VolunteerHub

Best Practices for Engaging Corporate Volunteers

Corporate Volunteer Study: Summary & Intro

Corporate volunteers can fill an important role at your nonprofit. VolunteerHub recently conducted an in-depth study of 132 nonprofit organizations. This report provides a high-level summary of the survey's findings, including:

- Corporate volunteer utilization rates
- Tips for attracting more volunteers from the for-profit sector
- Best practices for engaging corporate volunteers
- Challenges facing nonprofits

Table of Contents

Executive Overview	Page 4
Summary Data	Page 5
Candid Nonprofit Feedback	Page 25
Try VolunteerHub	Page 28

Executive Overview

- 70% of nonprofits surveyed rely on volunteers from the for-profit sector
- For most nonprofits (61%), corporate volunteers account for a small, yet important percentage (less than 25%) of their total volunteer lists
- Networking at community events is the most effective way to recruit new corporate partners
- Nonprofits cited "customizing the volunteer experience" as the biggest challenge associated with engaging corporate volunteers
- 60% of those surveyed believe that customizing volunteer event pages with the corporate sponsor's logo is an effective way to engage volunteers

Summary Data from All Respondents
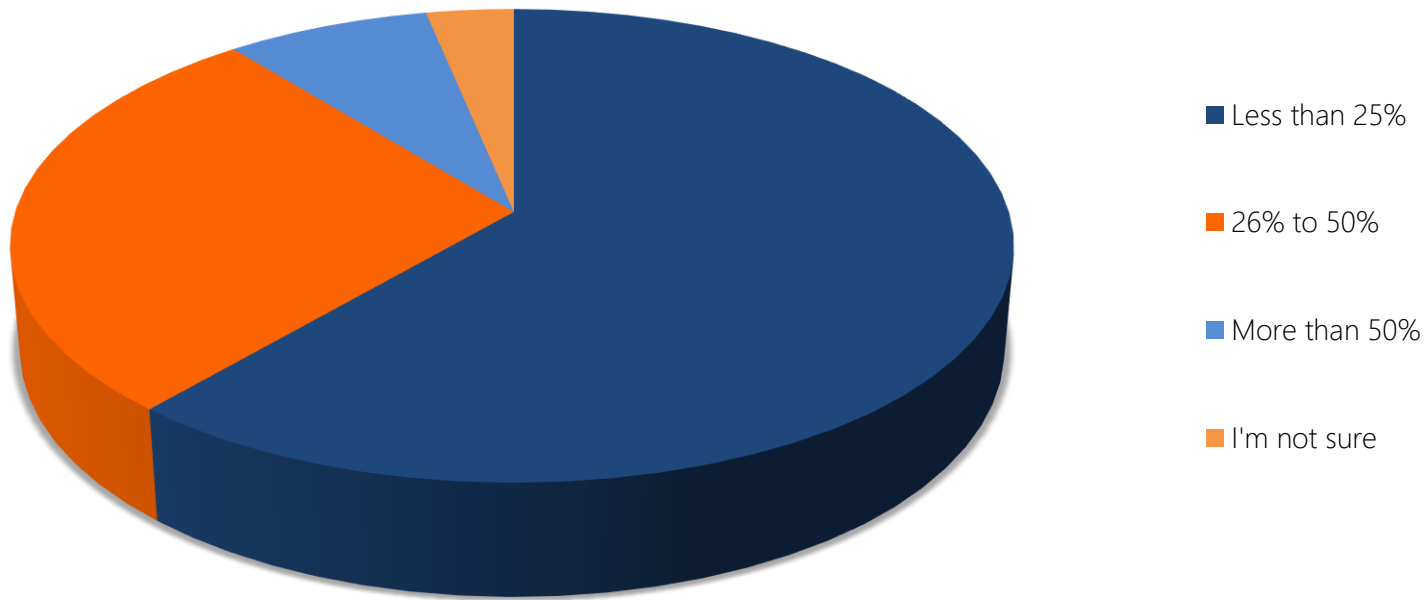
Does your nonprofit have corporate partners?

