



## Ultimate Guide to Recruiting + Engaging Employee Volunteers

### How to use this document:

1. Fill in the [volunteer project description](#) with all your planned volunteer event details.
2. Use the examples to fill in your communications plan from 3 weeks out to the day of
3. Send outreach based on the timeline described below

### Communications Timeline (click links to direct you to the specific announcement)

	Announcement Type:	From:	To:
<a href="#">3 weeks out</a>	<a href="#">Email</a> announcement	Social Impact Lead	All Employees
	<a href="#">Message</a> on Teams and/or Slack channels		
	<a href="#">Announcement</a> during an all-hands meeting		
<a href="#">2 weeks out</a>	<a href="#">Announcement</a> with <a href="#">talking points to key people</a> key talking points via the most popular platform your company uses (i.e. message on Teams and/or Slack channels, email, team meetings, etc.)	C-Suite Leadership	All Employees
		Chief Do-Gooders	Colleagues within Department
		ERG Leaders	Colleagues within ERG
		Managers	Direct Reports

		Social Impact Lead	Target Volunteers
<u>1 week out</u>	<u>Email</u> announcement	Social Impact Lead	All Employees
	<u>Message</u> on Teams and/or Slack channels		
	<u>Announcement</u> during an all-hands meeting		
	<u>Reminder message</u> during an all-hands meeting		Key People + Volunteer Event Registrants
<u>The day of or day before</u>	<u>Message</u> on Teams and/or Slack channels	Social Impact Lead	All Employees
	<u>Announcement</u> during an all-hands meeting		

## Volunteer Project Description

Project Details:	Your Volunteer Event Details:
Company Name:	Dunder Mifflin
Project Name:	The Asian American Experience: NYC Context
Nonprofit Partner:	Asian American Federation (AAF)
Date:	Thursday, May 20, 2025
Time:	4:30 pm – 5:30 pm ET
Type of Event: (virtual or in-person)	Virtual
Cause:	AAPI Equity and Mental Health
Why This Matters:	In celebration of Asian American Pacific Island Heritage Month and Mental Health Awareness Month

What Volunteers Will Be Doing + Preparation or Skills Volunteers Need:	We'll learn about the Asian American experience, specifically in the context of New York City, the US's largest Asian American community. The presentation will discuss how to combat the rise in Anti-Asian hate in the United States as well as break down stigmas around mental health stigmas. No previous experience or preparation needed.
Registration Link:	To volunteer, please register <b>BY DATE</b> on the Volunteer page of the Dunder Mifflin Pledge Portal.
Associated Donation/Match:	To learn more about these organizations and to make a donation, visit the NAME Cause Portfolio on the Dunder Mifflin Pledge Portal.

## Sample Communications for 3 weeks out

### Email Messaging

*For initial email announcement to all employees.*

<b>Template:</b>
Subject: [Company Name] Volunteer Event with [Nonprofit Partner] Event: [Project Name]
<p>[Company Name] team,</p> <p>[Why This Matters], join us for a [Type of Event] volunteer event with [Nonprofit Partner].</p> <p><b>[Project Name]</b>  <b>[Date]</b>  <b>[Time]</b></p> <p><b>Sign up by [DATE] through [Registration Link]</b></p> <p>[What Volunteers Will Be Doing]</p> <p>[Associated Donation/Match]. Boost your impact by donating to [Cause] organizations or specifically [Nonprofit Partner] on [Donation Link].</p>

We hope to see you there!

### Messaging Platform or Slack

*For initial announcement to all employees. Keeping these messages as short as possible is key.*

#### Template:

@channel, [Why This Matters]! Join us for a [Type of Event] volunteer event with [Nonprofit Partner] to [What Volunteers Will Be Doing]. **[Date] + [Time]!**

Sign up by [DATE] through [Registration Link]

### Talking Points for Initial All-Hands Meeting

*For initial announcement to all employees.*

#### Template:

- Join the team for an [Type of Event] volunteer event with [Nonprofit Partner]
- [What Volunteers Will Be Doing]
- [Date] + [Time]
- Sign up by [DATE] through [Registration Link]

### Sample Communications for 2 weeks out

#### Talking Points to Key People

##### Key People:

##### C-Suite Leadership

##### Talking Points:

- Employees need to know that leadership supports their participation in giving back.
- A message from you will help create and sustain our culture of giving.

- Chief Do-Gooders**
- I think you are the perfect internal champion because of...
  - Can you encourage colleagues to get involved and register for volunteer opportunities?
- ERG Leaders**
- Can you share this new volunteer opportunity with your membership?
  - \*If the ERG is co-sponsoring the volunteer project\* – can you ask each member to bring 1-2 allies/colleagues outside the ERG?
- Managers**
- Can you spread the word to your teams?
  - To encourage your team to participate, can you ensure meetings aren't during the volunteer project?
- Target Volunteers**
- I think your skillset is perfect for this volunteer project.

\*Use [these key points](#) for each person to have clear action items.

## Sample Communications for 1 week out

### Email Messaging

*For final email announcement to all employees.*

<b>Blank Template:</b>
Subject: REMINDER: [Company Name] x [Nonprofit Partner] Event

[Company Name] team,

A quick reminder of [Project Name] [Type of Event] volunteer event this **[Date]** at **[Time]**.

Sign up through [Registration Link]

[What Volunteers Will Be Doing]

And don't forget, [Associated Donation/Match]. Boost your impact by donating to [Cause] organizations or specifically [Nonprofit Partner] on [Donation Link].

We hope to see you there!

### Messaging Platform or Slack

*For final announcement to all employees. Keeping these messages as short as possible is key.*

#### Blank Template:

@channel, REMINDER! [Project Name] [Type of Event] volunteer event is this **[Date]** at **[Time]**.

[What Volunteers Will Be Doing]

Sign up by DATE through [Registration Link]

### Talking Points for Initial All-Hands Meeting, Key People, and Volunteer Event Registrants

*For final announcement.*

#### Blank Template:

- Reminder – [Project Name] [Type of Event] volunteer event is this [Date] at [Time].
- [What Volunteers Will Be Doing]
- Sign up through [Registration Link] \*give colleagues an easy way to sign up, maybe QR code?

## Sample Communications for Day of or Day Before

### Messaging Platform or Slack

*For day-of announcement to all employees. Keeping these messages as short as possible is key.*

#### Blank Template:

@channel, [Project Name] [Type of Event] volunteer event is **today at [Time]!**

[What Volunteers Will Be Doing]

Sign up through [Registration Link]

### Talking Points for *Initial All-Hands Meeting and Key People*

*For day-of announcement to all employees.*

#### Blank Template:

- [Project Name] [Type of Event] volunteer event is today at [Time]!
- Sign up through [Registration Link] \*give colleagues an easy way to sign up, maybe a QR code?