



CONFERENCE ON VOLUNTEERING AND SERVICE

JUNE 27-29, 2016

Spicing Up Your Corporate Volunteer Engagement

an evolutionary case study

Points of Light * HandsOn Network * generationOn * Corporate Institute * AmeriCorps Alums

Convened by:



Co-Title Sponsors:

JPMORGAN CHASE & CO.



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Welcome to Detroit!



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Welcome to Detroit!



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The Children's Center - Greater Detroit

Empowering children and families to shape their own futures

- Serving more than 7,500 children and families annually
- Therapeutic treatment for child abuse, neglect and trauma
- Mental and behavioral health services
- Foster Care, adoption, independent living
- Head Start early childhood education
- 300+ employees
- \$27M Operating budget
- Engage 1300+ volunteers annually
- www.thechildrenscenter.com



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Today's Learning Objectives:

- Evaluating compatibility with corporate partners
- How to develop engagement opportunities that connect volunteers to the mission
- Identify employee volunteer motivators
- Identify volunteer evolutionary stages
- How to leverage the skills of corporate volunteers and maximize resources
- Learn from the FCA US LLC & TCC partnership



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A Collaborative Partnership Since 2013

FCA

FIAT CHRYSLER AUTOMOBILES



the
CHILDREN'S
Center

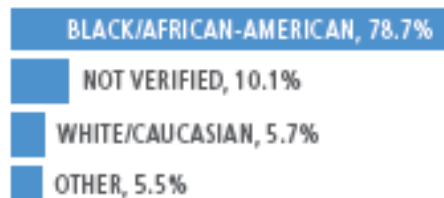
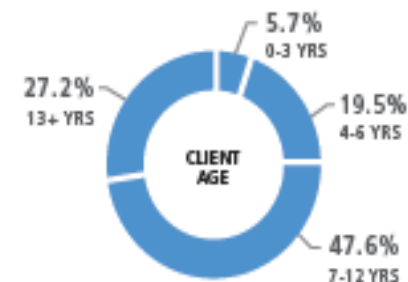
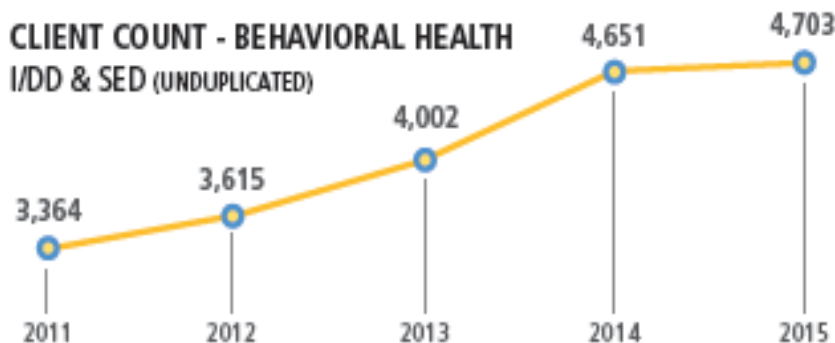
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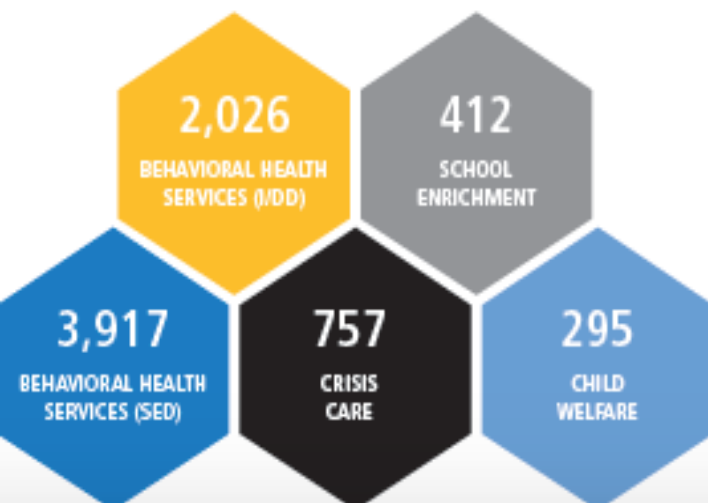
HELPING CHILDREN DREAM AGAIN