Yes ■   No ■
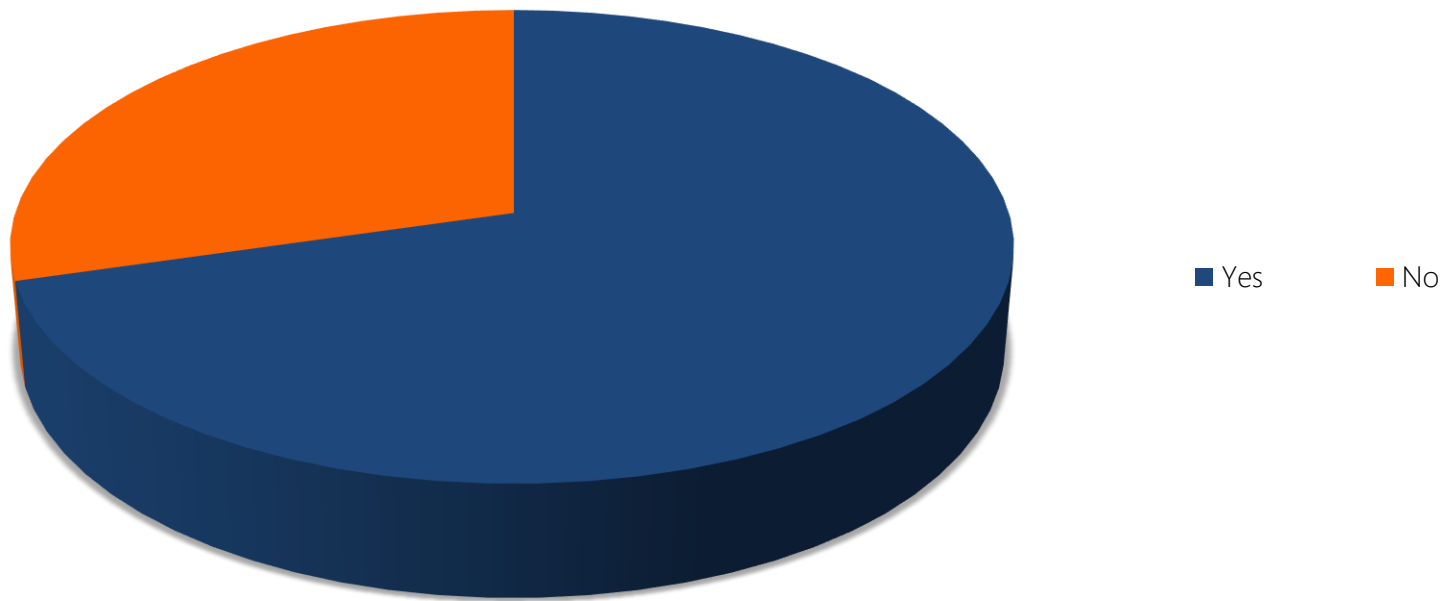
Does your nonprofit have corporate partners?

Yes	70%
No	30%

Data from Nonprofits that Utilize Corporate Volunteers

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What percentage of your volunteers come from for-profit partners?

- Less than 25%
- 26% to 50%
- More than 50%
- I'm not sure

What percentage of your volunteers come from for-profit partners?

Less than 25%	61%
26% to 50%	28%
More than 50%	8%
I'm not sure	3%

How many for-profits send volunteers to your nonprofit?

