

# Building an Employee Volunteer Program

## WEBINAR Q&A

**1. Can you recommend any more books, training guides, online manuals, etc. for continuing support in developing an EVP?**

- Yes, along with this Q&A response, webinar slides and audio, there will be other links and resources provided.

**2. How do you deal with a volunteer program when the company has several (20 - 30) key NPOs?**

- In the earlier stages, when “building a vision” and “establishing a working group” certain decisions need to be made. Among those decisions is determining what the size and scope of the EVP should be and how it fits into the overall context of your organization’s corporate community involvement strategy.
- You may also want to create categories for your NPO’s:
  - a) Signature NPO partnerships – those that best align with the brand, your goals and potential for widespread participation across the company
  - b) Community NPO partnerships – which allow for a more decentralized approach and cater to the interests of both employees and regions

This allows for companies to differentiate their support and resources between NPO partners (based on the categories) and still enables employees a sense of choice for what kind of issues they want to support with their time.

**3. How would you define volunteering? I would define it as corporations asking employees to work on charitable events and employees volunteering time outside of work.**

- Employee volunteerism occurs when an organization specifically invests in generating more volunteering among its employees. In its simplest form, if an organization supports employee volunteerism through paid-time-off to volunteer during the employer’s “work-day”. It would be unethical for a company to take credit for the volunteer efforts of its employees during their own personal time.
- Beyond paid-time-off, the only other way companies can legitimately claim any connection to their employee’s volunteering activities is if they offer some type of resource or support to that activity. For example, IBM offers over 200 training modules to help their employees volunteer more effectively, such as Board training. Merely promoting volunteer opportunities isn’t enough.
- Realized Worth recently blogged on this very topic - <http://bit.ly/jycPEo>

**4. Do most companies only focus on corporate led programs? Do any companies support employee-driven volunteering?**

- Employee-driven volunteering occurs when an organization's employees are either supported in identifying their own opportunities to volunteer and organize to do so, or when an organization's employees are prompted to do so out of necessity (i.e., no organizational support).
- In New York, Google provides one example of employee-driven volunteering - <http://www.google.com/corporate/nyc/community.html>
- It should also be noted that many companies have a both/and approach. You can find more information about the various forms corporate volunteering takes in the Boston College Center for Corporate Citizenship research document: [Mapping Success in Employee Volunteering: The Drivers of Effectiveness for Employee Volunteering and Giving Programs and Fortune 500 Performance](#)