CHILDREN AND FAMILIES SERVED FY 2014-15

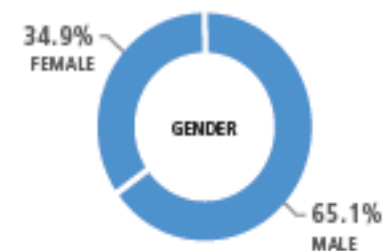
ETHNICITY

CLIENT COUNT - BEHAVIORAL HEALTH
I/DD & SED (UNDUPLICATED)

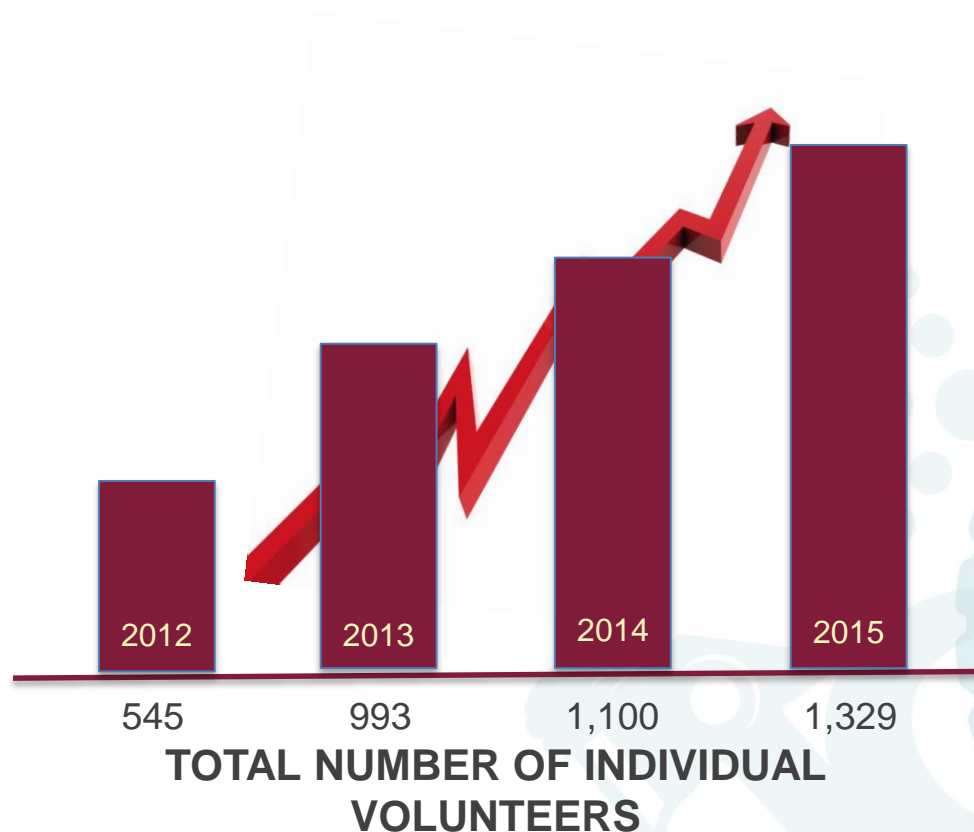
FY 2014-2015 CLIENTS SERVED BY PROGRAM



	BEHAVIORAL HEALTH SERVICES (SED)	GENERAL BEHAVIORAL HEALTH, ECBH, CBP, HOME BASED SERVICES, FCBH, WRAPAROUND, PMTO
	BEHAVIORAL HEALTH SERVICES (I/DD)	INTELLECTUAL/DEVELOPMENTAL DISABILITY SERVICES, SUPPORTS COORDINATION, AUTISM
	CRISIS CARE	CRISIS CARE SERVICES, HOSPITAL LIAISON
	SCHOOL ENRICHMENT	HEAD START, 21 ST CENTURY AFTER SCHOOL
	CHILD WELFARE	FOSTER CARE, ADOPTIONS, YOUNG ADULT SELF-SUFFICIENCY (YASS)