Legend:
- 6 to 10
- More than 20
- Less than 5
- 11 to 20
- I'm not sure
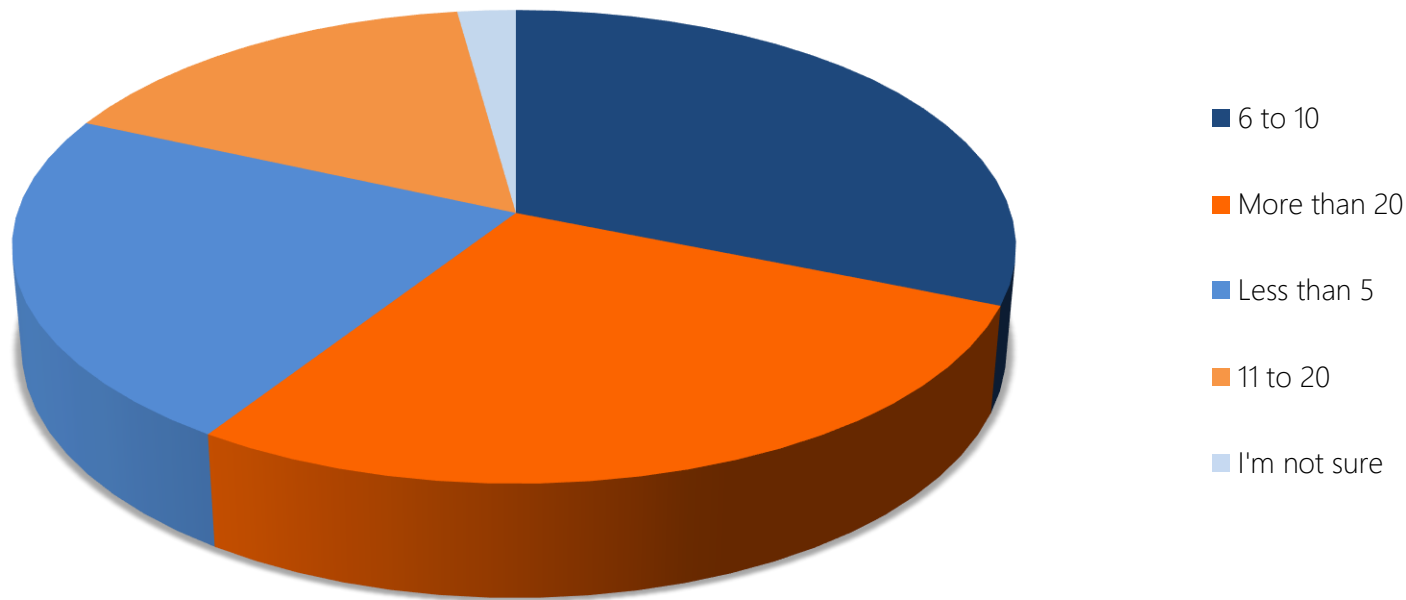
How many for-profits send volunteers to your nonprofit?

6 to 10	31%
More than 20	28%
Less than 5	23%
11 to 20	16%
I'm not sure	2%
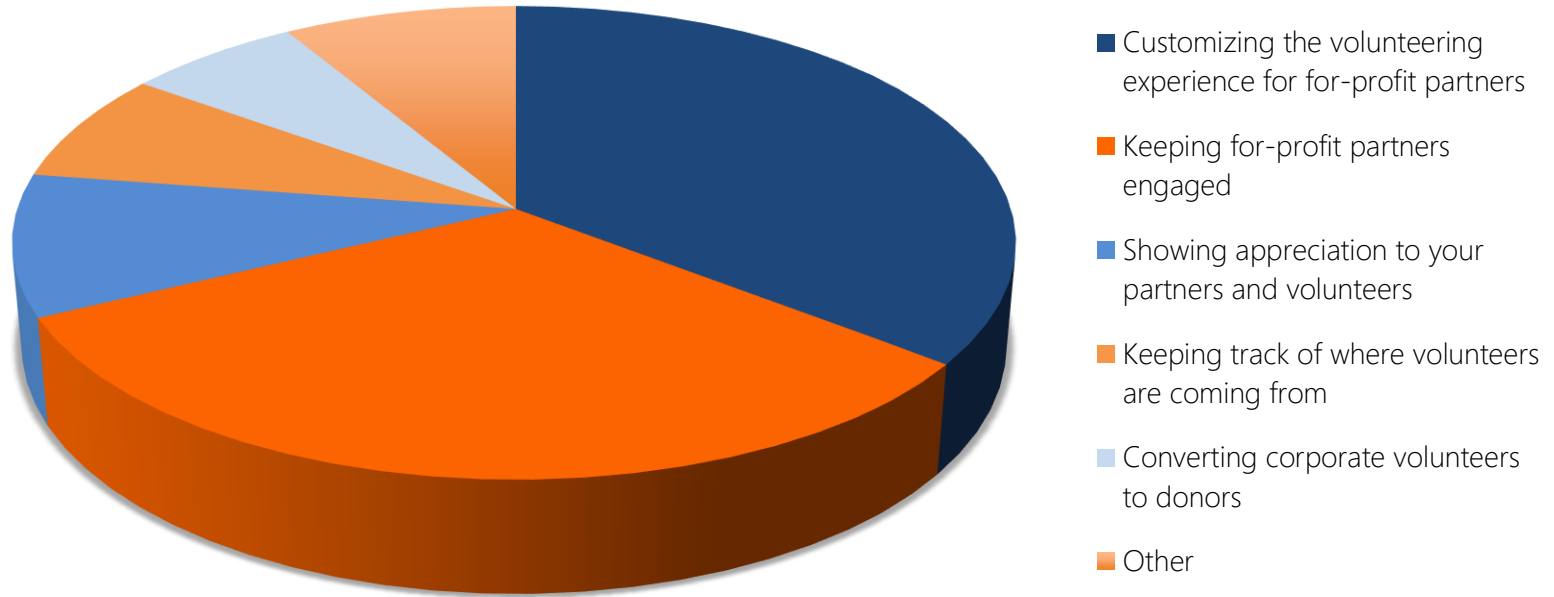
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What is your biggest challenge with corporate volunteers?

