



A step-by-step guide to a meaningful corporate volunteer event

An impactful volunteer event – guaranteed

Percent Pledge social impact managers have planned over 200 successful volunteer events by following these steps. The thoroughly planned events are highly recommended by Percent Pledge customers and their employees. So our social impact managers created this guide to share their secrets to a truly authentic and highly impactful volunteer event for your company and employees.

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Program design

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To begin any program within your company, it is important to involve the people you want to engage in the program as early on as possible. If you want your employees to "buy in" to your volunteer program, it's critical to understand if, how, and when they want to volunteer, and most importantly, what causes they want to impact while volunteering.

To do this, survey your employees. Utilize our [Employee Passion Assessment Lite](#), which gives you five basic questions that are critical to ask employees while building your volunteer events and program. We also recommend adding questions to make it more unique to your company. For example, ask the employee's location in the anonymized survey in case employees are interested in a more traditional in-person option for volunteering.

Once the results are in, analyze and create a report. The report should consolidate all of your employees' passions into one document, which can be used across many functions of the business. Here is a [Sample Passion Report](#) we share with our customers that you can use as a guide. We recommend sharing with leadership to validate why you are planning volunteer events. We also recommend sharing with all employees as it is a great way to "tease" that volunteer events are coming.

Resources for program design

Passion Assessment Lite

Why use the Passion Assessment:

1. Makes your social impact program employee-driven, leading to better engagement and inclusion.
2. Provides invaluable insights into how employees want to give and what they care about most.

How to use this document:

1. Copy and paste the suggested questions and answers into your survey platform.
2. Make sure employees know their answers are anonymous.
3. Give employees a full week to respond.
- a. Tip: If response is low, share interim results in second call for employees to complete.

Questions + tips:

1 Which charitable causes are you most passionate about?
Suggested topics include:

<input type="checkbox"/> Animal Welfare	<input type="checkbox"/> Healthcare	<input type="checkbox"/> Veterans
<input type="checkbox"/> Arts & Culture	<input type="checkbox"/> Homelessness	<input type="checkbox"/> Women's Empowerment
<input type="checkbox"/> Disaster Relief	<input type="checkbox"/> LGBTQ+	<input type="checkbox"/> Youth & Education
<input type="checkbox"/> Environment	<input type="checkbox"/> Racial Equality	<input type="checkbox"/> Other

Why ask this?
Diverse care about different things and your program should be informed by - and inclusive of - the diverse causes your people care about most.

What you might see: Our partner companies' most popular causes are Animal Welfare, Environment, Racial Equality, Women's Empowerment, + Youth & Education.

2 Are you currently supporting any specific causes or charities?
Suggested: Planning, donating, volunteering, participating, or using the services of

☐ Yes ☐ No

Why ask this?
It is important to identify the causes and charities your team is currently supporting so you can include their giving habits in your program.

What you might see: In most cases, 50-70% of employees currently give.

Passion Assessment

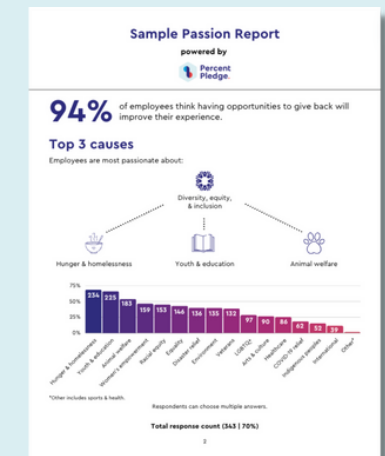
Create and manage an effective and engaging volunteer program by asking employees 5 key questions.

[Download now](#)

Sample Passion Report

Consolidate your assessment results into a report, so you can leverage the results to make your giving program more engaging. Use this Sample Passion Report as your guide.

[Download now](#)





Partner recruitment

2

Now that you have an understanding of how exactly your employees want to volunteer and what they are most passionate about, it is time to align those passions with your company's mission and values to choose nonprofits right for your company.

For example, if your employees are most passionate about the disaster relief cause and your company is in the healthcare industry, you may want to focus your search on nonprofits that rapidly respond to disasters by supporting those who are affected with medical aid.

