Increasing Employee Volunteer Participation

Best practices for maximizing engagement

A MICROEDGE EDUCATIONAL SERIES

Employee volunteer programs are one of the very best ways to engage your employees. But how do you actually get your employees interested in joining your volunteer efforts? There are a number of ways to spread the word and maximize the number of employees who contribute to your collective volunteer programs. Here are some best practices:

Getting the Word Out

This is the obvious place to start; after all, employees can't get involved unless they know about the opportunities to do so. This becomes more of a challenge when your employees are spread out over many locations, but it's a vital element of maximizing engagement. Bulletin boards in the cafeteria and signs around the office can help, but those methods are becoming obsolete; you've got to make it easy for employees to know what's going on and where and how they can get involved. Companies that use employee volunteer software solutions have the ability to push e-communications to all employees in an instant, maximizing exposure and ultimately driving higher engagement.

Strike an Emotional Chord

Telling employees about volunteer efforts can help raise interest, but what if you want to go even further to tightly grab employee interest from the beginning? You can start by communicating your company-wide commitment to giving back to the community. Appeal to your employees' altruistic nature. Show them you care and that you need their help to make the world a better place. Volunteering provides a significant emotional sense of well-being and pride in helping those in need, so make sure your employees know that you are committed to helping the community, and that you need them to make a difference. Make them feel like their involvement really matters and is truly needed. And communicate this very clearly.

Only 29% of U.S. Employees are fully engaged in the workplace.

Source: Dale Carnegie Training, What Drives Employee Engagement and Why it Really Matters
Make it Fun and Get Them Excited

Organize contests to get your employees involved. Offer prizes. Perhaps your employee volunteer program needs a catchy name. Maybe you want to create a snazzy logo. Or maybe you want to open the floor for event ideas right from the get-go. Let your employees compete to submit the winning logo idea, or the winning program name. Communicate the contest broadly. Honor the winners publicly. You’ll have them interested, having fun, and—most importantly—engaged right from the start.

Bringing the Word Back

It’s one thing to tell employees what causes they can volunteer for, but if you really want to increase participation, you’ll want to make sure there are open channels for employee feedback on your current and past events. Let them tell you what worked, what didn’t, what could be improved, etc. And let them suggest new causes and events to get involved with. Provide surveys and really use the results. The more your employees feel their voices are being heard, the more passionate they will become about supporting your company in its volunteer efforts over the long term.

Get to Know Your Employees

How well do you know your employees outside of their day to day jobs? Did you know that Jane Doe down the hall is trilingual and has experience teaching English as a second language to immigrants? Or that John Smith in accounting used to work in construction? The more you know your employees’ skills, the more you can target volunteer events to them based on what they are interested in, and consequently where they can help the most. Surveys can help here as well, and if you have an employee volunteer software solution that lets those employees log in and quickly tell you what they are interested in, even better!

Want to learn more about developing effective employee volunteer programs?

To learn about MicroEdge AngelPoints solutions for employee volunteering, view free webinars, review testimonials from current clients, read white papers, case studies and more… visit: www.microedge.com/APVolunteering

Contact Us

info@microedge.com
800.899.0890 (option 1)