- Customizing the volunteering experience for for-profit partners
- Keeping for-profit partners engaged
- Showing appreciation to your partners and volunteers
- Keeping track of where volunteers are coming from
- Converting corporate volunteers to donors
- Other

What is your biggest challenge with corporate volunteers?

Customizing the volunteering experience for for-profit partners	35%
Keeping for-profit partners engaged	32%
Showing appreciation to your partners and volunteers	10%
Keeping track of where volunteers are coming from	8%
Converting corporate volunteers to donors	6%
Other	9%

How do you expand your base of corporate volunteers?

- Networking at community events
- Using social media
- Inviting prospective partners to your galas
- Sending emails to businesses
- Asking existing partners for referrals to other for-profits
- Sending direct mail to businesses
- Cold calling businesses
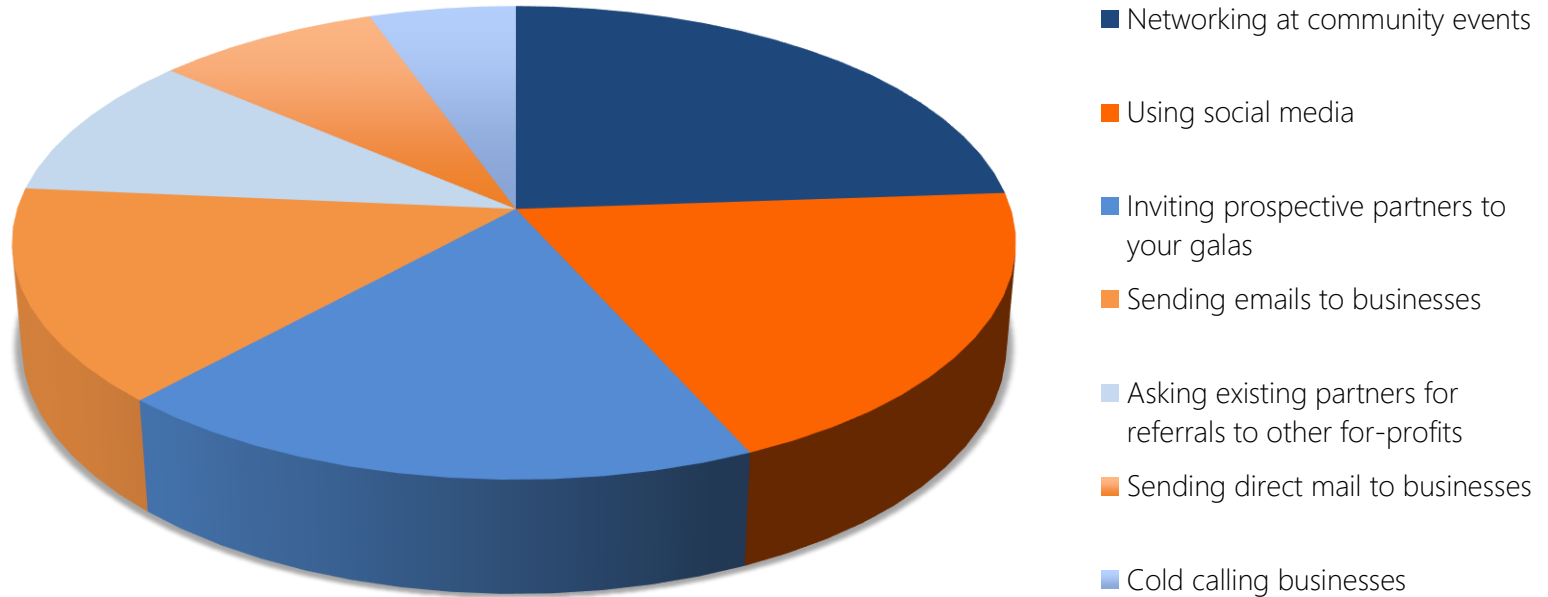
How do you expand your base of corporate volunteers?