After finding the specific cause area that is both brand and employee aligned, you can focus on searching for nonprofits that fit the criteria. Searching for nonprofits that are trustworthy and align with your company's values is difficult. To help evaluate nonprofits, the Percent Pledge charity vetting criteria is to the right. Our social impact managers evaluate nonprofits based on these guidelines to choose the right nonprofits for our customers.

We recommend finding 3-5 nonprofits that fit the criteria that also offer corporate volunteering options. Once these are chosen, reach out to the nonprofits' corporate partnerships contacts to receive detailed information about partnering and volunteering with them.

Also, it is extremely important to select events that are at least 4 weeks out as employee volunteer recruitment (step 4) needs to begin at a minimum of 3 weeks out, and selecting an event (the next step) can take at least a week when leadership is involved.

Charity vetting criteria



Top-tier ratings from evidence-based charity evaluations, such as GuideStar.



Clear and consistent impact transparency of positive, intended outcomes.



A unique and innovative approach to solve long-standing issues.



Diverse leadership that is representative of the communities served.



Transparent financials.



Other criteria your company aligns with (i.e. DEI commitments).



Event selection

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Once you have detailed information from the nonprofits that fit your criteria, it is important to present the list of project options to leadership. Leadership buy-in is crucial for employee volunteer recruitment (the next step) because when employees see leadership recommending and participating in volunteer events, they are more likely to engage.

While presenting to leadership, it is important to provide detailed information on why and how you chose the nonprofits and volunteer events, especially highlighting the alignment with company goals and employee preferences.

For an example, see the slide to the right. Directly taken out of a deck we have presented to one of our customers, the slide shares the following important information:

1. Nonprofit name, website, overview, aligned causes, and geographies
2. Project title, summary, descriptions, location, date and time, participant count, and donation
3. Additional info

For every volunteer project you are recommending, create a slide like the one to the right.

Once leadership decides, reach out to all of the nonprofits you showed interest in and share what you are doing moving forward so you can set the next steps into place.

Volunteer project option sample slide

Volunteer project options

<https://www.riseagainsthunger.org/>

Rise Against Hunger

Project Title:
Host a Meal Packaging Event

Project Location:
In-Office or Rise Against Hunger Warehouse (LA)

Dates/Times:
2 hours

Participants:
Up to 100

Required Donation:
20-50 volunteers: 10,000 meals
\$3,800 (0.38/meal)
100 volunteers: 20,000 meals ~\$7,600 (0.38/meal)

Project TL:DR:
Help provide meals to groups that run residential care homes for children and elderly, as well as support causes including poverty, disease, education, and the welfare of women and children through the Food Packing event.

Project Description:
The team will begin the activity by labeling bags. This helps Rise Against Hunger track meals once they've been distributed. There are 3 stations at a meal packing event:

1. Funnel Station: 4-5 volunteers at each funnel with 1 person per ingredient. Each volunteer adds an ingredient to the funnel.
2. Scale Station: Volunteers here will weigh each bag to make sure the weight is correct.
3. Counting Station: Here, volunteers double check if bags are properly seals and then load bags into boxes.


Organization Overview:
Driven by the vision of a world without hunger, Rise Against Hunger is growing a global movement to end hunger by empowering communities, nourishing lives and responding to emergencies.

Causes:
Hunger & Homelessness

Geographies:
Los Angeles, CA | Global

Additional Info:
Meal minimum may change depending on the distance from its office/warehouse location and other fees and site requirements may apply to events beyond 200 KMs from our team bases.

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 **Percent Pledge.** | Confidential



Employee volunteer recruitment

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Next step, inspire your team, recruit volunteers, and make an impact together.

First, create one place where employees can learn about the event and sign up for it. Whether this is your social impact platform or a spreadsheet, it is important to understand how many employees are interested and will volunteer.

Next, communicate the awesome volunteer event with your employees. Frequent communication across multiple channels is key! With so many different communications to manage, it can be tricky to plan what to share at what time and to whom.

We recommend using these [11 communication templates](#) to help you plan your recruitment efforts with a clear breakdown of a recruitment timeline, strategies, key people, and sample communications—making your volunteer event planning more manageable, effective, and impactful.

