

involve



The Next Evolution of Volunteering

PROGRAM ANALYSIS
& DEVELOPMENT

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| Index

THE NEXT EVOLUTION OF VOLUNTEERING PROGRAM DEVELOPMENT.....	PG.03
NEED ANALYSIS.....	PG.04
BUILDING RELATIONSHIPS WITH NON-PROFITS.....	PG.05
CURATING AND UPDATING VOLUNTEERING OPPORTUNITIES.....	PG.06
PUSHING FOR VOLUNTEERING PROGRAM ENGAGEMENT.....	PG.07
ENSURING SUCCES WITH PARTICIPATION TRACKING.....	PG.08
CASE STUDY.....	PG.09

The Next Evolution of Volunteering Program Development

Market leaders are striving to find the most important needs regarding employees, industry and local community. As millennials join a diverse multi-generational workforce, volunteering is a recruiting and retention consideration.

In order to execute a volunteering program that is truly embedded within the company culture, while also increasing employee engagement, you should include the following components:

- Perform a Needs Analysis
- Build relationships with Non-Profits
- Curate and Update Opportunities
- Push for Volunteering Program Engagement
- Participation Tracking

The InvolveSoft Way

With InvolveSoft's solution, we do the work. Through our solution you can send customized surveys to employees asking them about the causes and skills they are passionate. The data is then stored in our secure platform and with a simple two-click process see the results.

Need Analysis

Understanding the philanthropic needs of your employees, industry and local community requires a thorough market analysis to optimize your volunteering program.

Industry: analyze whether there is a need to give back due to an industry circumstance. As an example, companies in the oil industry may consider participating in environmental volunteering opportunities to make a difference.

Employees: if a particular employee is going through a difficult situation, such as a family illness, fellow employees can collaborate and contribute to that cause.

Local Community: if the local community is in need of assistance, consider tailoring your volunteer opportunities to focus on those particular issues.

Discovering the Need: To surface the true needs of your employees, the recommended approach should include the following:

- Interviews
- Telephone surveys
- Mail surveys
- Focus groups
- Surveys

The InvolveSoft Way

In addition to leveraging internal recognition among employees and departments, individuals feel an even stronger bond when they receive recognition from their external peers. This includes an outward effort of engagement by employees. While most possess a computer and phone, external engagement is encouraged, in order for employees to feel a sense of value and belonging.

Building Relationships with Non-Profits

The next step is to establish relationships with Non-Profits that align to your program objectives. To truly build a lasting and functional relationship between Non-Profits and the company, employees must sense that there is value regarding their participation.

The geographic scope of the volunteering program: a company covering an extensive regional or national market should strive to build relationships with Non-Profits that offer events in multiple locations, and can receive an adequate amount of volunteers

Communicating with the nonprofit event manager: maintaining a consistent line of communication is essential to guarantee participation and engagement success.

Ensuring accountability from the nonprofit: vetting the quality and consistency of nonprofit events. This is especially important when organization elements and scheduling are following a sensitive timeline.

The InvolveSoft Way

The InvolveSoft solution has the ability to reach a global and local level for volunteering programs. Communicating with the nonprofit is simple with a one-click process that notifies them of a company's interest to volunteer. The nonprofits on the solution, are very low risk, are dependable and are highly qualified to provide an amazing volunteer experience each event.

Curating and Updating Volunteering Opportunities

Once a list of Non-Profit entities with volunteering opportunities has been identified, the next step is to publish the list from which employees can choose.

In most cases, volunteer program managers find it difficult to offer a vast number of opportunities due to the perishable aspect of events; meaning that each volunteering event has a single definite date.

Defining a curation protocol:

identify the best steps to feed the volunteering opportunity database across a timeline. Here is where the volunteering program manager needs to define the appropriate protocol to leverage the desired objectives as a whole.

Segmentation by employee participation:

larger companies tend to segment the volunteering program invited by department or location. This will require a high level of coordination and monitoring to ensure success.

The InvolveSoft Way

Curating and updating volunteer opportunities are easy on the InvolveSoft solution as there is a dedicated team every day finding and vetting new events for clients. The solution has a database of over 1.5 million nonprofits, and it populates opportunities according to what the company wants to see. Segmentation is simple, the solution helps coordinate and monitor your efforts on a high level to promote continued success.

Pushing for Volunteering Program Engagement

After the right opportunity has been identified, the next step will be to establish a solid line of communication to employees. The volunteer program manager must identify the best way to reach out to their workforce in order to ensure optimal program participation.

Communication Frequency: first define the timeline for participation; whether the event is a week or months away makes a huge difference regarding the frequency of communication with participants. This step is critical to ensure both sign-ups and actual participation.

