

# Volunteering Toolkit for Companies & Brands

## Who is this toolkit for?

This toolkit is for companies and brands that are looking for tips on how to mobilize and inspire employees and other stakeholders through volunteering.

## What is GivingTuesday?

GivingTuesday is the world's largest generosity movement. It was created in 2012 as a simple idea: a day that encourages people to do good: make someone smile, help a neighbour or stranger, show up for an issue you care about, or give some of what you have to those in need. Since its beginning, GivingTuesday has grown into a global movement, unleashing the power of people and organizations to transform their communities and the world.

GivingTuesday is a time when Canadians, charities, and businesses come together to celebrate giving and participate in activities that support charities and non-profits; to thank, help, give, show kindness, and share what they have with those in need.

Every act of generosity counts. Everybody has something to give





# Volunteer Campaign Tips

Being public about your values is good for your business and good for the world. Encouraging your team of employees to volunteer is a great way to give back to your local community together as an organization. Here are a few more benefits to spark your inspiration:

1

## **Be known as the company/brand that cares**

Showcase your community impact and demonstrate your commitment to the community. Differentiate yourself as a company that cares; this can help build customer loyalty and acquire new customers.

2

## **Engage customers and employees, as well as their friends and family**

Engage employees in a global movement that is fun and creates a big impact; have them invite their friends and family; engage the local business community as well.

3

## **Recognize, retain, and motivate employees**

Motivate staff to meet volunteering and community involvement goals and support them as they focus on skill and leadership development. Recognize employees and spotlight the great work they do.

4

## **Increase overall morale and team building**

Foster collaboration between coworkers by providing an opportunity for employees to volunteer together in the community, virtually during work hours, and as a team to achieve a collective goal.

5

## **Align donations with what your employees care about**

Gain insight on employee community involvement and manage a matching program to engage and empower employees in your giving.

# How to get your volunteer campaign started:

GivingTuesday offers businesses a chance to tell their giving story to new audiences and leverage a national and global messaging campaign. GivingTuesday provides a compelling reason to engage customers, employees, and others during the giving season.

1

**Set goals for your campaign:** Start by listing your business' overall goals, then align your campaign goals with them. Your campaign goals should support your organization's mission and state a clear result that benefits your business, your community and/or your company culture at large.

- Set goals that are achievable and measurable yet challenging.
- Align your campaign goals with your business goals.
- Make your goals public so your employees and community members know what they are aiming for.

2

**Measure your impact:** How will you know if your campaign was successful? What will this look like? Create a list of measures that you will use to gauge whether your campaign was successful or not. These may be quantitative and focused on hard numbers or qualitative and focused on stories told, or you may choose a mix of both.

3

**Choose where to volunteer:** Make an effort to learn more about your employees and what will motivate them to get involved. You can do this by sending out a survey or organizing a team meeting to collect feedback. Connect with community organizations your employees care about to learn about volunteer opportunities or access resources by visiting [volunteer.ca](http://volunteer.ca) or [volunteermatch.org](http://volunteermatch.org) or [MeaningfulWork](http://MeaningfulWork).

4

**Engage employees:** Ask senior management to endorse the campaign and make sure employees know their involvement really matters in order to make a difference. Create content, challenges and incentives to get everybody involved. Most importantly, make it fun for everyone on the team.

5

**Make a plan for the day of GivingTuesday:** Do you want to make a video to share with your online community? Do you want to take photos? Can you supply lunch for all the volunteers? Maybe you want to reach out to the media to get them involved as well?

You may want to designate a social media person to document your volunteer story and share it with your online community. Don't forget to use the hashtag #GivingTuesdayCa so we can see and amplify all the good you're up to!

6

**Share your results:** Following GivingTuesday it's time to celebrate and announce your success with those involved, as well as with your online community. We want to hear all about the results of your hard work, so please use the hashtag #GivingTuesdayCa

Don't forget to thank all those who participated in your volunteer campaign. We have lots of #ThankyouThursday resources [here](#) to help you share your message with your online community.

## Resources

- **Volunteer Canada:** [Volunteer Canada](#) can help you assess risk in volunteer positions, effectively deal with related legal and ethical issues, implement employer-supported volunteering policies in the workplace - and more.
  - [Upcoming webinars and available recordings on volunteer engagement and related issues in Canada.](#)
  - [Virtual Volunteering for Employee Volunteers](#)
- **Volunteer Match:** Check out VolunteerMatch's resources [For Businesses](#)

