

Preview!

Employee Volunteering: A best practice guide

Practical tips and guidance for voluntary organisations who want to benefit from a business partnership and support a successful Employee Volunteering Scheme.



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Introductions

Who is this guide for?

This guide has been written for voluntary organisations who want to attract and engage with businesses, establish a mutually successful partnership and support an Employee Volunteering Scheme (EVS).

This document is focused on voluntary organisations who have some form of voluntary leadership (trustees). Voluntary organisations can include charities, community interest companies and un-registered voluntary and community groups.

Who are we?

This guide is brought to you by Bournemouth and Poole Council for Voluntary Service (CVS) and Hireserve.

Bournemouth and Poole CVS is a charity which provides advice and support to 1,500 local voluntary organisations.

Hireserve is a recruitment software provider. Hireserve ATS is used by a number of not-for-profit organisations for both staff and volunteer recruitment, including the RNLI and MND Association.

Bournemouth and Poole CVS and Hireserve have worked together on a number of initiatives to support and promote employee volunteering.

What are the benefits of employee volunteering?

For voluntary organisations:

- ✓ Benefit from new skills and specialist support you may not otherwise be able to afford or prioritise
- ✓ Enhanced capacity
- ✓ A diverse range of activities can be supported by employee volunteers
- ✓ Enhanced awareness of your cause amongst business partners
- ✓ Ongoing support from a business

For businesses:

- ✓ Enhanced staff morale
- ✓ Team building
- ✓ Skills development
- ✓ Enhanced reputation with customers and partners
- ✓ May support the organisation's wider approach to Corporate Social Responsibility (CSR)

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Your barriers to employee volunteering

Common challenges

In this section, we're going to take some of the challenges and barriers you might face ahead of securing a corporate partnership and supporting Employee Volunteering in your organisation.

Crucially, we're also going to explore how you can overcome these issues...

1. You try to accommodate the needs of the business first

Securing the support of a business is something to be valued – but it does not mean that your needs and aims should come second to the business in question.

How to address this:

- ✓ During your first meeting or call with a business partner, ask what their objectives are and share yours too.
- ✓ Firmly establish a level of mutual respect for one another's requirements and offering. Yes, your organisation could benefit greatly from a corporate partner's support – but the business itself will benefit too, whether from increased brand awareness to skills development for their team.
- ✓ Be direct – acknowledge how you will help a business partner meet their aims from an EVS and ask how they think they could help you achieve yours. If this is going to develop into a long term corporate partnership, suggest a review of objectives and achievements in, say, 6 months.

2. Cost

Some potential corporate partners may have a limited understanding of the costs associated with employee volunteering, from providing volunteer training to the additional administration of risk assessments or inductions.

How to address this:

- ✓ Scope out the cost of the proposed volunteering activities before committing to a programme with your potential business partner.
- ✓ Be open with your business partner and break down costs so they can understand where, if at all, they could support with some of that spend.
- ✓ If a volunteering initiative is not going to be financially viable, suggest a more cost-effective alternative to your business partner. If you do this, be sure to still emphasise the benefit this alternative would bring to you and to the business.

“47% of charities agreed that taking on employee volunteers costs them significantly.”

- Three Hands Research

We hope you're enjoying your
preview of the
Employee Volunteering Guide
for Voluntary Organisations.

The full Guide is coming soon,
so remember to
[register for your copy here!](#)



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How to secure internal buy-in

Your checklist

- ✓ If you have capacity, assign someone in your team to take responsibility for promoting corporate partnerships internally, and championing your business partnership initiatives.
- ✓ Identify a particularly supportive business partner to act as your EVS champion and produce a case study to share internally, identifying areas where the business has made an impact and how you have been able to achieve things that previously may not have been possible without a corporate partner.
- ✓ Ensure nobody in your team will feel threatened by the skills your employee volunteers bring; they are complementing and supporting the work your people do, not replacing it.
- ✓ Help your team see the potential: Demonstrate how a one-off decorating session could convert into a long-term volunteering relationship and ongoing corporate support. However, manage expectations too - this may not always be the case!
- ✓ Secure buy-in from the trustees down. You might need the support of your governing board if you have to say 'no' to an offer from a business.
- ✓ Likewise seek the support of your existing staff and volunteers team. We all know a lot more people than we think we do, and we all have networks which could help.
- ✓ Ask team members for their ideas in supporting and engaging volunteers. Get people involved, contributing their experience and skills to maintain relationships with employee volunteers; make it part of everyone's agendas.
- ✓ Identify what your organisation would deem a success, and put measures in place to track and report on this.
- ✓ Manage expectations; welcoming employee volunteers is not going to transform your work overnight, so start cautiously with what results your team can expect.
- ✓ Monetise the value of voluntary roles. For example, how much would you have to pay for the advice, support or work given by employee volunteers?

Case study snippet

Sue is a Marketing professional and volunteers at local charity Diverse Abilities. Her role is varied, ranging from advising on best practice to helping put together plans for exciting fundraising events.

Sue helped with a recent Gala Dinner, which raised over £100,000 through a combination of corporate sponsorship, a silent auction and ticket sales

With a background in the private sector, Sue brings a new perspective and valuable experience to the fundraising team.

[Read more at thevolunteerpool.com](http://thevolunteerpool.com)

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About us

About Bournemouth and Poole CVS

Bournemouth and Poole CVS supports voluntary organisations across Bournemouth and Poole.

The CVS provides a range of services to local voluntary organisations, including:

- ✓ Funding advice
- ✓ Advice on running your organisation
- ✓ Help with finding volunteers
- ✓ A volunteer centre

Website: www.bournemouthcvs.org.uk

Give us a call: 01202 466130

Drop us a note: amy.collins@bournemouthcvs.org.uk



About the Volunteer Pool

The Volunteer Pool is an online volunteering portal, which enables people to search for opportunities to donate their time and skills to local voluntary organisations.

Launched in 2016, the Volunteer Pool website and brand was created by Hireserve, who worked on a pro bono basis to support Bournemouth and Poole CVS with the project.

Learn more: www.thevolunteerpool.com

About Hireserve and Hireserve ATS

Hireserve ATS is a powerful Applicant Tracking System designed for in-house recruitment teams.

Hireserve ATS is used to streamline organisations' recruitment processes, to automate administration and to reduce the time and costs associated with internal hiring.

Over the years Hireserve has developed a strong presence in the third sector, working with organisations such as the MND Association, RNLI, Victim Support and StepChange Debt Charity.

Established in 1997, our reputation has been built on a forward-thinking approach to software development, continually anticipating the needs of in-house recruiters and responding with intuitive, capable and robust talent acquisition technology.

This approach, underpinned by award-winning customer care, is why organisations both in the UK and internationally trust Hireserve ATS to automate, streamline and enhance their recruitment processes.

Hireserve creates recruitment software with a human touch.

Find out more: hireserve.com

Give us a call: 01256 634 142

Drop us a note: hannah@hireserve.com