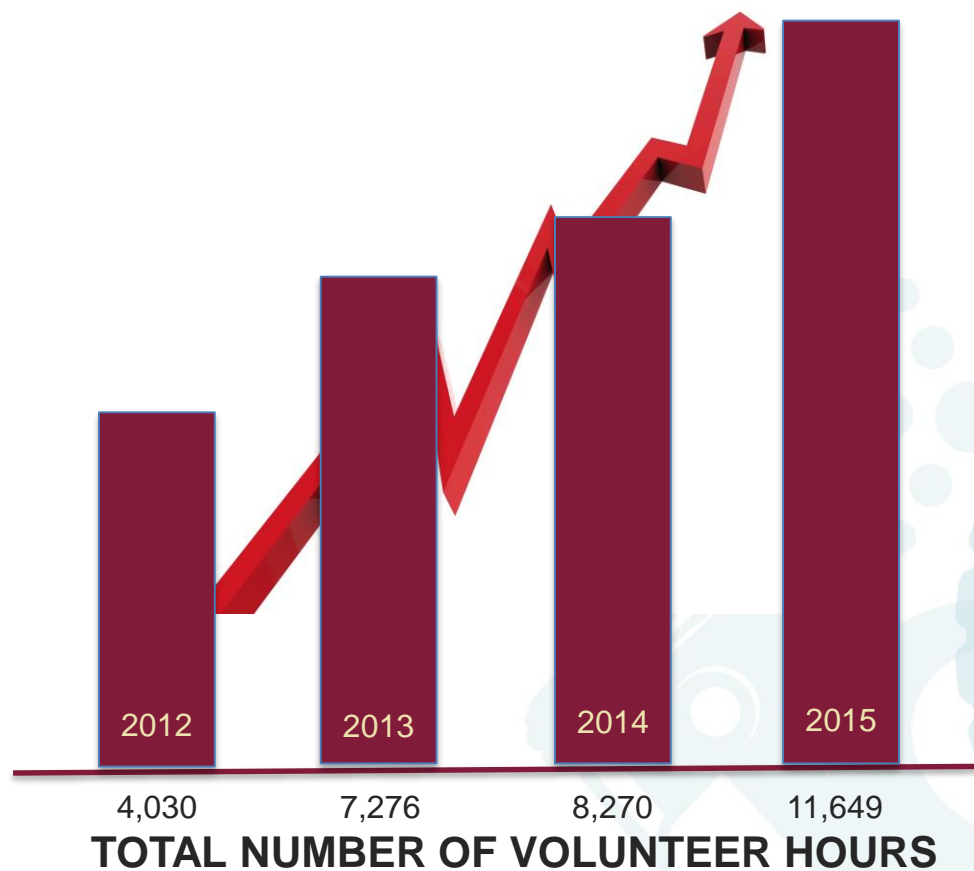
2011-2016 OVERALL AGENCY VOLUNTEERISM



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2011-2016 OVERALL AGENCY VOLUNTEERISM



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Evaluating Compatibility with Corporate Partners

1. What mutual benefit can be created through this partnership?
2. What business problems are we solving for this corporate partner?
3. How could this corporate partner powerfully experience our work?
4. How do we demonstrate measurable impact in our community?
5. How do we honor and sustain this corporate partnership?



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CREATING TRANSFORMATIONAL CORPORATE PARTNERSHIP

**OUR
ORGANIZATIONAL
ASSETS**

**OUR
ORGANIZATIONAL
CHALLENGES**

**ORGANIZATION
NAME HERE**

Define
mutually-beneficial
partnership goals

**CORPORATE PARTNER
NAME HERE**

**CORPORATE
PARTNER
ASSETS**

**CORPORATE
PARTNER
CHALLENGES**

INSIGHTS

How do we demonstrate measurable
impact in our community?

How could this corporate partner
powerfully experience our work?

What business problems are we solving
for this corporate partner?

How do we honor and sustain this
partnership?

The Children's Center & FCA US Compatibility

TCC Strengths

- Serving children and families since 1929
- Well respected locally and nationally
- Strong Board leadership
- Robust volunteer opportunities
- Episodic (1-day) or long-term options
- Cute kids!

