







Fostering a Culture of Service and Engagement



Creating an employee volunteer program is a strategic decision that can yield numerous benefits for companies, employees, and communities alike. By fostering a culture of service and engagement, companies can make a meaningful and lasting impact on society while also achieving their own organizational goals. Ultimately, an employee volunteer program is not just a commitment to corporate social responsibility—it is an investment in the future and a testament to the power of collective action.

Tips for engaging your employees

	<p>Encouraging leadership participation sets a positive example, can inspire greater participation from other employees, and shows that volunteering is a valued and integral part of the company culture. Consider: Having leaders sign the National Pipeline Advisory Group (NPAG) Pipeline Pledge and encourage employees to do the same.</p>
	<p>Incorporating social elements such as team building exercises, post-volunteering social events, or friendly competitions, can foster a sense of community and team spirit among employees. Consider: Organizing a fun activity, like bowling or happy hour, for employees after volunteering.</p>
	<p>Recognizing and rewarding participation by including certificates of appreciation, public acknowledgement during company meetings, or tangible awards such as gift cards, or an extra day off shows that the company values their contributions to the community and the profession. Consider: Hosting an annual event to honor the top volunteers and share their stories with the entire company.</p>
	<p>Providing flexibility allows employees to volunteer during work hours. Offering flexible scheduling to fit volunteering into their busy lives demonstrates that the company values and supports their employees' desire to give back, making it easier for them to participate without undue stress. Consider: Instituting a formal Volunteer Time Off (VTO) policy that demonstrates the company's commitment to volunteering.</p>
	<p>Communicating the impact of the volunteer program to employees on a regular basis by sharing stories, pictures, and testimonials can be incredibly motivating and reinforce their commitment to the program. Consider: Using the company's social media platforms to share stories and photos of employees volunteering.</p>
	<p>Gathering continuous feedback from participants to understand what aspects of the volunteer program are working well and what could be improved helps keep the program relevant, engaging and aligned with employee's interests and expectations. Consider: Holding regular debrief sessions post-volunteering events where participants can openly give feedback.</p>