

Using Technology to Measure Success in Employee Volunteer Programs

Overview

McKesson:

- 175 year old healthcare company
- Fortune 18 company, 100 billion in sales
- 32,000 employees, 95% domestic
- Tradition of acquisition

McKesson's EVP evolution

2003

- San Francisco headquarters only
- Disconnected from company's mission
- Belief that programs could only exist where we had paid CR staff
- Traditional volunteer work
- Manual tracking of participation for logistical purposes only
- No post-event data gathered from either non-profit or employees volunteers

McKesson's EVP evolution

2008

- Community Days in 91 locations (and growing)
- 105 Regional Volunteer Coordinators
- Healthcare focus
- Traditional and non-traditional (on-site) volunteer opportunities
- Online tracking and reporting of all activities and outcomes
- Dollars for Doers program
- Board of Directors program
- Recognition programs

Importance of Tracking

- No more anecdotal stories
- Quantitative data helps us to make programs changes that reflect our employees' interests
- We have solid metrics to measure our program successes and inform us of areas for improvement
- Less time consuming!!!

Motivating Employees to Enter Information

- Dollars for Doers
- Sweepstakes
- Paid time off
- Recognition
- Participation contests by floor or department

Using the Data

- Corporate Citizenship Reports
- Employee Town Halls
- Employee newsletters
 - Highlight one employee volunteer per month
- Apply for local/national Community Service Awards (POL, local CVC's)