FCA US Strengths

- US Headquarters in Auburn Hills, MI
- Large, highly-skilled workforce
- Culture of leadership and innovation
- Dedicated Civic Relations & Community Engagement Manager
- FCA US Foundation
- CSR alignment

TCC Challenges

- Limited resources to manage volunteers
- No online volunteer management system (at present)
- Sensitivity and confidentiality issues related to consumer population
- State of MI now requires annual background checks and clearances

FCA US Challenges

- HQ commute to Midtown Detroit 30 miles
- Hundreds of workgroups | units to organize for volunteerism
- Workforce has limited time
- FCA US receives many community support requests, and has limited resources

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Plan Your Annual Engagement Cycle

- Develop a model for repeat activities
- Monthly, quarterly, annual activities
- Pay to play – ask for resources to support the volunteer activity
- Schedule volunteer pre-event and post-event follow-up
- Develop a standard photo release
- Provide post-event stewardship reporting for your top corporate partners:
 - Include photos
 - Accomplishments
 - Outcomes | Impact
 - BOY - “Because of you”



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Create an Annual Calendar of Volunteer Opportunities

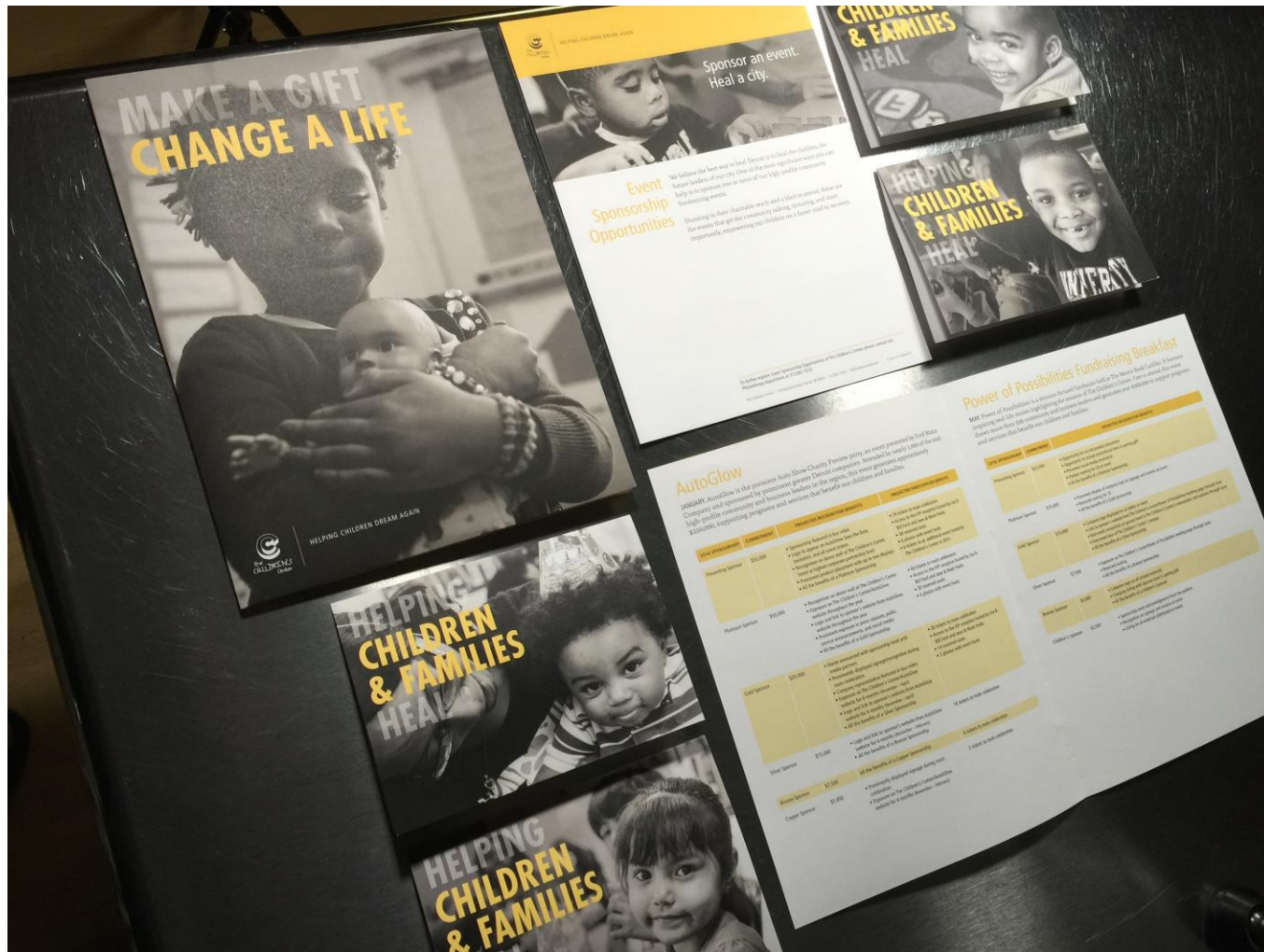
- Identify monthly, quarterly and annual programmatic activities that could benefit from volunteer support
- Consider supplementing program work with enrichment activities to increase consumer affinity and program compliance
- Identify high-skill volunteer needs by reviewing operational budgets:
 - Video production
 - Photography
 - Graphics design
 - Social media support
 - Campus operations
 - Campus beautification
 - Employee wellness
 - Committee and Board Leadership