Networking at community events	24%
Using social media	19%
Inviting prospective partners to your galas	18%
Sending emails to businesses	15%
Asking existing partners for referrals	10%
Sending direct mail to businesses	8%
Cold calling businesses	5%

Situational Analysis

Survey participants were provided the following scenario:

Imagine that you work as a production manager for ABC Company, and as part of your employment you are encouraged to volunteer 20 hours per year at a local nonprofit called "Cycling for Health." Which of the following volunteer event calendars would be more enticing / intuitive to you?
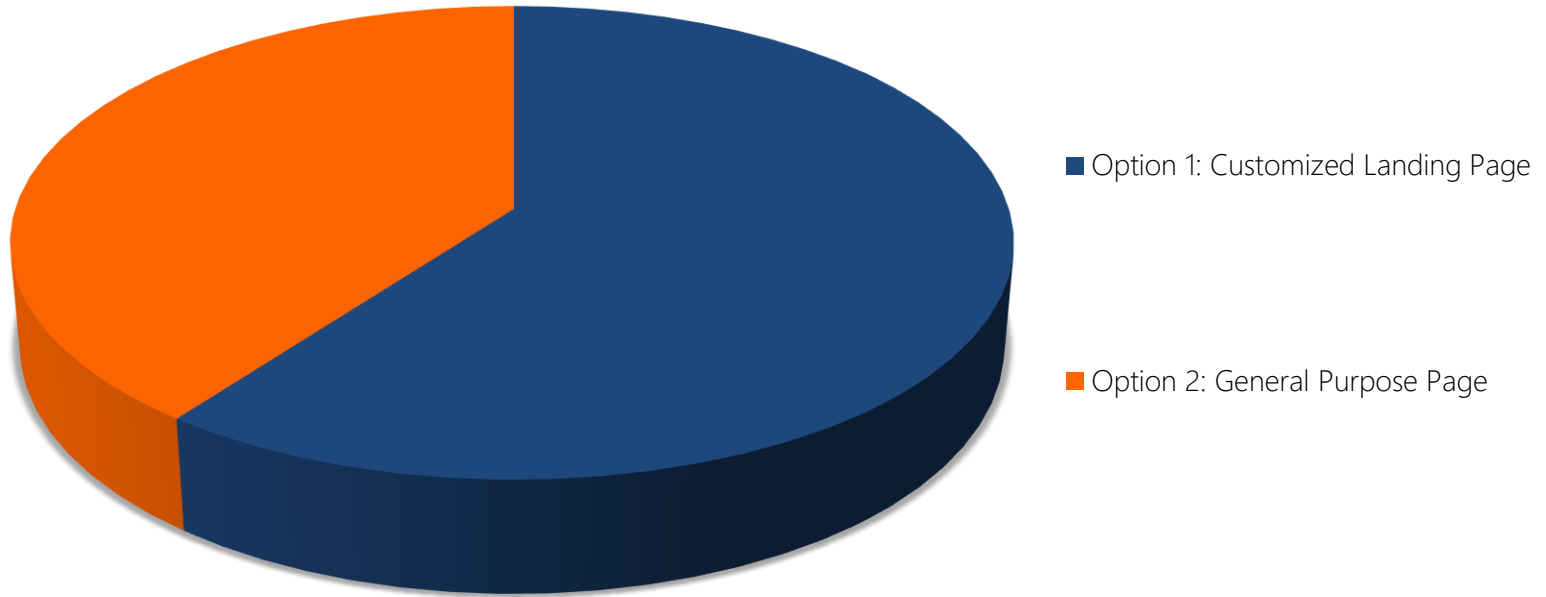
Option 1: Customized Landing Page

A webpage that has been enhanced with a unique design including ABC Company's logo, color scheme, messaging, and employee events.

