

Community Well-Being: Encouraging Your Employees to Volunteer

Volunteering may play a role in attracting and retaining employees, along with developing leaders. Your company may want to consider implementing a corporate volunteer program. Or, if you already have a program, consider communicating more about its value.

If you'd like to begin an employee volunteer program at your company, here are some things to keep in mind:

Determine your why — Why do you want to start this type of program at your company? Your why should align with your business objectives and values to get buy-in from your leadership.

Determine the need — Once you know why you want to create this program, look for opportunities.

Determine the program setup — Decide how the program will work.

Determine your champions — Getting support from your leadership and employees is the best path to success. When you have champions, they will inspire involvement in the program and garner interest.

Determine your success — As with most of business, showing the success of your volunteer program is key.



Once a volunteer program is in place, you'll need to motivate your employees to participate.

- Respect your employees' time.
- Communicate about your program.
- Reward your volunteers.
- Make it part of your workplace culture.

Sources: 2.deloitte.com*, conecomm.com*, consciouscompanymedia.com*, volunteerhub.com*, blog.cybergrants.com*, pointsoflight.org*

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Topic: Safety and Comfort Meditation

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