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Create an Annual Corporate Engagement Menu



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What to Include in Your Annual Corporate Engagement Menu

- Individual volunteer options
- Employee group volunteer options
- Event sponsorship opportunities
- Programmatic funding needs
- Donation drives
- Commitment form
- Present your annual menu in-person 6 to 9 months before their corporate fiscal year begins



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Leverage Skills of Corporate Volunteers & Maximize Resources

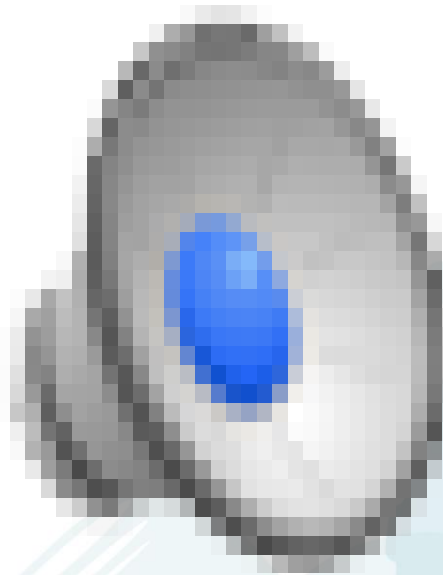
- **Matching Gifts**
 - Do your homework
- **Grants & Mini-Grants**
 - Build out engagement to meet criteria
- **Co-branding**
 - Press releases, flyers, newsletters, social media
 - Events “Slow Roll” for Foster Care Awareness



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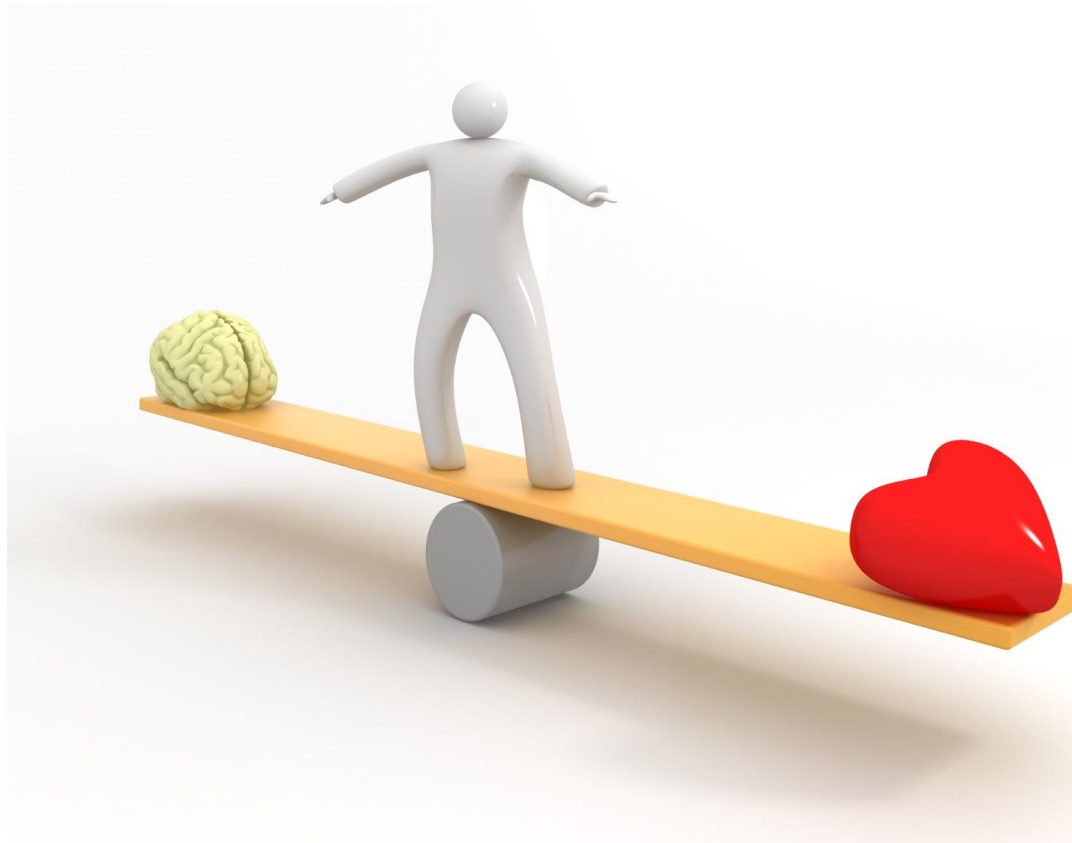
Capturing the Hearts & Minds of Corporate Partner Employees



