



Employee Volunteerism

Employer volunteer programs are a critical part of corporate social responsibility (CSR) initiatives, benefitting employers and employees alike: Employees who volunteer as part of workplace engagement experience significantly improved well-being, enhanced productivity, and an 89% increase in job satisfaction.^{1,2}

How can your organization support employer volunteer programs?

Let's consider the evidence...



WORK WITH EMPLOYERS TO DEVELOP CSR PROGRAMS

More than 86% of VCEI respondents think it's important for their employer to communicate about service opportunities and offer paid time off for volunteering, but less than half say their employers actually do those things.^{3,4} With 60% of employers nationally offering paid time off for volunteering, many of Virginia's employers, from small businesses to large corporations, can continue to grow in this area — and your organization can help them do this.¹

Companies with robust employee volunteerism programs are more attractive to employees — especially Millennials — supporting hiring and retention of an engaged workforce.^{1,2}



Explore regional insights by demographics to discover insights related to employee volunteerism in your area.



Consider how you can share this data with businesses in your community in order to raise awareness of specific programs and opportunities that employers can use to develop employee volunteerism.



GET CREATIVE

The most successful CSR programs represent authentic commitment to social responsibilities, sustained programs that are long-term community commitments instead of episodic opportunities, and efforts that respond to genuine community needs.¹ As you work with employers, data can help you define specific initiatives that work well. For example, most engaged Virginians value an employer match program for employee contributions to nonprofits, but only 44% of employers offered this incentive.^{3,4} In addition, only 36% of employers in Virginia sponsor group volunteer activities like Days of Service, though three-quarters of VCEI respondents consider these important.^{3,4} These are just a few ideas of opportunities you can share with potential corporate partners.



COMMUNICATE IMPACT

In addition to implementing employee volunteerism and CSR programs, it is critical for employers to effectively communicate about them to their employees. While 87% of VCEI respondents think it's important for employers to communicate regularly to employees about opportunities to serve in their communities, only 39% of employers are perceived as doing so.^{3,4} It's also important to clearly communicate the impact that employee volunteers have through their service. Whether it's the impact of their financial contributions or the investment of their time, it is important to share back with both volunteers and corporate partners the impact of their time and effort.

This is part of the Volunteer Engagement Toolbox, a series intended to empower people with strategies and insights to mobilize volunteers. It is informed by the Virginia Community Engagement Index (VCEI), which provides data-driven answers to critical questions about how volunteers engage in communities across the Commonwealth.

Explore findings at [ServeVirginia.org/why-serve](https://www.servevirginia.org/why-serve)

ABOUT SERVE VIRGINIA

Serve Virginia aspires to build a culture of service and volunteerism in all corners of the Commonwealth by inspiring individuals and organizations to engage, connecting them with the resources they need to make a difference, and celebrating the tremendous impacts we make together.

Learn more at [ServeVirginia.org](https://www.servevirginia.org)



REFERENCES

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