

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



The
Rivers
Trust

Volunteering & Wellbeing

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.

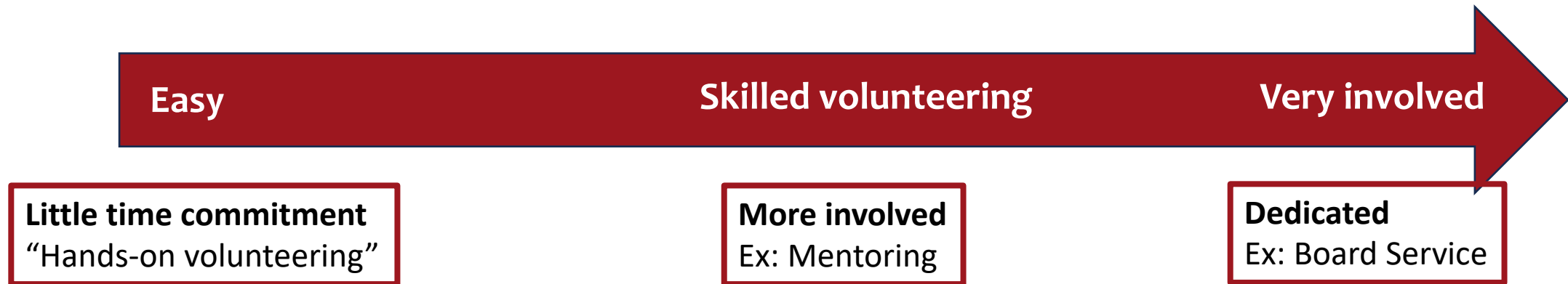




GETTING STARTED

CREATE A MENU OF OPPORTUNITIES

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



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



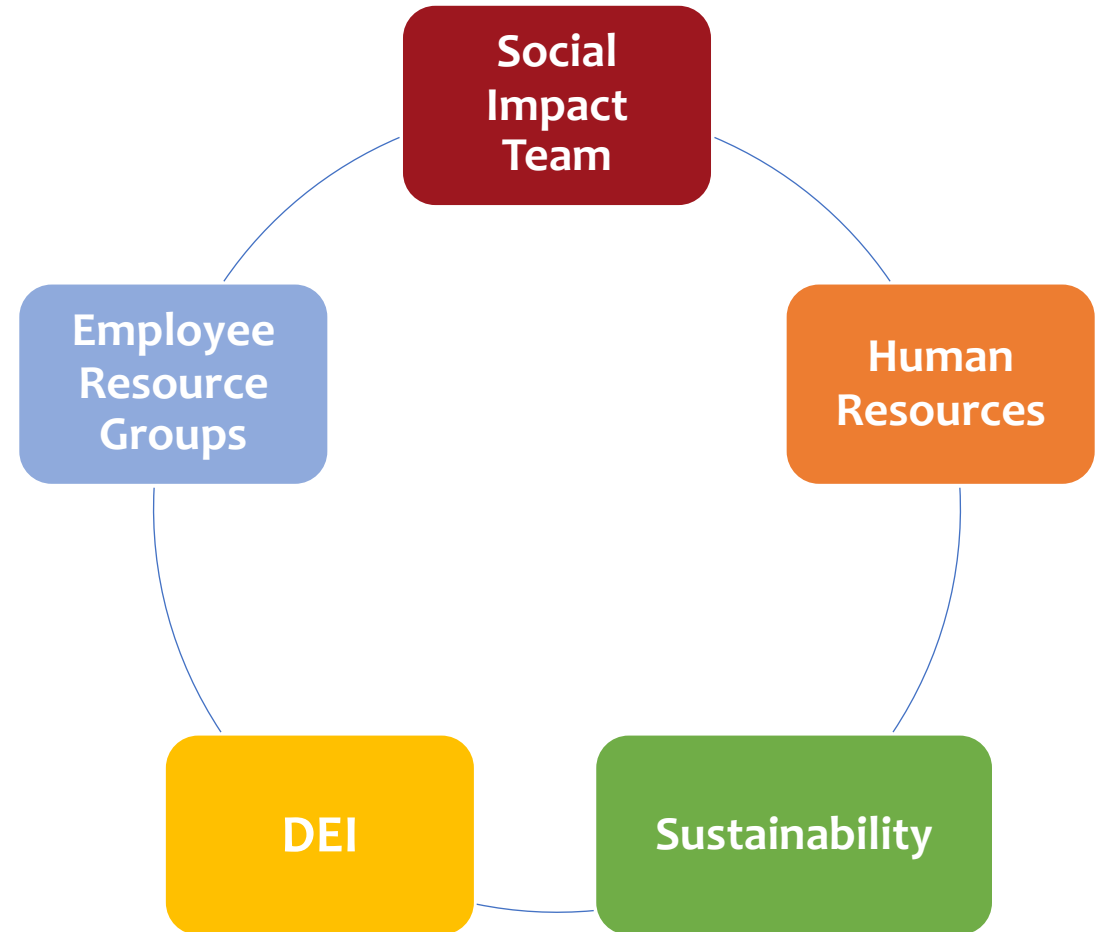
IDEAS TO FIND, KEEP ➔ GROW MORE VOLUNTEERS