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How to Identify Employee Motivators



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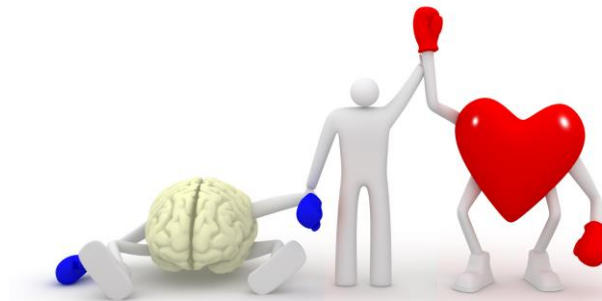
Two Types of Employee Motivators:

Extrinsic

Prestige
Political Positioning
Money | Promotion
Points | Gold Star
Prizes
Punishment | Discipline
Quid Pro Quo

Intrinsic

Passion
Purpose
Money
Belonging
Learning
Love
Making a difference



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Understanding a volunteer's motivation will help you create a more rewarding volunteer experience

Extrinsic

- Politically focused
- Career building
- Strengthening internal relationships
- Access to leadership through volunteerism
- Building leadership skills
- Expanding circle of influence

Intrinsic

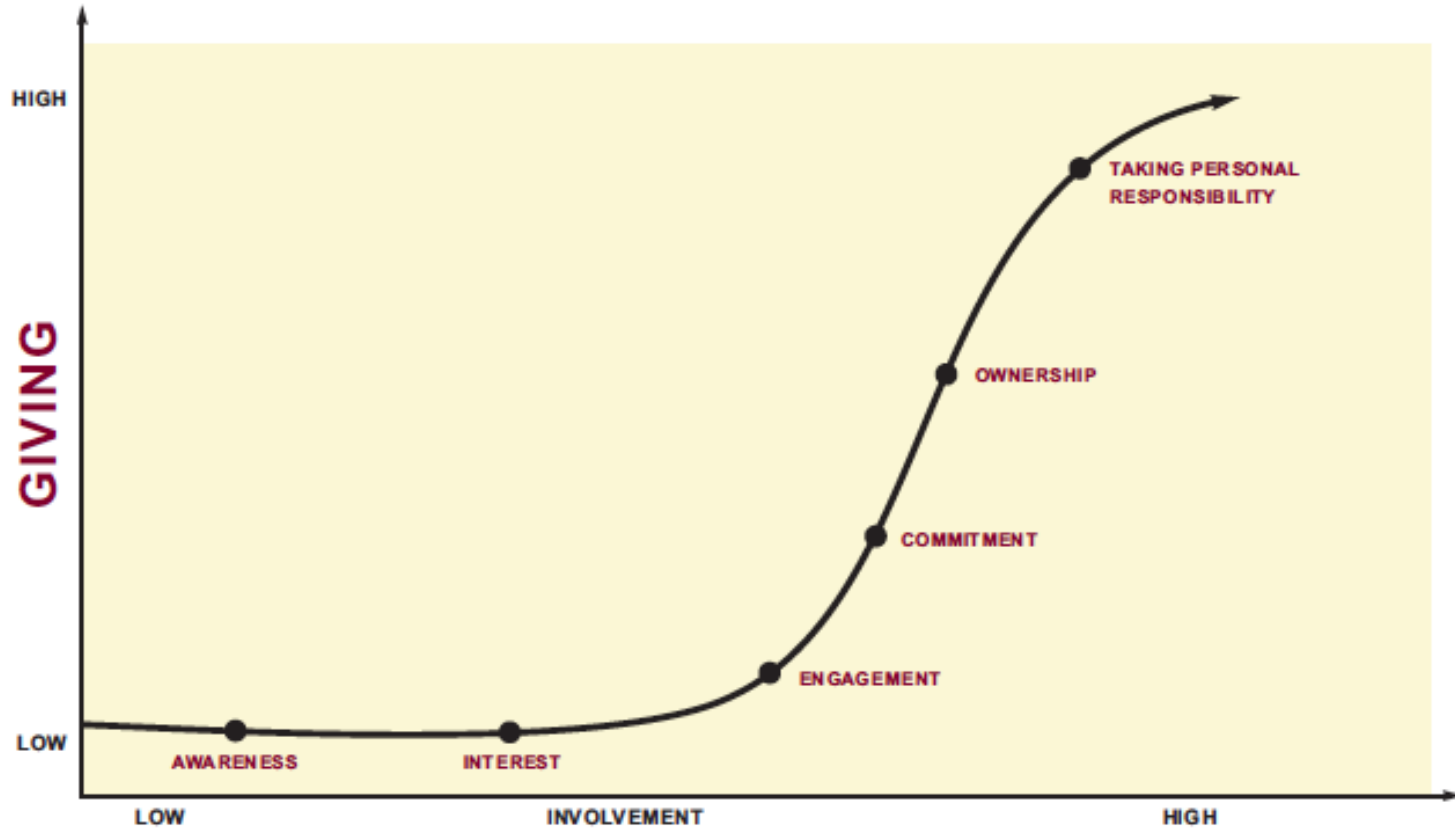
- Purpose focused
- Passion
- Externally focused
- Making a difference for others
- Mentor others (internally and externally)
- Inspired
- Giving Back

