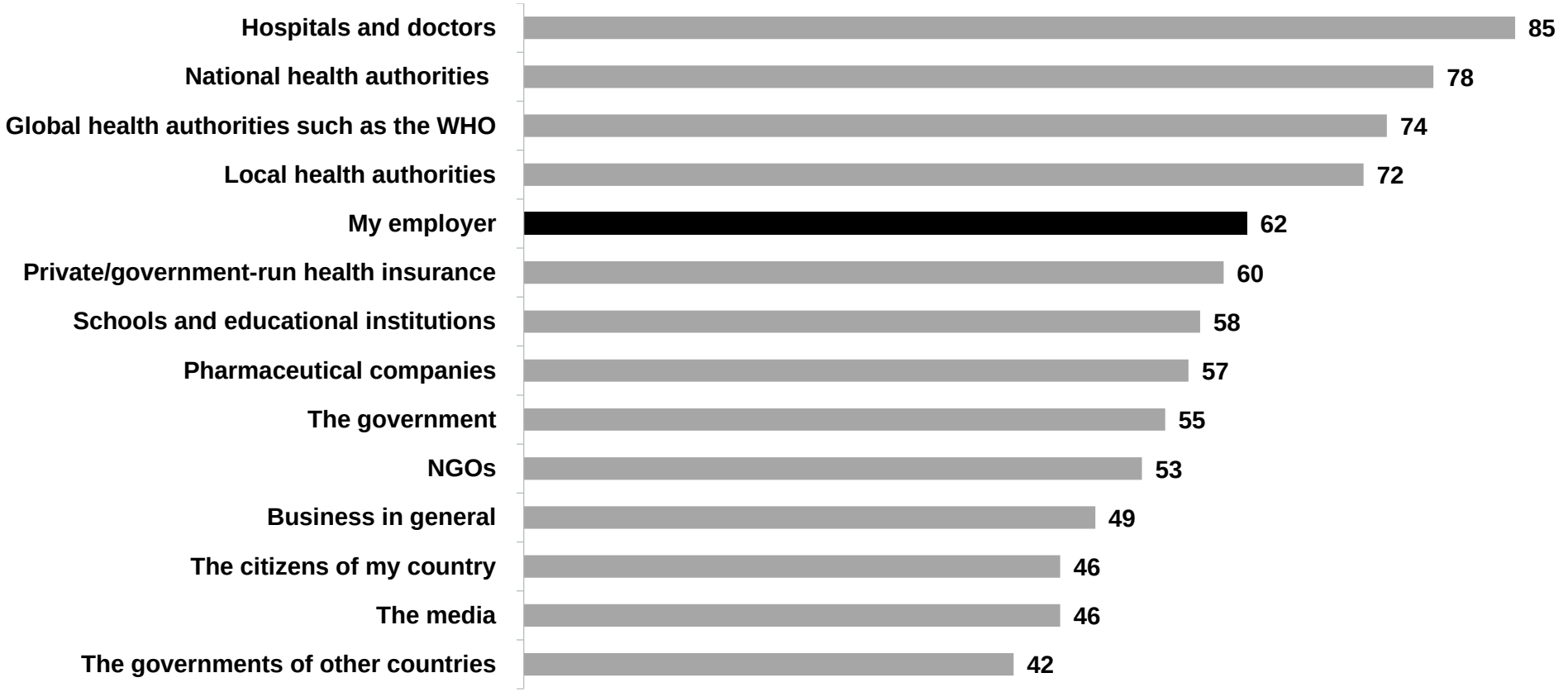
Percent who say each is well-prepared for the viral outbreak



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



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.

