

EMPLOYEE VOLUNTEERING | EXAMPLE

Figure 1. OBJECTIVES, BENEFITS, AND ASSESSMENTS FOR AN EMPLOYEE VOLUNTEER PROGRAM

Business Objectives	Business Benefits from Employee Volunteering	Current State of Measurement
Human Resources	- Positive impact on recruitment and retention - Builds employee morale - Creative opportunities for professional development - Potential links to increased productivity	 High need, strong potential for metrics, gap in available tools
Leveraging other community involvement activity	Volunteering leverages the impact of other community involvement programs from cash contributions, to in-kind giving, to partnership programs	 Tool development under way through other projects; e.g. the Center at Boston College
Marketing/Sales	- Potential to develop relationships and enhance the loyalty of consumers and customers - Enhanced image - Links to branding campaigns	 High need, but alternatives for tools exist; e.g. research conducted by Walker Information with the Council on Foundations
Operational Support	- Relationship building with key opinion leaders in the community; e.g., leverage for government relations - Builds community support for a variety of public affairs challenges - Reduces risks and costs of operations (license to operate) - Identifies and builds responses to social issues that pose either opportunities or threats for the business; e.g., education, work force development	 Need is industry specific
Reputation	- Builds reputational capital – creates a positive “face” for the company - Increases goodwill - Enhanced reputation leverages other support areas - Increased reputation aids market performance	 Need depends on buy-in for reputation management; e.g. research conducted by Walker Information with the Council on Foundations

Measuring Employee Volunteer Programs: The Human Resources Model, www.pointsoflight.org

Figure 2. Transferable Workplace Skills Employees Develop through Volunteering

General skills	Specific competency
Project skills	Budgeting Company liability Communications Task execution Planning and organizing Presentation Project management Public relations Supervision
Leadership skills	Ability to influence others Learning about the community Mentoring Relationship building Teamwork
Interpersonal skills	Networking Sharing expertise with others Team building
Personal skills	Healthy whole-person Perseverance Work/life balance

