Effective Volunteerism Summit
June 7-8 2023

Below you will find some of the key takeaways and resources from the Effective Volunteer Summit.

C-Suite Support

- C-Suite support can be a key success factor for effective volunteer programs.
- Go as fast as your company AND your team is ready.
- Ascertain the willingness of your c-suite to use their voice and spread the word.

Encouraging Participation

- Meet your employees where they are and develop programs or systems to encourage a broad range of employees to participate in employee volunteer efforts.
- Utilize a Volunteer Council, Champion, or Ambassador program to reach broader audience, gain feedback on programs, and to maximize impact.
- Infuse messaging around volunteerism from Day 1 onboarding.
- Day/week/month of service campaigns should be the cherry on top of your year-round engagement, not simply a one-time opportunity.
- Encourage employees to find a cause they care about to make a difference in the community through open choice programs.
- Remember to celebrate your wins!

Partnership & Communication

- Check in with nonprofit partners periodically throughout the year to ensure your relationship is helpful and to gather feedback on your volunteers.

- Be aware of the existing power dynamic between your organization and nonprofits in the community, center the community voice and their experiences in the conversation.
- Equip your volunteers with cultural humility training, disability awareness courses, and other knowledge needed to ensure volunteers do not inadvertently perpetuate harm in the community.
- Never leave a project without understanding what the needs of the organization are beyond that activity & how your employees can continue to connect with them.

Virtual Volunteerism

- Consider repeating engagements with the same nonprofits to build deeper relationships.
- Offer a wide range of programs: time of day, length of time, skills set used, types of nonprofits.
- Empower your employees to act by providing resources like toolkits.
- Remember that companies are places for community too, and you can intentionally build in moments for connection during these opportunities.

Skills-Based Volunteerism

- Focus on the true impact to the nonprofit (outputs vs. outcomes).
- Expect that these opportunities will utilize fewer employees but have a higher impact
- Understand the impact skills-based volunteering has on attracting talent, employee retention and employee development
- Don't make the non-profit the guinea pig to employees learning new skills; used skilled employees.

Impact Measurement

- Think about other metrics available to track that demonstrate the full impact of your volunteer service.
- Recognize that participation rates are not perfect; there is no standard definition for what counts and how to track making benchmarking and the impact of that participation challenging. It can be a good tool internally to help track changes or improvements.
- Ensure measurement of important outputs and outcomes, not just basic numbers.

Equity in Volunteerism

- Take a human centered design, trust-based approach to virtual volunteer opportunities that meets your community's needs.
- Ask yourself if each opportunity is community service or does this serve my community? And ask, "are we making it as easy as possible for our people to do this work?"
- Look for barriers to entry in your volunteer opportunities and seek to change practices to address them. - Make the shift from the transactional to the transformational.

Volunteer Councils

- Create national or global strategy with local implementation to serve community needs.
- Get the buy-in from senior leadership and invite them in whenever possible to demonstrate support. - Approach these programs with the ability to adapt where needed, a desire to encourage feedback and willingness to evolve.
- Look to have champions that can set local goals, provide context on cultural norms, understand the needs of the local community.

Resources & Recent Studies:

Understanding the Spectrum of Skills-Based Volunteering

Spectrum of Corporate Community Engagement

Benevity – State of Corporate Purpose 2023

Volunteer Match – How We Connect

Volunteerism: In a Crisis or at a Crossroads?

Why Your Volunteer Program Engagement is Low (and How to Fix It)

How to Measure the Impact of Corporate Volunteering

Activating the Power of Strategic Volunteer Engagement for a Better World (Download)

Cultural Humility Training (Video)

CSR & Employee Engagement Report – YourCause from Blackbaud (Download)

CECP Giving in Numbers (Download)

V2I's Nonprofit Partner Playbook (Download)

Points of Light Civic Engagement Research (Download)

Edelman Trust Barometer (Download)

The Future of Corporate Charity Event Engagement (Download)

ACCP & YourCause from Blackbaud 4th Annual CSR Insights Survey