



# The Essential *Volunteer Program* Workbook

Engage your people and grow your CSR impact



# How to use *this book*

This workbook is designed to help you build an engaging volunteer program. One that easily fits within your overall corporate social responsibility (CSR) efforts and deeply engages your people while benefiting the causes they're passionate about.

Whether you're looking to build a volunteer strategy from scratch or refine an existing one, here you'll learn about the steps and decisions involved.

We've helped 900+ clients launch their programs using best practices such as the ones included in this workbook. We've set the groundwork, so now let's help you apply it.

## Step 1: *Define your purpose*

### Key pillars

Your volunteer program is a lever to infuse your company's purpose everywhere. Define *your company's purpose* (embedded in your mission, vision or values) and how it's manifested (through pillars like education or sustainability). Keep these top of mind as you build your program.

<b>Mission</b> The purpose of your organization.	<b>Vision</b> What your organization hopes to achieve or become.	<b>Values</b> Your organization's core principles and ethics.	<b>Purpose</b> What your organization does to advance or improve people's lives.
<i>E.g., We manufacture beautiful and affordable furniture using renewable materials and sustainable practices.</i>	<i>E.g., We want people everywhere to feel good about their decision to buy our environmentally friendly furniture.</i>	<i>E.g., We are committed to using only natural and renewable materials and reducing our carbon footprint. We operate with honesty and integrity.</i>	<i>E.g., We take care of the environment, our suppliers, our people, our customers and our community. Our giving back efforts include donating furniture to people who are experiencing poverty.</i>



## Step 2: Create program objectives

### Overall objectives

Clearly define high-level objectives for your volunteer program that align with your company's purpose and the social and business impact you want to achieve. That might be to create a compelling employer brand, log employee volunteer hours, create connections to causes or retain employees.

*Refer to any employee engagement surveys or other data points you may have to build out your case.*



## Key performance indicators

Dig even deeper into your impact and set the tangible goals you'd like to achieve. Make them SMART (specific, measurable, achievable, relevant and time-bound). For example, 600 hours volunteered, 65% of employees participating in your program. Think globally.

*List your goals here.*

## Challenges to success

What factors could interfere with the effectiveness of your volunteer strategy? For example, a geographically dispersed workforce and a lack of awareness of purpose. List them here.

*List them here.*



## Step 3: *Engage teams*

### Stakeholder groups

Internal alignment and engagement with your key stakeholders are critical to program success. Use the table to categorize who and where they are, plus when and how you plan on engaging them in your program. Typically, Human Resources, Communications, Sustainability, IT and Leadership need to be involved.

<b>Responsible</b> (e.g., CSR Manager)	<b>Accountable</b> (e.g., Champions)	<b>Consulted</b> (e.g., HR)	<b>Informed</b> (e.g., CEO)



## Geographical reach

Involving your people in different parts of the country or around the world will help to build your company culture and support local communities. Define which regions and/or countries you plan on reaching with your program. If you know of employees in global offices who would like to be engaged, list them so you can reach out when the time is right.

Region/Country	# of Employees	Existing Community Partners	Cultural Considerations



## Step 4: Create program content

### Partner with affinity groups

Are you, your employee resource groups (ERGs) or business resource groups (BRGs) currently running any programs that tie to your company's values or mission?

*List them here.*

### Awareness days

Awareness days can help rally your people to take action on issues important to them. If you're not sure where to start, check out the Benevity [Goodness Calendar](#)\* to find over 200 awareness dates throughout the year.

*\*Benevity also has a Volunteering Catalog add-on that gives your people access to local and virtual volunteer opportunities, so you can drive program participation without the workload.*

January	February	March	April
May	June	July	August
September	October	November	December



## Step 5: *Make it official*

### **Program guidelines**

You'll need to have volunteer program guidelines in place so your people will know how they can participate (e.g., will you provide paid time off to volunteer?). Ensure you've consulted your internal stakeholders and have their support prior to launch.

*List your guidelines here and ensure you have consulted your internal stakeholders and you have their support prior to launch.*

### **Budget**

Your program will need resourcing. You might need a software platform to increase engagement and ease of measurement, paid volunteer time off, a volunteer rewards incentive and donation matching as part your overall CSR program.

*List out some costs that you foresee for your program and consult stakeholders to see how you can secure budget and possibly share the costs with other teams.*





# Step 6: *Plan your communications*

## Strategy and channels

A well thought out communication plan will build engagement from the outset. Look to your purpose for inspiration and collaborate with stakeholders to amplify your effectiveness. Consider a range of channels like in-person events, company-wide meetings, internal newsletters, your intranet and social media. Also, determine when and how often you'll be communicating with your people.

Objective	Audience	Scope (Global, Regional, Local)	Channel & Owner	Timing



# Your partner in *purpose*

Benevity is a global leader in corporate purpose and, through our CSR platform, we've helped some of the world's largest brands do good and create massive impact. Curious to learn more?

[Request a demo](#)

## About *Benevity*

Benevity, a certified B Corporation, is the leader in global corporate purpose software, providing the only integrated suite of community investment and employee, customer and nonprofit engagement solutions. Recognized as one of Fortune's Impact 20, Benevity offers cloud solutions that power purpose for many iconic brands 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 22 languages, Benevity has processed more than \$10 billion in donations and 46 million hours of volunteering time to support 326,000 nonprofits worldwide. The company's solutions have also facilitated 770,000 positive actions and awarded 1.2 million grants worth \$12 billion. For more information, visit [benevity.com](https://www.benevity.com).