THE NEW WORLD OF VOLUNTEER ENGAGEMENT
✓ Full service Social Impact Agency
✓ Sole focus on CSR and Nonprofits
✓ Strategy, Activation and Communication
PAST 3 YEARS HAS CHANGED VOLUNTEERISM
A NEW REALITY

Companies investing more in volunteerism to help recruit/retain employees

Volunteerism is seen as a critical tool to foster a stronger culture and increase job satisfaction
Increased interest in volunteerism associated with DEI, social justice, equity
Greater emphasis on digital/off-site opportunities
Continued interest in skills-based volunteerism especially among Millennials/Gen-Z
Highlighting the wellness benefits of volunteerism

Everybody knows that volunteering can make a massive difference to the environment. Despite this, most people don’t realise the benefits it holds for volunteers themselves. As well as helping to protect our rivers, volunteering with The Rivers Trust movement can make a huge impact on your personal wellbeing.
GETTING STARTED
CREATE A MENU OF OPPORTUNITIES

• Provide a range of entry points
• Promote on website
  • #1 place potential volunteers go to find opportunities

Easy

Little time commitment
“Hands-on volunteering”

Skilled volunteering

More involved
Ex: Mentoring

Very involved

Dedicated
Ex: Board Service
Finding Volunteers

- Companies
- Community Groups
- Colleges & Schools
- Religious Organizations
- Current Volunteers
REACHING VOLUNTEERS

Traditional ways
• Website
• Newsletters
• Relevant Organizational Materials

Getting More Creative
• Digital Postcards/invitations
• Testimonials and invitation by current volunteers via Facebook/Instagram
• Testimonials and invitation by beneficiaries via Facebook/Instagram
• Text Messages
• Tik-Tok videos
IDEAS TO FIND, KEEP + GROW MORE VOLUNTEERS
Volunteerism can live in many places within a company. Each can be an entry point and a source of volunteers.
Employee Resource Groups (ERGs) are critical programs within companies.

While volunteerism isn’t the entire focus of ERG, nearly all have volunteerism and donation efforts.

- Volunteers
- Internal Champions
- Funding
- Networking

With 54 employee groups and networks, more than 147,000 employees are engaged in ERGs across the company including:
  - Hacemos - Hispanic/Latinos
  - FACES - The Filipino-American Communications employees of AT&T
  - Native American
  - Veterans
  - BIPOC Women
  - Caretakers
Opportunity: New Audience to Tap

Consider a new prospecting entry point.

Provide employee education around your social issue, initiative or program(s)

Activate ambassadors for company’s CSR efforts
THE GROWTH OF DEI

To achieve a growing number of DEI goals, companies increasingly are relying on volunteerism.

DEI staff are becoming a critical audience to approach.

- Identify nonprofit partners
- Supply volunteers
- Provide funding
Many nonprofits have been doing significant, impactful work supporting BIPOC communities for decades.

- Revise messaging to highlight legacy of BIPOC work
- Provide Employee Education + Training Programs
- Opportunity for stronger BIPOC and female representation
Offering Skills Based Experiences

Increasingly volunteers have desire to use their professional experience and expertise in volunteerism.

Volunteers report more engaged in volunteerism when using their expertise.

Nonprofits are expanding volunteerism to include more skills-based opportunities.
Skills Based Volunteerism Comes in Many Forms

- Creating a Marketing or Social Media Plan
- Providing technology expertise
- Creating an advertisement or materials
- Planning a fundraising event
- Review IT and data management plans
- Teaching nonprofit staff on AI
Developing INNOVATIVE ACTIVATIONS

An uptick in nonprofits using interactive features to increase volunteerism

- Gaming
- Competitions
- Badges
- Quizzes/Trivia
- Pledges
- Certification
- Interactive Leaderboards

Developed The Virtual Impact Trip to Tanzania for volunteers to see a live impact trip.

Created a board game for volunteers to learn CSR
Rebuild a house. Create a home.

Rebuilding Together Virtual House
Volunteers can “rebuild it” through donations

Friendship Bracelet
Alex’s Lemonade Stand
Interactive Portal

Points for participation

Badges Levels

- 1 - 25 points: New Volunteer
- 26 - 50 points: Actively Involved
- 51 - 75 points: Making a Difference
- 76 - 100 points: Notably Inspiring
- 101 and beyond: Change Maker

Photography competition to capture the spirit of global community

Enabled employees to virtually plant a tree with One Tree Planted in four global locations during Earth Month
60% increase in employee engagement through gamification & interactivity
Rise of Micro Actions

- Volunteer opportunities that take 15 minutes to 1 hour of time
- Performing digital tasks to support nonprofit needs
- Leverage their professional skills at the same time

2X likely to volunteer their time

3X as likely to engage in peer-to-peer fundraising efforts for the cause

* Georgetown University Center For Social Impact Communication
Opportunity: Add Micro to your Menu

- Signing an online pledge
- Filling out a survey
- Sending letter to elected officials
- Promoting content
- Designing a logo
- Creating a webpage
- Translating documents
Creating Compelling Content

It’s a constant challenge to reach and engage current and potential volunteers.

Increasingly companies, community groups are relying on nonprofit partners to generate compelling content re: volunteerism and social impact to share with their employees, members.

This includes beneficiary stories and volunteer stories.

Emotionally connected audience is 50% likely to engage with a brand.
Opportunity: Highlight Your Volunteers

Autism Society Volunteer Spotlight
Howard University Alternative Spring Break

Volunteers with big hearts and making wishes come true for this little guy, Colton Cain. Submitted

Feeding America
The Volunteer Diaries

Make A Wish Stories Series
Pandemic put an emphasis on our overall well being

Nonprofits have gotten creative to highlight wellness benefits of volunteerism

And include wellness aspect to current volunteerism efforts
OPPORTUNITY: LEAN INTO THE WELLNESS

• Highlighting mental benefits of volunteering in materials

• Creating Mindfulness Workshops for volunteers

• Adding a mental wellness element to volunteer projects

• Emphasizing physical benefits of lower stress due to volunteerism
CONVERTING VOLUNTEERS TO DONORS

Thank them!

Ask them to share impact of their volunteer experience

Invite them to participate in next fundraising campaign like #Giving Tuesday

Ask about Matching Gifts program at their company
Let’s Recap

• Creativity required to breakthrough and engage

• Multiple ways into a company

• Consider Skills-based & DEI approaches to your volunteerism

• Micro actions work!
THANK YOU!

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