Communication Channel: understanding the demographics of volunteering programs is the first step towards increasing program participation. Different demographics prefer different communication alternatives, such as:

- Email Newsletters and Reminders
- Text Message Alerts
- Team Chat Reminders: such as Slack and Microsoft Teams

The InvolveSoft Way

The communication of volunteer opportunities to employees is a task InvolveSoft takes very seriously. We have email notifications, newsletters and survey data we can pull from to optimize our client's communication efforts in a couple clicks. The InvolveSoft solution keeps track of which employees are engaged and which employees aren't so our clients don't have to.

Ensuring Success With Participation Tracking

Managers must maintain a high level of organization in order to showcase the success of the volunteering program. Employees must ensure they input the hours leveraged while participating in the volunteering event.

At first volunteering programs might struggle to leverage participation. An important step towards a successful program is gamifying the workplace and providing proper recognition to those who deserve it.

Gamifying the workplace:

Showcasing employee/department success and milestones throughout the platform are important steps towards gamification.

Provide periodical workplace incentives to encourage engagement, such as: playlist of the week, exclusive parking spot, etc...

Recognize those who deserve it:

To ensure long-term participation and commitment, individuals must be recognized for their efforts. The idea is to establish a friendly competition between employees to improve participation.

The InvolveSoft Way

Ensuring the client's volunteer program is a success is priority number one for InvolveSoft. Employees have a fast and simple way to enter their volunteer hours, feedback on the event and give recognition to each other with just a couple clicks. Participation increases over time as competitions and employee relationships develop deeper ties through collaborating for a great cause.

| Results

mogl

PATH[®]
MAKING IT HOME



Quantitative Analysis

Jaclyn, Mogl's admin for employee engagement and retention, took the lead of managing the event with Urban Angels and PATH San Diego. Through InvolveSoft's seamless one-click invitations, Jaclyn was able to effortlessly:

60

People Where
Invited

40

RSVP'd

32

Employee Attendance

Quantitative Results (cont'd)



138
Plates Served



72
Individuals Helped



“EMPLOYEES FROM ALL
DEPARTMENTS TALKED
ALL DAY ABOUT THE
VOLUNTEERING EVENT
AND WERE EAGER TO
PARTICIPATE AGAIN.”

JACLYN KINNON

Strategic Partnerships Manager of Mogl

| Results

“ Qualitative Analysis

In addition to having full commitment amongst their employees, volunteering experiences are a powerful way to leverage qualitative data in regards to how employees perceive Mogl's culture and engagement program.



“Great organization. Organizers were kind, inspiring. Loved serving people in my community. I look forward to volunteering at PATH in the near future!” - Employee



“Great cause, amazing venue, and food was provided. That is what I call a win, win, win!” - Employee



“Great venue, great cause, amazing organization!” - Employee



*“There was a pep in the steps of people the next day!”
- Admin/Manager*

Results

KPIs

To measure the impact of the InvolveSoft platform during the last 6 months, Mogl accounted results for three key performance indicators (KPI). Their research surfaced the following resultsz:

+9%

Talent ↑
Acquisition

Employee ↑
Engagement

+87%

+28%

Diversity ↑
& Inclusion

“MOGL NOW HAS CRAFTED A VOLUNTEERING CALENDAR DESTINED TO FULFILL THE COMPANY AND EMPLOYEE CULTURE NEEDS. EMPLOYEES HAVE FULLY ABSORBED INVOLVESOFT’S FUNCTIONALITY, ALLOWING THE COMPANY TO AIM FOR GREATER CULTURE AND ENGAGEMENT GOALS. WHILE ALSO ATTRACTING MILLENNIAL TALENT TO BUILD A FOUNDATION FOR THE FUTURE, WHILE ALSO REDUCING TURNOVER.”



Conclusion

MAKE THE CHOICE FOR YOUR BUSINESS

Mogl stands as an example of a company that has already taken action to optimize their culture and engagement strategy through InvolveSoft's versatile volunteering and donation platform.

Their decision to collaborate with our employee engagement solution has leveraged the following:

1

Team building beyond the corporate structure

Many employees share the same community objectives without ever working together on a solution.

2

Dynamic volunteerism for adaptable engagement goals

Understanding the community goals of the organization and those of its employees establishes a middle ground that leverages high participation in the culture and engagement program.

3

Showcasing program success with feedback beyond the charts

Showcasing participation with actual group pictures and smiles, while also reaching quantitative goals is what makes InvolveSoft the "go-to" solution to tackle employee engagement.

The logo for 'involve' features the word in a lowercase, sans-serif font. The letter 'i' is stylized with a small orange circle above it and a thin orange line extending from the top of the stem.

Volunteering

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