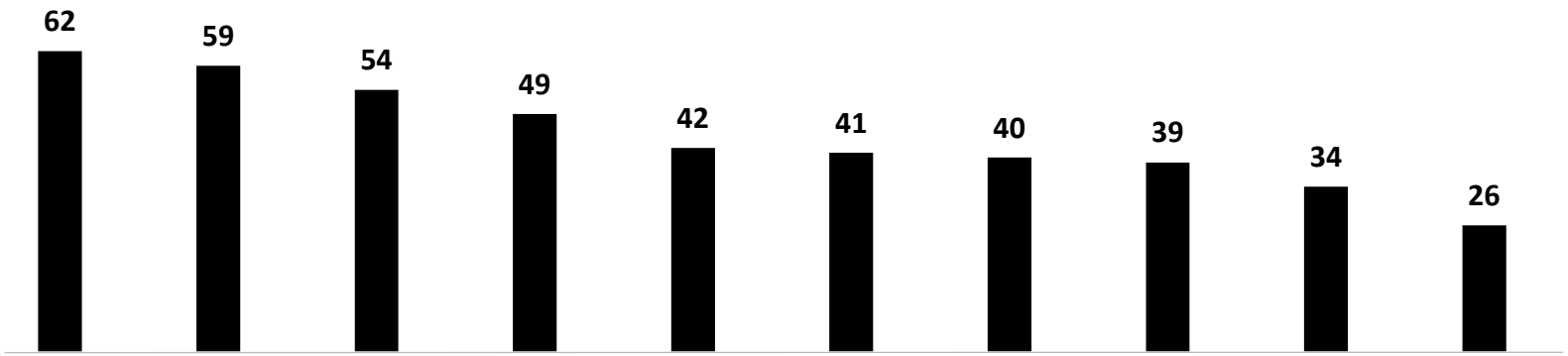
GOVERNMENT SEEN AS FAR MORE EFFECTIVE WHEN PARTNERED WITH BUSINESS

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

	Global 10	Germany	Brazil	Italy	S. Africa	Canada	U.S.	Japan	U.K.	France	S. Korea
Business alone	5	4	6	3	7	3	8	7	2	4	5
Government alone	20	11	19	21	15	22	13	15	23	17	42

Government and business **working together as a team**

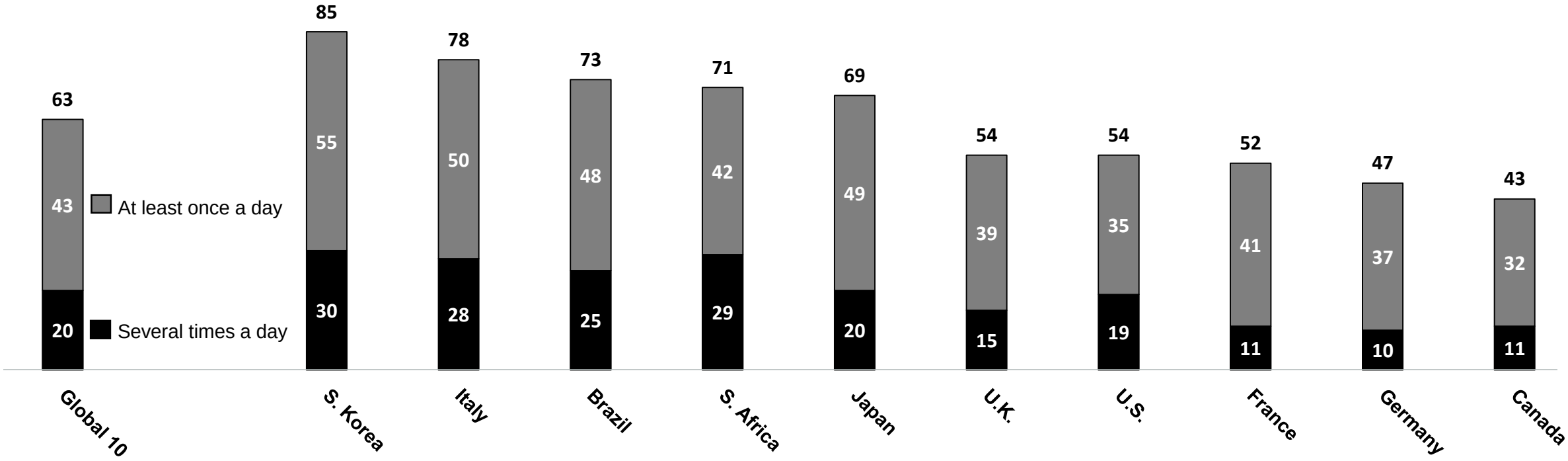
45%



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



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.

MAINTAINING TRUST DURING THE CORONAVIRUS CRISIS

1.

Business and government must partner to respond effectively

2.

Take steps to protect employees, customers and the local community

3.

Communicate trustworthy information daily

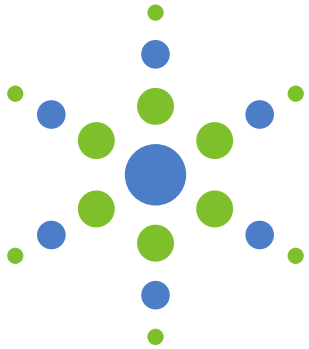
4.

Leverage scientists and other authoritative spokespeople

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
GLOBAL NETWORK



POINTS OF LIGHT