

UNDERSTANDING THE INVESTMENT VALUE

**EMPLOYEE ENGAGEMENT
THROUGH CORPORATE
VOLUNTEERING**



Employee engagement is the commitment, passion and loyalty a worker has toward their company. The more engaged an employee is, the more work they contribute. Business leaders understand that engagement leads to higher productivity, increased employee retention, reduced absenteeism, even higher revenues.

There's an avalanche of supporting studies from Gartner, Forrester and others. The outcomes consistently include a return-on-investment and happier employees. Millennials drive much of the discussion, yet the benefit spans all ages.

Engagement tools include volunteering, diversity programs and leadership training. Volunteerism is the first step. It's universally popular, reaches into the community and is the lowest cost of all engagement resources.

Let's look closer into how engagement through volunteerism can be an exceptional tool for your company.

Employee Turnover

PWC and Harvard Business Review equate engagement to a significant reduction in turnover. "HBR studies show firms with greater corporate responsibility reduce average turnover by 25-50%. It can reduce annual quit rates by 3-3.5%, saving 90%-200% of an employee's annual salary for each retained position."

Employee Attraction

According to Corporate Learning, "The average cost to fill a position is \$4,000. 77% of respondents indicate a company's commitment to social issues is important when I decide where to work."

Skills Development

Deloitte University Press conducted research showing "97% of employees considered volunteering programs an important professional development opportunity for skills development, including leadership, leading a team, meeting a business partner's needs, negotiating scope, and resolving issues."

Leadership Development

Volunteering hones better, compassionate leaders, and managers' relationship skills make them more likely to influence their team. Gallup reveals "75+% of voluntary turnover can be influenced by managers". The Gallup Q12 study considers "satisfaction with management" as an engagement standard.

Employee Absenteeism

A study by SurePayroll indicates a "28% difference in absenteeism in companies with employee engagement compared to companies with no employee engagement.

InvolvementSoft helps teams volunteer in the community, find and match volunteer opportunities and share team experiences.

To learn more, contact us:

www.involvementsoft.com

Sales

According to US Reputation Pulse, “a consumer who encounters a company’s public relations or social responsibility efforts rates the company higher...”. Comp Data states respondents said they are “350% more likely to purchase products of highly regarded companies.”

Employee Engagement and Volunteerism

Giving back to our communities requires no justification. Yet as we integrate volunteering into our human capital process, we achieve increased employee satisfaction, community improvement, staff development growth and more tangible benefits. The sourcing of tools to manage and develop the volunteer function is a key part of that drive towards excellence.

Where Involvesoft can help

A systematic volunteering program engages more employees in core company principles. When an organization contributes to the community it increases emotional engagement with company and coworkers.

InvolveSoft uses automation and a massive volunteer event database to encourage broad participation and a lowest cost to deploy. Our social-media-based tools drive community awareness which ultimately becomes an inducement to hiring candidates.

Users can choose opportunities that match their skills (i.e., a marketing manager helps nonprofits in promoting their brand). Working on a team contributing skills creates real-time learning growth to staff.

Volunteer programs promote an environment where compassionate leaders are developed. Our enhanced participation reporting identifies high participation individuals and tracks performance. With systematic volunteering, a culture of community engagement develops. Tying that to an automated rewards and recognition program creates a sense of fulfillment and makes employees feel excited about coming into work.

Volunteering harnesses organizational network effect. Employees are a company’s best evangelists. Brand awareness via social sharing of volunteer initiatives has a positive impact on consumer perception and sales.

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HBR | <https://hbr.org/2016/10/the-comprehensive-business-case-for-sustainability>

Corporate Learning | <http://www.berstin.com/corporate-learning-factbook-2014>

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Deloitte | <http://www.berstin.com/Practice/Detail.aspx?id=15584>

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Compdata | <http://blog.compdatasurveys.com/2015-total-turnover-rates-by-region>