Guide to recruiting employee volunteers


**Parsons
Brinckerhoff**

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

	Announcement type	From	To
3 weeks out	Email announcement	Social Impact Lead	All employees
	Message on messaging platform		
	Announcement during all hands		
2 weeks out	Announcement with talking points to key people one-to-one	C-Suite Leadership Chief Diversity Officer ERG Leaders Managers	All employees Colleagues within department Colleagues within ERG Direct reports
		Social Impact Lead	Target volunteers
1 week out	Email announcement	Social Impact Lead	All employees
	Message on messaging platform		
	Announcement during all hands		
	Reminder during all hands		Key people & volunteer event registration
The day of the event	Message on messaging platform	Social Impact Lead	All employees
	Announcement during all hands		
	Email with final registration details		Registered volunteers

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Customer tested and proven to engage employees, these 11 communication templates are easy to customize, copy, and paste for every step of your outreach—from 3 weeks out to the day of.

[Download now](#)



Event facilitation

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Now it's time for the event! The workload of facilitating an event is completely dependent on the volunteer event you chose. But we do have a couple of pro tips on how to facilitate an event.

See to the right for a few suggestions before and after the event.

A few event facilitation suggestions

Before the event

1. Ensure the volunteer event is simple and clear so employees can focus solely on volunteering and aren't disincentivized from volunteering now and in the future.
2. Schedule time for facilitating the event—it takes time; give yourself it.

During the event

1. Set the tone by making jokes, lightening the mood. Remember and remind your team that while volunteer events are important and meaningful, they are also intended to be fun. Give everyone permission to have a great time, which starts by having one yourself.
2. Take pictures during the event; even a screenshot of the Zoom will do!
3. Encourage participation. If appropriate, create a competition.
4. Reiterate the WHY. Why is it so important your company is volunteering at this event and with this nonprofit? Share with the volunteers your thoughtful process of choosing the event – they will greatly appreciate the time and work you put in.



Employee volunteer feedback

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You did it! The volunteer event is over, but not all the work is complete. To ensure any volunteer program is successful, it must be measured. For your volunteer event, pulse your employees to gather feedback and their authentic volunteer stories.

The day after the event, send a post-event survey out, asking employee volunteers to share their volunteer stories. Give a bit more in the prompt, like the suggestions to the right. When we ask those questions, we receive THE best feedback. For example:

“

What a wonderful experience--there was a lot of team work! It felt so good to help out others in need--we all were in great spirits. Everyone went after it with full force. I look forward to doing it again!!



Employee Volunteer

“

Volunteering was a great opportunity to connect with coworkers I haven't met before! It was nice to spend some time away from my computer, outside, and helping our beautiful city stay clean.



Employee Volunteer

What to ask your employees post-event

Share their volunteer story

Yes, it is as simple as that. Feel free to expand on the questions. For example:

1. What was your experience like?
2. How did you and your teammates serve?
3. Any highlights and/or feelings you remember from the project?
4. What did you learn?
5. Was the organization you served with a good partner?



Event impact report

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One of the final steps (argued to be the most important) is creating and marketing the event impact report. Impact reports are often forgotten or completely disregarded, but we believe impact reports are the most important step as they can be used for various purposes with meaningful outcomes.

1. Send to employees to share the incredible impact they made. Employees love giving back, and they want to celebrate it. Plus, those who didn't volunteer will see the incredible impact their colleagues made, which motivates them to join the next volunteer opportunity creating higher engagement.
2. Share with your community on social media—perfect for cause marketing. People care about your company giving your employees the incredible opportunity to give back.
3. Share on your culture page for hiring. Future employees care about their future company giving back.

So what's all included in the event impact report? While employees fill out the survey in the previous step, collect all of the data and pictures from the event. To the right, you will find suggestions to include.

Now that you have stats, testimonials from employee volunteers, and pictures from the event, it's time to put it all together in a consolidated report. View this [sample impact report](#) from a volunteer event we planned for one of our customers.

What's included in a event impact report

Metrics

Examples of metrics we collect:

- Total employee volunteers
- Hours of the event
- Total hours served (total employee volunteers x hours of the event)
- Employee participation rate (total employee volunteers out of total employees)
- Total in-kind value (\$111 x hours of the event)

Pictures

Pick the best pictures you got from the event; even if it is a Zoom screenshot!

Testimonials

Choose the best testimonials from your passionate employee volunteers.

[View this sample impact report for inspiration.](#)



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Celebrate *your* impact!

Wahooooo! Your company is growing your #cultureofgiving!

