

The Whole-Person Workplace Quick Guide to: Supporting Employee Volunteerism

This guide presents some of the lessons from The Whole-Person Workplace to help you develop an effective program in support of employee volunteerism. Programs like these tap into employee motivation and foster skill development. They also demonstrate your commitment to charitable causes and to the priorities of your employees.

These quick guides are free for those who purchase the book. See ScottBehson.com for more resources.

Most people have causes they care about and support. But many regret that they don't have the time or resources to support these causes. By supporting employees' desires to give back, you send an important signal that you care about their priorities.

Supporting employee volunteerism can be a powerful motivator, generate employee commitment, increase morale, create a positive work atmosphere, and can even improve your employer brand. In fact, both the Fortune 100 and Glassdoor list and highlight employers that support volunteerism.

Volunteerism can also be a developmental opportunity. For example, a junior employee who runs a fund-raising campaign develops planning, communication, and leadership skills. These skills can then be brought to bear in the workplace, and pave the way for advancement.

Here are a few ways to support employee volunteerism:

- 1. Donating to Causes and Matching Donations**
- 2. Paid Time Off For Volunteering**
- 3. Company-Wide Community Service Events**

“One of the best ways to continue to give back to your community is to find a way to do it with or through your employer. As a family man, I appreciate the importance of maximizing my time. My firm is committed to corporate responsibility, and I've been encouraged to give back - even during work hours.” - A happy employee, p. 122

“During the pandemic, one of our employees came to us with an idea to put out a tip jar, but that all the tips would go to the local food bank. We all thought that was a great idea, and was incredibly generous- our employees aren't super-well-off and they could have benefitted from tips, but they thought it was more important to help others in our community. We decided we'd support this employee initiative. Now, every Sunday, a portion of our profits are donated to that food bank. So far, we've raised and donated enough to provide 20,000 meals. It just shows the heart that people have, and the good you can do when you give them the opportunity to act on it at work.” - Tom Prendergast, co-owner of Jugtown Country Store, p.119

1. One direct way to support your employee's desire to contribute to others is through a donation matching program. When an employee makes a donation to a legitimate 5013b charity, you can match it, in part, in whole, or even in multiples. By providing a match, you show employees that their priorities are your priorities, too, and that you are willing to provide tangible financial support to something that is important to them.

Uncommon Goods, a New York based online retailer, provides paid days off for volunteerism and recently rolled out corporate charity match. According to CHRO Beth Rivera, "Volunteerism during a work day and doing some good really helps build our community." p. 120

2. As employees are often too busy to volunteer their time to community or charitable organizations, you can also support them by donating time. Many companies provide paid time off, often ranging from a day to a week, for employees to engage in charitable activities. By giving the gift of time, you are also enabling workers to feel the satisfaction that comes from altruistic work. For both them and you, working for a cause is more personally meaningful than just making a financial donation.

The Society for Human Resource Management estimates that about 26% of employers have programs to support charity and volunteerism.

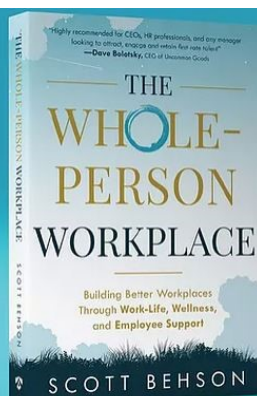
3. Finally, many employers engage in company-wide charity or community events. These events can help build team cohesiveness while emphasizing company values. They can be powerful culture-building opportunities. Employer-sponsored events provide opportunities for employees to act in accordance with their values- an amazing gift we can give them. These events also relieve individual employees from having to arrange for their own volunteer opportunities, freeing up more time and mental bandwidth.

In short, by supporting the causes that are important to your employees, you demonstrate how much you value them as **Whole People**,

"On our company anniversary, we hold an all-employee volunteer event to benefit the North Texas Food Bank. It's a great feeling to give back to our community, and community service is a big part of our company culture. It is also really satisfying to see the results of our efforts in giving back." - Ryan LLC COO Ginny Kissling, p. 121

"Highly recommended for CEOs, HR professionals, and any manager looking to attract, retain and engage first-rate talent"
- Dave Bolotsky, CEO, Uncommon Goods

A smart, practical guide for leaders and employers of all sizes"
- G. Brint Ryan, CEO, Ryan LLC



BUILDING BETTER WORKPLACES

See ScottBehson.com and <https://bit.ly/3tSGAQw> for more information.

You can purchase **The Whole-Person Workplace** at:

