



Virtual Business Partner Breakfast
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Boosting Employee Engagement through Community Involvement



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Outcomes

To address the connections, complexities and correlations between:

- **Talent attraction** and corporate mission fulfillment through **community impact**
- **Community engagement** and the strength of **employee re-engagement**
- **Talent retention** and individual choice in **community volunteerism**



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America's Charities Snapshot Employee Research found that **71%** of employees surveyed say it's **imperative or very important to work where culture is supportive of giving and volunteering.**



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One of the greatest gifts you can give is your time.

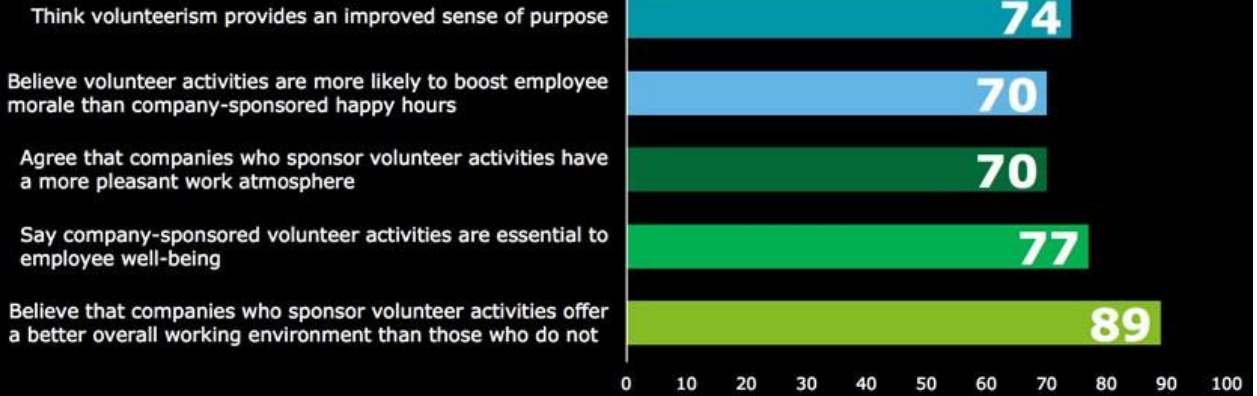


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Deloitte Development LLC 2017 Volunteerism Survey

Percentage of respondents



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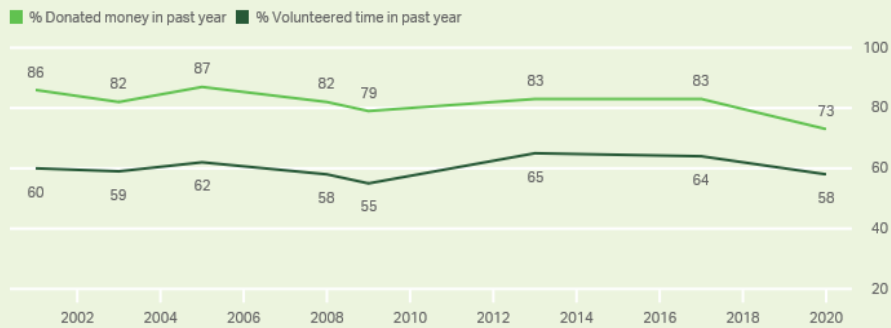
2017 Volunteerism Survey



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Fewer in U.S. Report Engaging in Charitable Activities



Respondents are asked separately about donating money/volunteering time to religious organizations and other charitable organizations. The figures represent the percentages who donated money/volunteered to one or both types of organizations in the past year. 2008 and 2009 results based on averages of two polls conducted each year.

GALLUP



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<https://news.gallup.com/opinion/gallup/311024/covid-requires-ability-philanthropic-organizations.aspx>

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“The best way to find yourself is to lose yourself in the service of others”

- Mahatma Gandhi



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Attraction

Engagement

Retention



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| | |
|---------------------|---|
| <h1>Attraction</h1> | <p>What ideas, successes, questions, strategies, etc. do you have for talent attraction related to organization mission fulfillment?</p> |
| <h1>Engagement</h1> |  |
| <h1>Retention</h1> | |

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How Employee Volunteers Can Help You Attract and Hire Talent



- 1. Understand societal issues.**
 - When sourcing communities for talent, it's helpful to understand the barriers different groups face.
- 2. Develop the community members you're recruiting for talent.**
 - Engage in volunteer activities that have the potential to open doors to acquiring talent through proactive sourcing.
- 3. Connect with nonprofits that offer job readiness programs.**
 - Leverage the skills you're working to acquire as a compass to find nonprofits with a mission to develop the capacity of diverse communities.
- 4. Offer interview etiquette and résumé workshops.**
 - Through these workshops, your employees can volunteer to help job seekers write winning résumés that highlight their skills in a compelling way employers understand.