INCREASINGLY MORE WAYS INTO A COMPANY

Volunteerism can live in many places within a company

Each can be an entry point and a source of volunteers



RISE OF EMPLOYEE RESOURCE GROUPS

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



OPPORTUNITY: CONNECT THE DOTS

Many nonprofits have been doing significant, impactful work supporting BIPOC communities for decades.



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

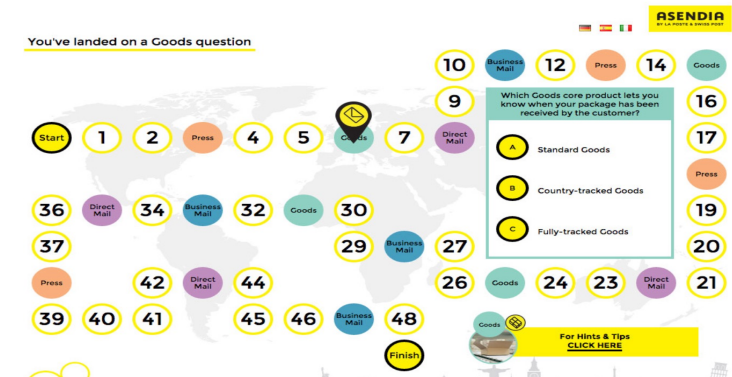
- Gaming
- Competitions
- Badges
- Quizzes/Trivia
- Pledges
- Certification
- Interactive Leaderboards

