



# SERVE DAYS

Employee Volunteer Programs are a great way to make an impact in your community. Many companies provide PTO for employees to volunteer. However, only a few have high participation rates among their employees. The principles and learnings below come from organizations that have implemented successful employee volunteer programs over a long period of time.

## BENEFITS

**Employee Retention & Recruitment** - A successful Employee Volunteer Program (EVP) connects employees to the heart of the company and its leaders. Employees in organizations that have EVPs are more reluctant to leave for perceived "greener pastures." Community involvement efforts also serve as a selling point when recruiting new employees.

**Team Building** - Community involvement efforts provide great opportunity for team and morale building. Additionally, volunteerism tends to shift the perspectives of employees in regards to what others are experiencing.

**Marketing** - Clients and vendors are inclined to do business with companies that give back. When given the choice between two competitive bids, a potential client will often choose the company that provides a substantial connection to local philanthropic work over one that does not.

- Employees who volunteer on a regular basis through an EVP have a significantly higher opinion of their employers than those that do not (Deloitte Volunteer IMPACT Survey).
- 45% of polled college students would take a 15% pay cut in order to work for an organization that makes a social or environmental impact (Net Impact Survey).
- Corporate loyalty and pride are significantly higher in employees who volunteer on a regular basis through their company (Deloitte Volunteer IMPACT Survey).

## GETTING STARTED

1. Award each employee with 1-3 paid days to volunteer with an organization of their choosing or as a part of a group service project.
2. Conduct a simple survey of your employees in order to learn their interests and passions when it comes to service opportunities (see the resources section for a survey template).
3. Look for potential service opportunities based on the results of the survey. Partnering with an organization that you or an employee already have a connection with is ideal. Or, [volunteermatch.org](http://volunteermatch.org) is a resource that can help you to identify volunteer opportunities focused around specific categories of service.
4. Once you find the right service opportunity for your company, call or email the person in charge and set up the date for your service project. Most organizations are looking to book their volunteers a month out, so calling a month ahead of time will guarantee the best results for getting the date you want. The director should give you all the details you will need to know for your group (what to wear, time commitment, type of work, form to sign, etc.). It is also helpful to let the director know you would love to learn more about the organization when you serve there. Most directors are more than willing to give you a tour and tell you about their history if you ask.
5. Communicate clearly with your team. Give them information about the organization, the service opportunity, and practical details about the serve day.

## FOLLOW-UP

What you do to debrief and celebrate immediately after a serve day is crucial. Be sure to let everyone involved know the impact they had and that you value their service in the community.

1. Send participants a short survey to help them process what they experienced and how things could be better in the future (see the resources section for the serve day feedback template). Use the feedback from this survey to aid in planning future opportunities.
2. Share one or two of the best stories from the survey with your entire company.
3. Celebrate what your company is doing via social media and/or your company website.

## RESOURCES

### Company Wide Survey Template Questions

1. Name/Department
2. Which organizations have you volunteered with before?
3. Are there any organizations you are interested in learning more about?
4. Check the areas you are interested in volunteering for: (check all that apply) Veterans; Homeless; Environment; At-Risk Kids; Elderly; Single Moms/Widows; Other (fill in your choice)
5. If money wasn't an issue, how would you change the world?

### Serve Day Feedback Template Questions

1. Name
2. What was your favorite part of serving?
3. What did you learn/experience from your time serving?
4. What would you change to make the experience better?
5. On a scale of 1-10, how likely are you to serve with this organization again?

Survey Monkey is a great resource for creating surveys. Simply email the customized survey link to your employees and then analyze the results through the website.

Volunteermatch.org is a great website for finding volunteer opportunities.