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Identifying Volunteer Evolutionary Stages

THE TARNSIDE CURVE OF INVOLEMENT Developed by Patrick Boggen, Tarnside Consulting, UK

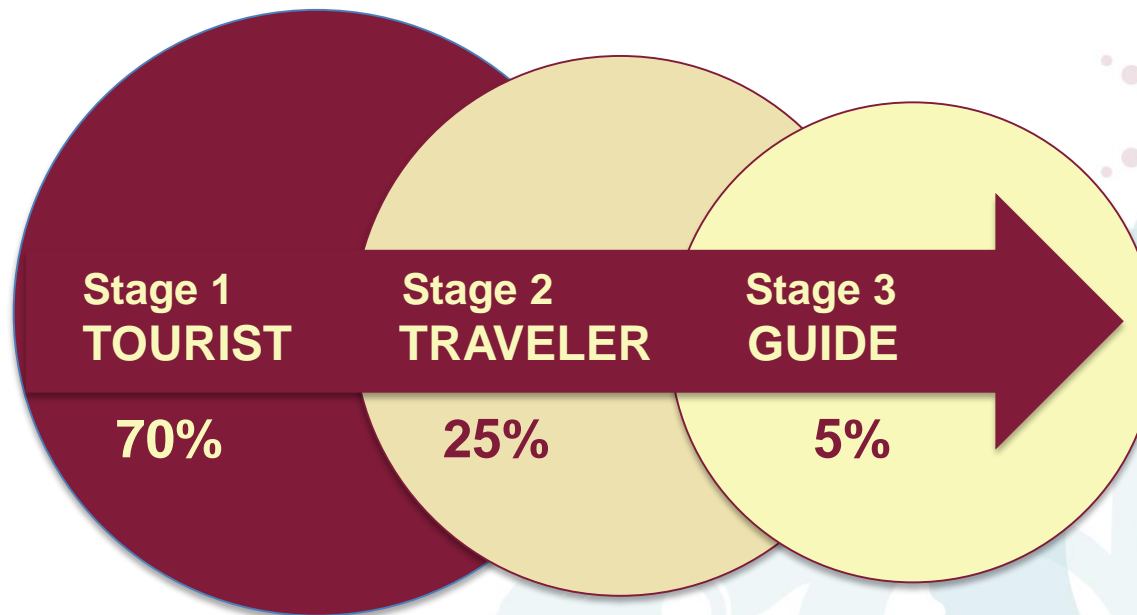


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Understanding the Three Volunteer Evolutionary Stages

via Chris Jarvis, Co-Founder & President Realized Worth | www.realizedworth.com



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Characteristics & Success Factors for Tourists