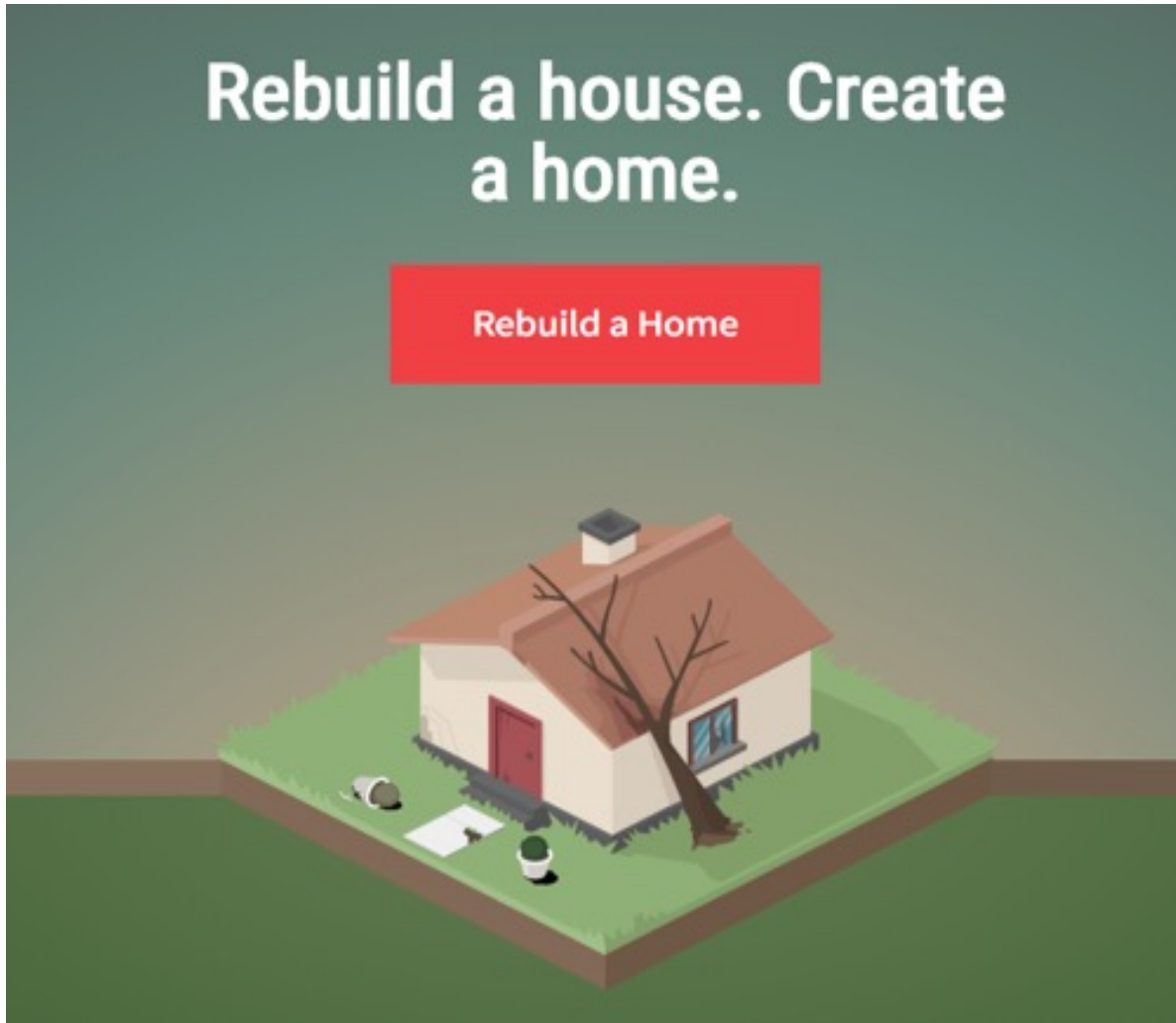


Developed The Virtual Impact Trip to Tanzania for volunteers to see a live impact trip.

