

TIP SHEET

Designing Impactful Volunteer Experiences

BY YOURCAUSE AND WEHERO

Looking for ways to increase volunteer participation and excite your employees about making a difference? Ben Sampson, co-founder and CEO of WeHero, and Sarah Anderson, Customer Success Team Lead at YourCause share best practices to consider when planning volunteer initiatives. Use this worksheet to capture practical ideas from the webinar to boost employee engagement and strengthen community impact.

1

Get Organized.

As Ben and Sarah cover the biggest challenges with designing volunteer events, how to structure them and different types of volunteering, review this section of questions to consider before you start planning.

Questions to Consider:

- Does this volunteering need to work for your total employees base? Or do you need to design experiences that work for different subsets based on in-person, hybrid or remote workers?
- Have you established nonprofit partnerships that can host group volunteer activities?
- Does the need of the nonprofit align to the support your company and employees can provide? How will these volunteer hours make an impact?
- Do you have a database of skills that your employees can contribute to a project?
- Do some digging. What are the top 25 organizations your employees volunteer or donate to? Go a little deeper and look at top organizations by region, city, or employee resource groups.

2

Start Planning.

Choose times of year or days of service that already have a buzz to help get employees excited about volunteering. Think Earth Day, International Women's Day or anything that matters to your company culture.

Checkout the Moments that Matter Framework for activating employee participation + 2023 calendar of giving and service days.

[Learn more](#)

Timeline for planning by employee group size:

10 - 20	1 month
20 - 50	2 months
50 - 100	3 months
100 - 200	4 months
200+	6 months

3

Marketing and Communication Tips.

Create a campaign theme - Ask your marketing and communication colleagues for help designing something catchy, that gets people's attention.

Don't forget the little details - Always let people know the time commitment. Be clear about what employee will be doing while volunteering.

Get executive support - Have executives promote the event with an email, other internal communications messages, mention during all-hands meeting or record a short video.

4

Your favorite tips from our webinar.

Use this space take down a few notes of things you learned during the webinar.

More Resources:
Checkout these videos from the WeHero learning center.



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