Option 2: General Purpose Page

A webpage that lists all of the upcoming volunteer events for the nonprofit, not just those intended for ABC Company's employees. The overall design is the same as the nonprofit's website.
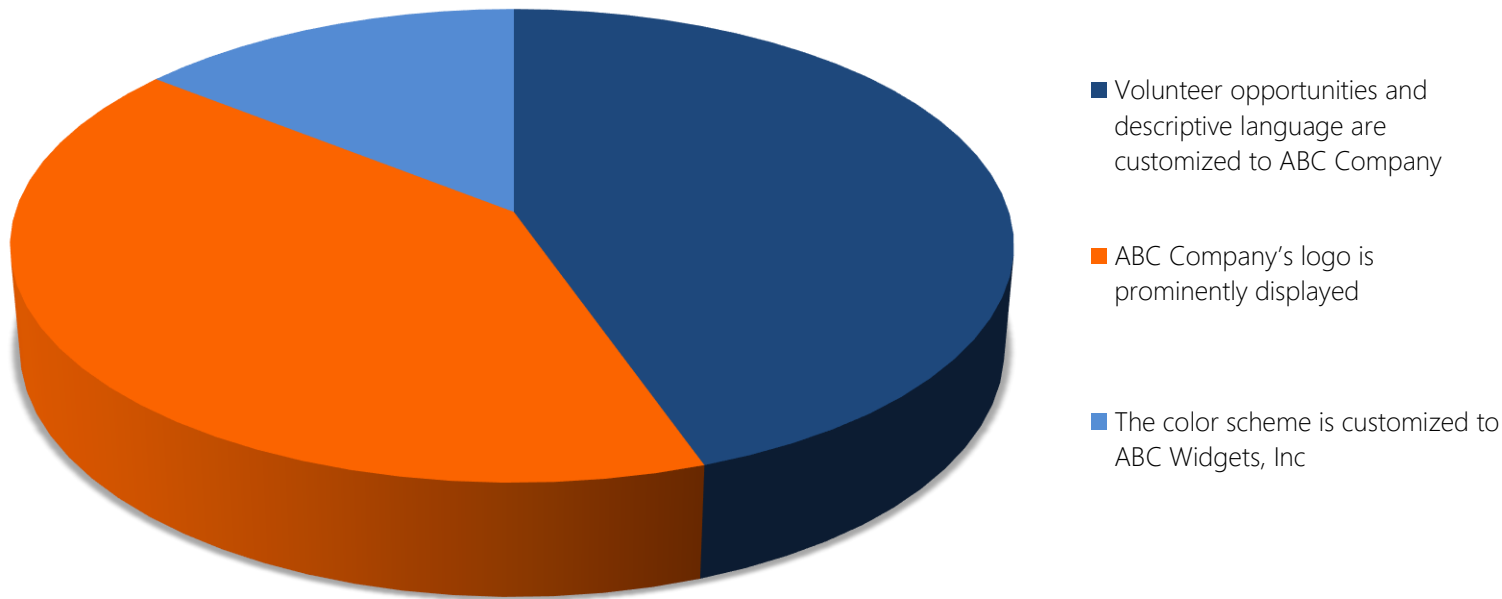
As a prospective volunteer, which page is more engaging?

■ Option 1: Customized Landing Page

■ Option 2: General Purpose Page

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As a prospective volunteer, which page is more engaging?