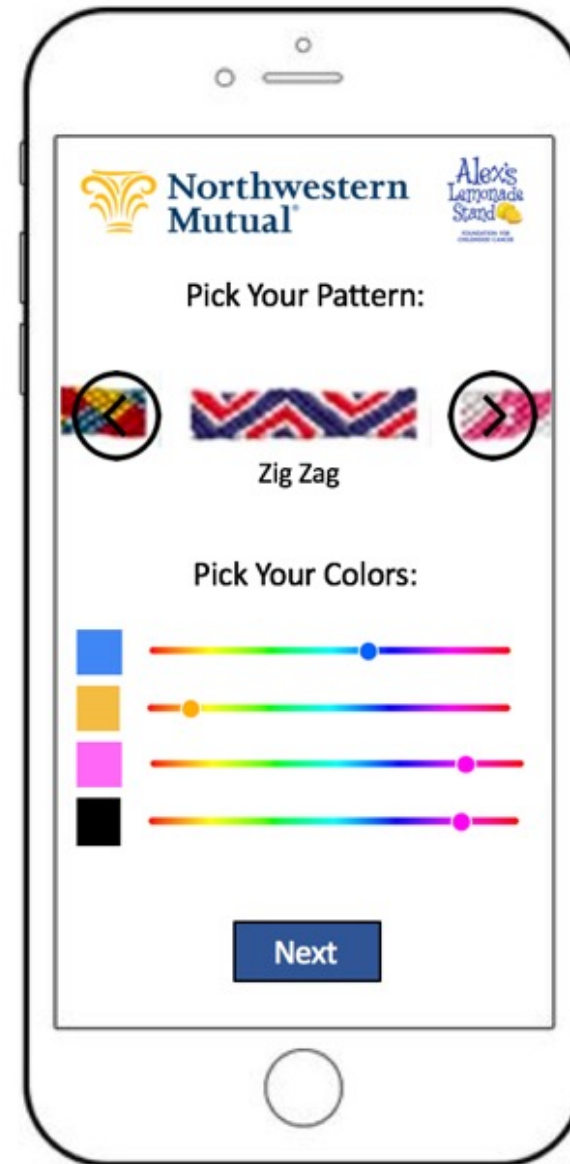


Created a board game for volunteers to learn CSR

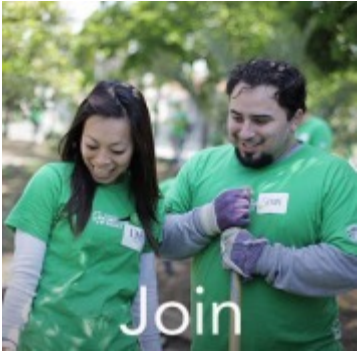




Rebuilding Together Virtual House
Volunteers can “rebuild it” through donations



Friendship Bracelet
Alex's Lemonade Stand

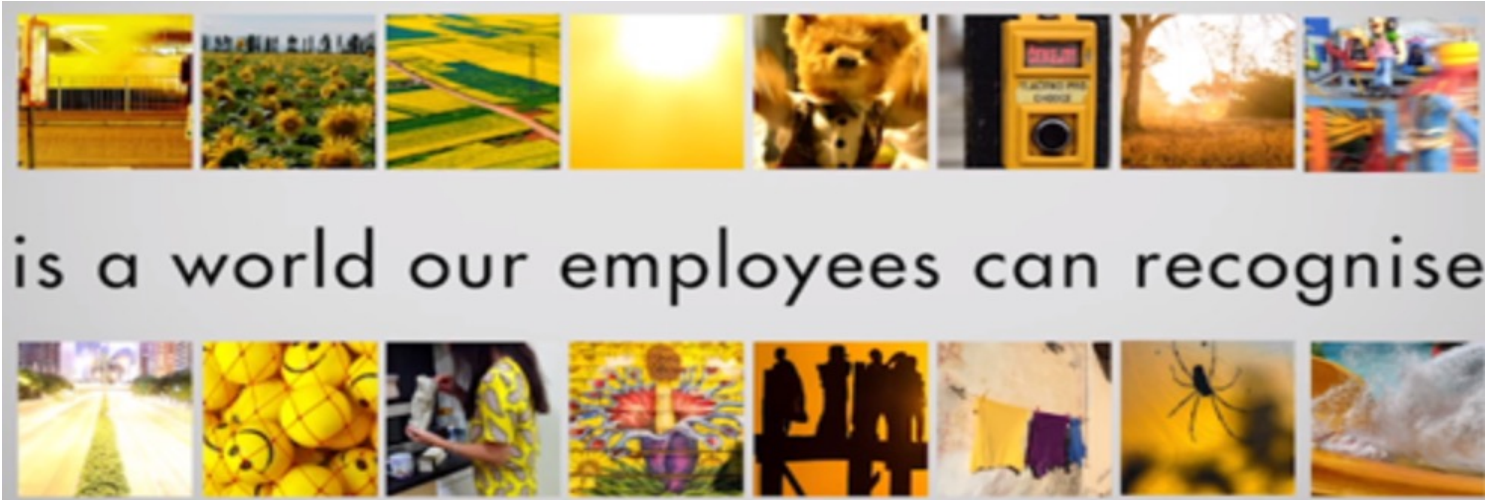


Interactive Portal

Points for participation



Badge Levels	
L1	1 - 25 points: New Volunteer
L2	26 - 50 points: Actively Involved
L3	51 - 75 points: Making a Difference
L4	76 - 100 points: Notably Inspiring
L5	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

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*

Make A Wish Stories Series



Feeding America
The Volunteer Diaries

FOCUS ON WELLNESS

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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