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 VolunteerMatch Blog
<https://blogs.volunteermatch.org/employee-volunteers-can-help-you-attract-and-hire-talent>

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Impact and Sustainability through Planning



Establish a consistent message

Share your mission/vision

Remain aware of community needs

Engage community volunteers

Work with partners

Evaluate impact and measure success

How will you accomplish each area?



<http://strengtheningnonprofits.org/resources/learning/online/sustainability/Print.aspx>

Attraction

Engagement

Retention



What ideas, successes, questions, strategies, etc. do you have related to **employee re-engagement** in a hybrid remote/in-office environment?



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“Alone we can do so little;
together we can do so
much”

- Helen Keller



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Without community service, we would not have a strong quality of life. It's important to the person who serves as well as the recipient. It's the way in which we ourselves grow and develop.

- Dorothy Height



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A study by United Health Group found that **64%** of employees who currently volunteer said that volunteering with work colleagues has strengthened their relationships.



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Steps to implement a social impact program that cultivates a stronger sense of community



1. Formalize your organization's social impact and sustainability initiatives and define ways employees can get involved.

- Create an actionable plan that aligns with your company's values, and ensure managers communicate opportunities early and often to their direct reports.

2. Strengthen employees' sense of community.

- Personalize social impact to help your employees feel fulfilled, productive and involved.

3. Harness social impact as a recruiting and retention tool.

- Offer outlets to create meaningful social change to not only attract top talent but to also help combat the issues that often drive talent to search for new jobs



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Forbes

<https://www.forbes.com/sites/forbeshumanresourcescouncil/2021/07/14/ny-brid-workforces-three-tips-to-retain-talent-and-impact-your-community>

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Questions to Consider When Creating an Employee Volunteer Program



1. What are you looking to achieve?
2. What resources do you have available?
3. Will the program be mandatory?
4. If the program is not mandatory, will you provide employees with paid time off to volunteer?
5. How will you advertise and share information about the volunteer program with your employees?



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<https://www.hrresolutions.com/blog/community-rem-volunteerism-betters-employee-experience/>

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Find the Right Volunteer Opportunity for Your Team



1. Does this organization do work that aligns with our values?
2. Does this opportunity fit my team's interests and skills?
3. Do we have enough time to do the work required?
4. Does this organization offer virtual volunteer options for a hybrid team?



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Start where you are Use what you have Do what you can

- Arthur Ashe



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Attraction

Engagement

Retention



What ideas, successes, questions, strategies, etc. do you have for **talent retention** related to community volunteerism?



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When strategically integrated with your company's business goals and values, involving employees in a mix of volunteer work, skills giving, workplace giving programs, and matching gift opportunities gives employees a sense of purpose, and makes them feel more connected to the community and your company-wide social responsibility efforts.



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<https://www.charities.org/news/business-case-employee-volunteer-skills-giving-programs>

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How Volunteering Can Improve Productivity At Work



1. Decrease anxiety.

- Having more purpose and decreased anxiety will help you gain mental clarity at work and increase your productivity.

2. Develop professional job skills.

- Roughly half of all volunteers can use their work skills, such as marketing, management, or finance, in their volunteering activities.

3. Increase confidence and leadership opportunities.

- Volunteering provides the opportunity to make a tangible impact in someone's life, confirming your ability to make a real difference.

4. Stronger colleague relationships.

- Volunteering together with your colleagues can develop a bond that otherwise would not have happened in the workplace.



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<https://www.forbes.com/sites/elleavate/2020/08/18/volunteering-can-improve-your-productivity-at-work-during-covid-19/?sh=79c16106491a>

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Why Community Involvement and Volunteering Make Better Employees



1. Builds Loyalty
2. Makes Work Emotional
3. Helps People Build Skills
4. Promotes Leadership
5. Attracts New Hires
6. Builds Passion



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<https://www.itagroup.com/insights/community-involvement-volunteering-make-better-employees>



"The purpose of life is to discover your gift.

The work of life is to develop it.


The meaning of life is to give your gift away.

Current version published in "Finding Your Strength in Difficult Times: A Book of Meditations" by David Viscott



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| Discussion Group Questions | |
|----------------------------|---|
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| Engagement | What ideas, successes, questions, strategies, etc. do you have related to employee re-engagement in a hybrid remote/in-office environment? |
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