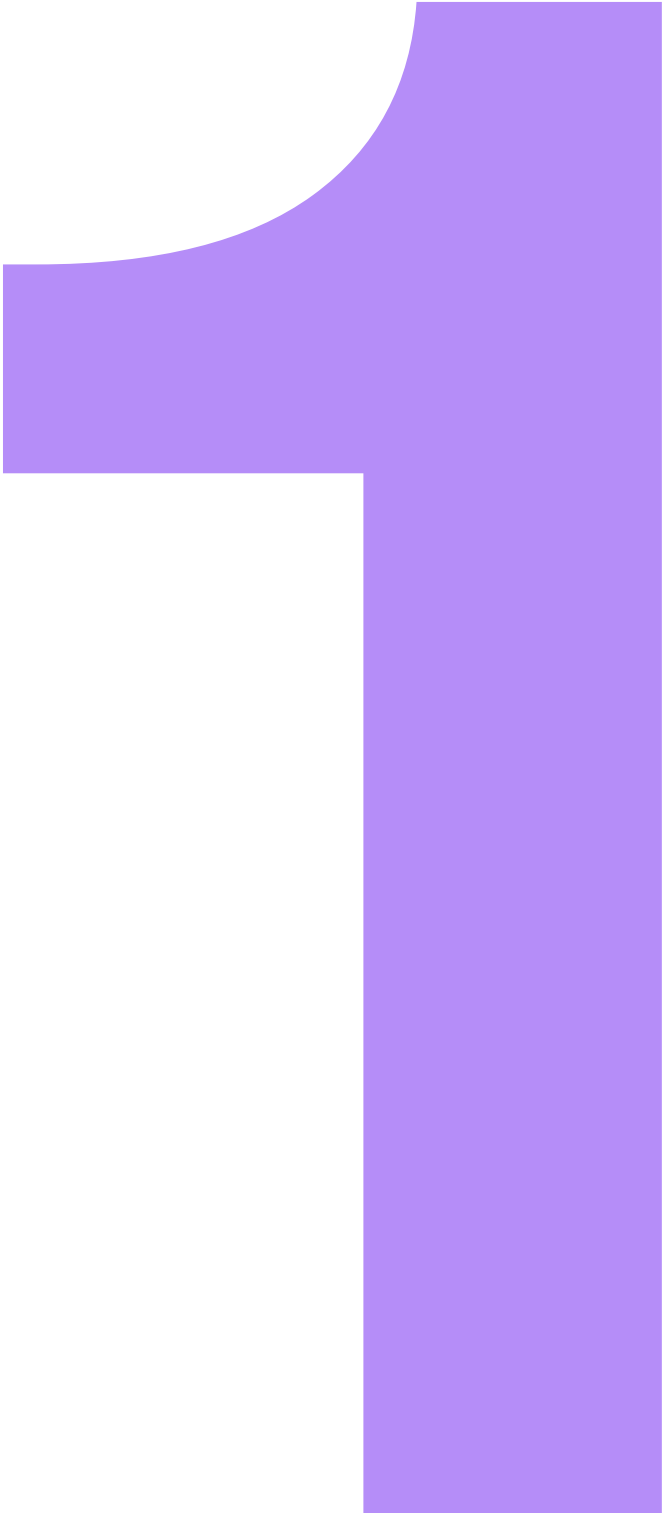


Engaging teams in corporate volunteering

Best practice guide

employee
volunteering

Certified
(B)
Corporation



Communicate the impact

Highlight the cause: Clearly communicate the purpose and impact of the volunteering event. When employees understand how their participation will directly benefit the community, they are more likely to sign up.

Share stories: Use real-life stories or testimonials from past volunteering events to show how employees' efforts have made a tangible difference. Personalising the experience can make it more relatable and compelling.



Make it easy to sign up

Simplify the process: Remove any barriers to entry by making the sign-up process as simple as possible. Use online platforms where employees can quickly register with minimal effort, such as a company intranet or the Volunteering Hub.

Provide clear information: Make sure employees know all the details about the event: date, time, location, and what to expect. The more information they have upfront, the more likely they are to commit.



Make it social

Team-based volunteering: Organise group volunteering events where employees can sign up together, making the experience more social. Many employees enjoy bonding with colleagues outside of the office environment.

Create friendly competition: Set up friendly competition between departments or teams to see who can recruit the most volunteers. Reward the winning team with a celebration or small team-building activity.



Leverage your leaders

Lead by example: When senior leaders or managers sign up and actively participate in volunteering events, it sets a powerful example. Employees are more likely to follow suit if they see leadership taking the initiative.

Encourage managers to promote: Encourage department heads and team managers to actively promote the event to their teams and make it clear that participation is valued and encouraged.



Demonstrate development

Skill development: Frame volunteering as an opportunity for employees to learn new skills or develop their professional experience. For example, they could enhance their leadership, communication, or project management skills.

Career development: Emphasise that volunteering can provide networking opportunities, expose them to new experiences, and even help with personal growth, benefiting both the community and their career trajectory.



Use all comms channels

Email and internal comms campaigns: Send out regular email reminders about upcoming events, including success stories from past events and a call-to-action encouraging sign-ups. Leverage internal comms channels such as Teams or Slack to create buzz around the event.

Incorporate visuals: Use engaging visuals like photos, videos, and infographics that highlight the importance of the cause, the event logistics, and the fun atmosphere. Visual content tends to capture attention more effectively than text alone.



Personal invites

Targeted outreach: Send personalised invitations to employees, especially those who have shown interest in past events, or have a connection to the cause. A direct invitation can make them feel valued and encourage them to get involved.

One-on-one conversations: If possible, have managers or team leads personally invite individuals to participate, making it feel more personal and engaging.

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