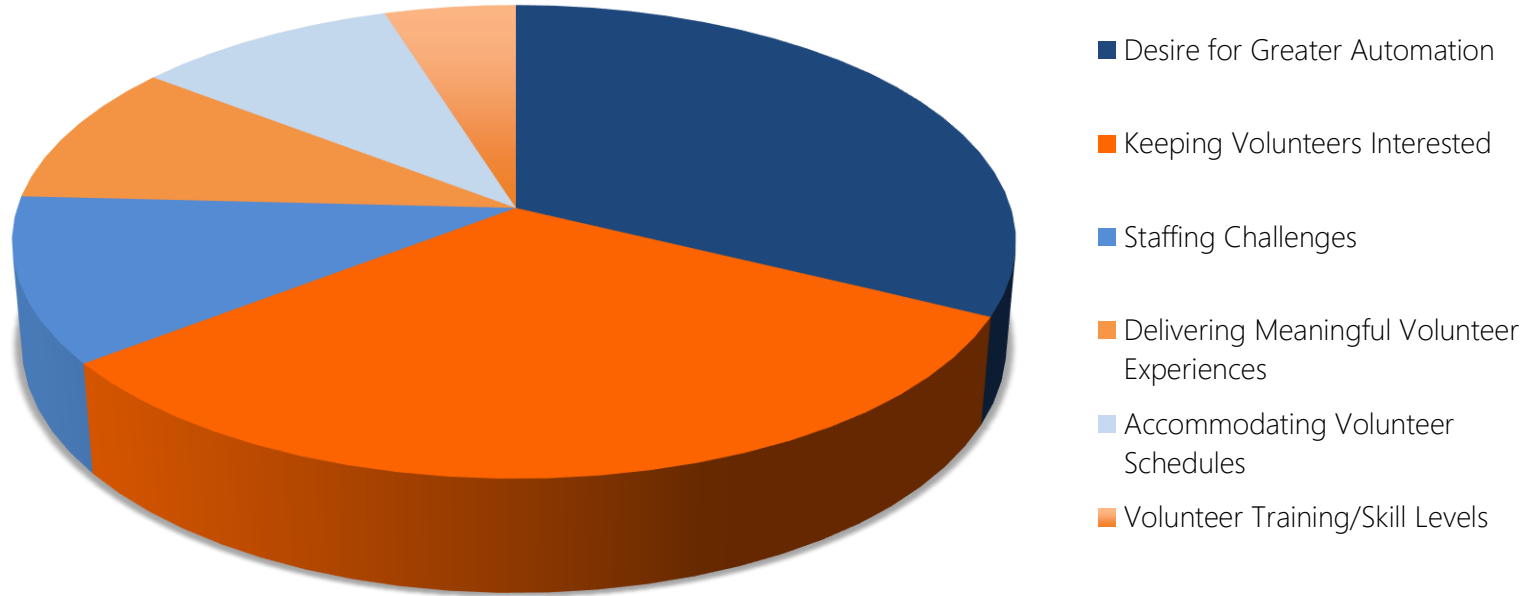|	
Option 1: Customized Landing Page	60%
Option 2: General Purpose Page	40%

Why is option 1 (custom landing page) more engaging?

■ Volunteer opportunities and descriptive language are customized to ABC Company

■ ABC Company's logo is prominently displayed

■ The color scheme is customized to ABC Widgets, Inc

Why is option 1 (custom landing page) more engaging?

Volunteer opportunities and descriptive language are customized to ABC Company	45%
ABC Company's logo is prominently displayed	41%
The color scheme is customized to ABC Widgets, Inc	14%

Common Challenges Experienced by Organizations <u>Not</u> Using VolunteerHub

What is your biggest volunteer engagement headache?

- Desire for Greater Automation
- Keeping Volunteers Interested
- Staffing Challenges
- Delivering Meaningful Volunteer Experiences
- Accommodating Volunteer Schedules
- Volunteer Training/Skill Levels

What is your biggest volunteer engagement headache?

Desire for Greater Automation	32%
Keeping Volunteers Interested	32%
Staffing Challenges	11%
Delivering Meaningful Volunteer Experiences	10%
Accommodating Volunteer Schedules	10%
Volunteer Training/Skill Levels	5%

What is your biggest volunteer engagement headache?

(Among nonprofits without integrated volunteer management.)

"Matching our needs to the availability of corporate volunteers. Often groups have a specific time, and we just can't accommodate them. It is about capacity. We want the experience to be win-win. Corporate groups often do not ask about opportunities before they schedule their "day of service."

"With corporate volunteers, we are working to establish consistent standards so that all corporate relationships are preserved without fear of isolating a specific group or giving preferential treatment to another."

"Getting volunteers to return year after year."

"Time required to (manually) confirm volunteer availability and send reminders."

"In terms of for-profit corporate volunteers, I would say matching their needs and schedule to our needs."

What is your biggest volunteer management headache?

(Among nonprofits without integrated volunteer management.)

"The one-off, episodic requests where they ALL want to volunteer on the same day, at the same time with their co-workers/buddies - it's challenging to place them in positions (even a special event like a 5k) where we guarantee they will volunteer "side by side."

"Signing up corporate volunteers that work 9-5 with opportunities that fit their schedules."

"Having corporate contact info and wanting to further engage individuals after the one-off experience."

"Making it an easy and meaningful experience that they will want to come back to."

"Having long-term volunteers with professional experience. We have plenty of "groups" that come and do community service type projects."

VolunteerHub is the #1 Choice for Corporate Volunteer Programs

96%

Satisfaction Rating

Enhance Your Corporate Volunteer Initiatives

Learn why VolunteerHub is the leading volunteer management software. Blackbaud integration, mobile device compatibility, and virtual kiosk are just a few reasons why our customers are among the most efficient and highly satisfied nonprofits.

Click here to request a no-obligation review of your corporate volunteer programs or call (877) 482-3340.

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