



## Best Practices Guide

# Volunteering



As a corporate volunteer leader, you may find yourself searching for the best ways to support your people in finding a sense of purpose, connection and impact. **We're here to help!**

Each person has a different volunteering journey motivated by their own passions and individual purpose. They're seeking hyper-personalized experiences that suit their interests. And they may have varying levels of comfort with volunteering in person vs. remotely. Expanding your volunteer program to offer more relevant choices and encompass everyday actions — big or small — can drive major positive impact, for your people and your communities.



### TIP: Start with the Goodness Calendar

The Benevity Goodness Calendar includes 100+ cause-focused awareness dates for the whole year to help you plan your volunteering campaigns ahead of time.

## Follow these 12 best practices to boost employee engagement and plan a safe and successful volunteer campaign this year:

### 1. Regularly create volunteer opportunities your people can sign up for

Adding volunteer opportunities to your corporate purpose program increases overall participation by 67%.

### 2. Encourage and enable employees to create volunteer opportunities for issues they care about

Each person's volunteer journey is unique, and your people will be more likely to get involved if there are opportunities that mean something to them. This will also help if you're strapped for time and need help generating content. Connect with your Benevity Client Success Manager on how to enable your people to create their own volunteer opportunities.



### How Allscripts Used Volunteer Rewards To Incentivize Volunteering and Giving.

When Allscripts, a U.S.-based healthcare company, launched their GiveBack program, they transformed their usual one-day event into a five-week global impact campaign to maximize employee engagement. They incentivized volunteers by providing \$5 for every hour of their volunteer time. This resulted in generating 30% of their annual volunteer hours in just five weeks!

**30%**  
of their annual  
volunteer hours  
in 5 weeks

### 3. Build a culture of service at your workplace

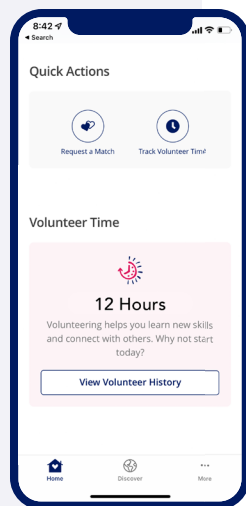
This could include giving your people paid time off to volunteer or your leadership setting an example by volunteering themselves or sponsoring an event.

### 4. Expand your program's definition of volunteering

Consider including small acts of Goodness to your definition of volunteering. This allows your people to track the time they spend doing good for others and their communities. You can also reward this activity in the same way as traditional volunteering.

## Getting ready to run a volunteer

Make it easy for your people to track their time — and for you to capture it! With **Spark's automated time tracking**, you can easily capture your employees' volunteer hours without any manual work. Seamlessly capture and report on your program's impact and engagement while getting back to the things that matter most — like supporting causes and your communities!



### 5. Meet people where they are with the Benevity app

To make volunteering easy and accessible, give your people access to our mobile app (available in app stores). They can discover and sign up for opportunities, log volunteer hours and keep track of positive actions in real time. They can even make their volunteer experience more social by uploading and sharing photos.



## How Atlassian Volunteers Found Deep Connection Through

Atlassian, an Australian-based technology company with 8,000+ employees in over 27 countries, was looking to create community and inspire their people through their volunteer program. They launched a four-month pilot that saw 50 skills-based projects completed by 290 volunteers, who logged 1,300 hours.

A whopping 88% of participants reported feeling a deeper connection to both the causes they helped and Atlassian. Over 80% said they gained valuable new skills, and 96% said they would recommend skills-based volunteering to a colleague!



## 6. Combine giving with volunteering

Among employees who volunteer, 70% also donate money through their workplace giving programs. And when they do donate, they give twice as much as those who don't volunteer.

## 7. Reward volunteers for their time — no matter how long or short

Offer rewards — like Dollars for Doers — as a way of recognizing people's contributions, and providing them with financial incentives they can direct to a nonprofit of their choice.

## 8. Help your people easily identify and find virtual opportunities

Create an event descriptor with 'Virtual' or 'Remote' that's tagged to virtual volunteer opportunities and create a quick filter for it. You can also create a cover story linking to the [quick filter](#) to see all remote opportunities in one place.

## 9. Include safe, in-person volunteering options

With more widespread vaccinations and restrictions lifting in many regions, more in-person volunteering will likely start to take place. See the websites listed at the end of this guide for the latest safety guidelines and recommendations. Our [National Volunteer Week content kit](#) also has ideas for offering safe opportunities.

## 10. Empower your Employee Resource Groups to inform, educate and engage

Employee resource groups (ERGs) are grassroots groups focused on building inclusive workplace cultures. Leverage their unique insights to educate and engage your people in important causes and expand their social impact.

## 11. Integrate positive actions with your volunteering program

The Missions module empowers and motivates your employees to do more good through gamified and easy-to-complete activities. Consider integrating special volunteer opportunities that are available only to people participating in a [Mission](#).

## 12. Make use of your local champions!

No one is more in touch with local nonprofits and employees than your champions. They can research and partner with organizations who need volunteers and encourage those organizations to create volunteer opportunities.



**Volunteering push notifications** make it easy to increase program engagement for remote workers, providing reminders to track time and when they have volunteer rewards that are about to expire.

**QR Codes** make it easier for your people to engage in volunteer opportunities. Encourage them to download the Benevity app by scanning a QR code and promote QR codes specific to each volunteer opportunity so they can track their time on-site.

## Need more information about building a champion or ambassador program at your company?

Need more information about building a champion or ambassador program at your company?

Or maybe you're looking for ways to improve your existing one. Check out the [Ambassador Guide](#) and the [Growing Global Employee Engagement Programs webinar](#).

## Resources

### Volunteering Safely During COVID-19:

[CDC Guidelines for Community Organizations and Gathering in the United States](#)

[Public Health Agency of Canada](#)

[Volunteer Canada](#)

[CIPD Volunteering Resources](#)

[GOV.UK Volunteering During Coronavirus \(COVID-19\)](#)

[GOV.UK Volunteer \(General Information\)](#)

[SPARK by Benevity](#)

## Client Spotlight



### How RBC Leveraged Missions To Celebrate National Volunteer Week and Earth Day



In 2021, Royal Bank of Canada (RBC), a global financial institution with 88,000+ employees, ran a three-week Global Earth Day Challenge, encouraging their employees to learn about the needs in their communities and take action by giving time, talent and donations — and share their personal story to inspire others.

The RBC team also added \$50 in reward dollars into each participant's Giving Account for the completion of each Learn, Act and Share Mission, for a potential total of \$150.

By leveraging Missions content, more than 10,500 RBCers from 16 countries completed 45,600+ activities and unlocked over \$1 million to support eligible charities of their choice.



Benevity, a certified B Corporation, is a leader in global corporate purpose software, providing the only integrated suite of community investment and employee, customer and nonprofit engagement solutions. A finalist in Fast Company's 2020 World Changing Ideas Awards, many iconic brands rely on Benevity's cloud solutions to power their purpose in ways that better attract, retain and engage today's diverse workforce, embed social action into their customer experiences and positively impact their communities. With software that is available in 20 languages, Benevity has processed more than 7 billion dollars in donations and 38 million hours of volunteering time, facilitated 340,000 positive actions and awarded over 1 million grants to 303,000 nonprofits worldwide. For more information, visit [www.benevity.com](http://www.benevity.com).