- Searching, Curious, Inquisitive, Uncommitted
- Can feel unsure, awkward and out-of-place volunteering
- They ask lots of “what” questions
- Welcome and normalize their questions

STAGE 1
TOURIST
70%

- Need a point-person, clear instruction, frequent check-ins during volunteerism
- Most successful with basic, experiential volunteer tasks
- Connect their task to mission impact
- Need to feel a sense of accomplishment
- Don't pressure them for next engagement
- Thank you follow up post-volunteerism



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New Volunteer Inquiries:

Answer the questions on every Tourist's mind:

1. What does your organization do?
2. Why are you THE organization to lead this effort?
3. Why is this issue important now?
4. What (*measurable*) difference does your organization make?
5. What would I be doing (*if I volunteer with you*)?

How can you answer these questions with both data & stories?

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Common Tourist Phrases & Questions



STAGE 1
TOURIST
70%

COMMON QUESTIONS:

- What do you do?
- How many people do you serve?
- How do people get referred to you?
- How big is the need for your organization?
- What would happen if you weren't here?

COMMON PHRASES:

- As far as I can tell....
- Seems like.....
- They said.....
- I was told
- I'm not sure, but.....

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FCA US Back Pack & School Supply Drive



Track Sponsored by:



FCA US Back Pack & School Supply Drive



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Birthday Party Hosted by FCA US



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Characteristics & Success Factors for Travelers

- Meaningful discovery, emerging leadership
 - Self-motivated, increased sense of belonging
 - Seeks growing responsibility for mission
 - Increasing feeling of emotional connectedness
 - They ask lots of “why” questions.
- Empower them to lead:
 - Registration
 - Training & organizing others
 - Team Captain
 - Project Lead
 - Listen to them:
 - Invite feedback
 - Process Improvement
 - Answer their questions:
 - Remain open and positive

STAGE 2
TRAVELER
25%

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Common Traveler Phrases & Questions



STAGE 2
TRAVELER
25%

COMMON QUESTIONS:

- Why do you do it that way?
- Do you think it would work better if.....?
- What's your greatest need?
- Can we think outside the box for a minute?
- What would happen if....?

COMMON PHRASES:

- It might be better if you....
- It's impressive that.....
- I suggest you consider.....
- What do you think about.....
- I've been reading about
- Why don't you.....

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FCA US Board Game Drive



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FCA US Board Game Night



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A group of young children sitting on a playground path, holding up various colorful books. A woman in a green shirt stands behind them, smiling. The books include titles like 'The Patient Little Chick', 'The Very Busy Spider', 'Stellaluna', 'The Rainbow Fish', 'ABC', and 'NUMBERS'. The background shows a playground with slides and trees.



Characteristics & Success Factors for Guides

- Mission alignment
- Advocates for your cause
- Organizational ownership
- Introduces friends & strangers to your organization
- Intrinsic interests
- Leads groups, activities and events with great autonomy
- Uses “we” language
- Loyalty & longevity
- Seeks highest levels of leadership available:
 - Board Service
 - Committee Chair
 - Volunteers & Contributes
 - Expands corporate volunteer footprint

STAGE 3
GUIDE
5%



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Common Guide Phrases & Questions

COMMON QUESTIONS:

- What's our greatest need?
- How do we get XYZ company involved?
- Would you come speak to my club?
- How does someone get on a committee?

COMMON PHRASES:

- It would be great if we....
- I'm committed to.....
- In my experience.....
- As you may already know.....
- My dream for our organization is

STAGE 3
GUIDE
5%



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Power of Possibilities Fundraising Breakfast Table Captains



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FCA US Daphne Harris Joins TCC Board



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FCA US Awarded Lisa V. Ford Corporate Partner of the Year 2016



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BONUS Materials & Suggestions

- Team Building Exercises
- Handwritten Thank You Notes
- Volunteer Success Checklist via Email
- Plan the Work – Work the Plan
- Gratitude Attitude!

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QUESTIONS?



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